

### 7.3 Institutional Distinctiveness

Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust  
Provide the weblink of the institution in not more than 500 words

College strives to work with passion, serve with compassion and lead with vision. Our Institution has been established with a goal to develop a center of excellence in higher education for the economically and socially backward people of Sullia Taluk, a part of the backward Malnad region.

The people of this Taluk were deprived of the facilities of higher education for which they had to move away to the far off cities such as Mangalore, Madikeri and Mysore etc. But with the emergence of this Institution a large number of rural youth particularly girls have found an easy avenue for higher education. Retaining the youth in their own town stops migration to urban centers and halts brain drain. In fact, our Institute has been a ladder for a large number of youth who have been helped in their career advancement which is evident in their entry into both public and private sectors.

College offers a nurturing ground for student's holistic development to make effective contribution to the society. We aim at empowering the students by helping them realize the rapidly changing social situations and enabling them to respond to the realities of people in dis-advantaged situations.

Our programmes encourage the full participation of the students in academic as well as extra- curricular activities enabling them to make up professional roles in employable contexts.

#### **The institution translates its mission statement into activities by:**

- Admitting students of minimum qualification there by practicing social equality.
- Providing training to the students in various extra-curricular and co- curricular activities.
- Educating and empowering the students of rural area.
- Developing and creating an environment which can instill confidence and hope in students.
- Involvement of students on basic research programs on changing social structure, environment protection, and folk literature.
- Helping the students to broaden their social outlook in terms of gender sensitivity.
- Bringing about awareness of one's rights and duties.
- Establishing College –Community connections.
- Promoting overall wellbeing of the students.



**PRINCIPAL**  
NEHRU MEMORIAL COLLEGE  
SULLIA, D.K. - 574 327