

**PRINCE SHRI VENKATESHWARA
ARTS AND SCIENCE COLLEGE
GOWRIVAKKAM, CHENNAI - 600073**



**Criterion 7
Institutional Distinctiveness**

**7.3.1 The performance of the Institution in one area
distinctive to its priority and thrust**

Prince Shri Venkateshwara Arts and Science College (PSVASC) is affiliated with the University of Madras and the curriculum is strictly adhered to the curriculum prescribed by the University for UG & PG courses.

Our institution endows a halcyon atmosphere for the students, qualified and experienced faculty members, a well-stocked library, and fully equipped laboratories. We accolade the students for their innovations to encourage them. To get out the best in the students, our faculty strives hard to bring out their hidden talents. We even expose the student to the outside world.

By building people, we build society. By building leaders, we build the nation's technology and economy. Technical education is, in effect, a nation's service. At Prince Shri Venkateshwara Arts and Science College, we believe only well-disciplined, value-added students to become high-profiled professionals who can achieve.

The **Capacity Building Initiative** of students is a step towards facilitating the students with the required knowledge, experience, and exposure to pursue their dreams for better employment. With the newfound capacities, the student is more willing and prepared to take on goals in the future. To do this, various Clubs of actions were taken to help students develop their sense of independence and independence of thought.

OUR VISION

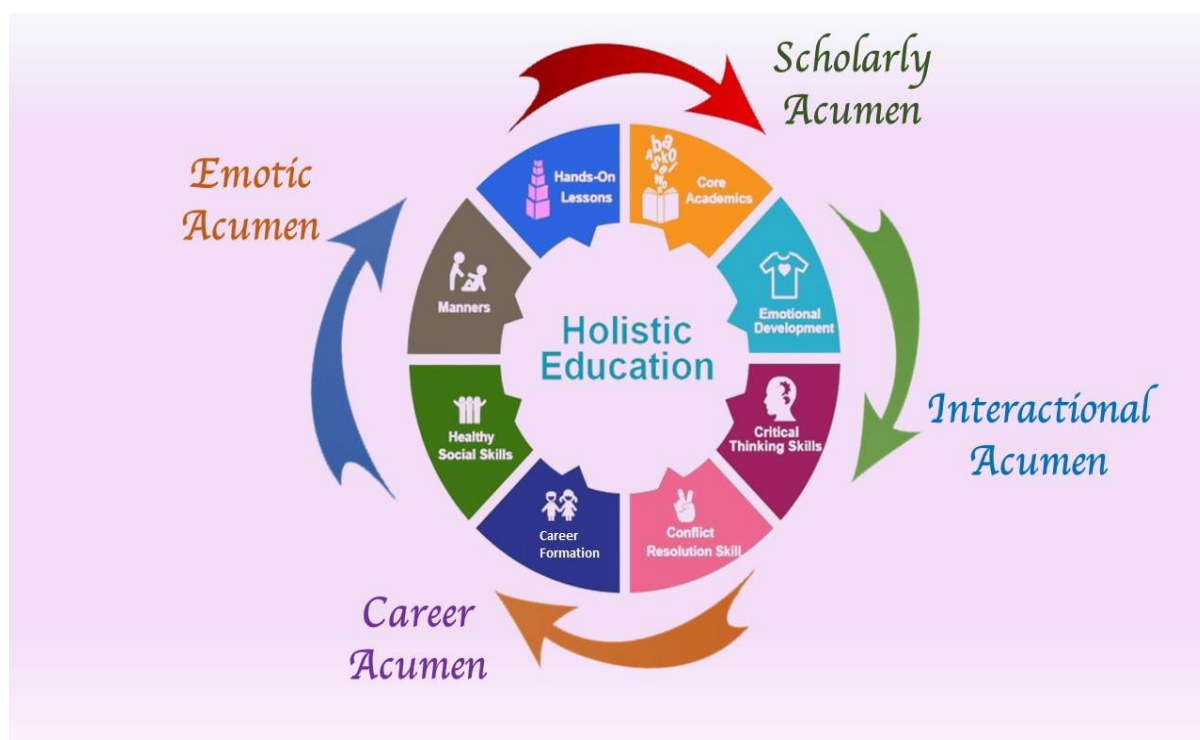
To be a Centre of professional excellence and innovation in the implementation of educational programmes, with a core focus on academics and holistic development of student and faculty.

To achieve our goal, we encourage programs and club activities that encourage leadership, promote career advancement, and instill in the students' values that promote eco-sensitivity, constitutional awareness, and self-efficiency.

"PROFESSIONALISM AND VALUES: THE TWIN PILLARS OF HOLISTIC EDUCATION AT OUR COLLEGE"

The institution remains steadfast in its commitment to holistic development, striving to foster every facet of a student's personality to cultivate well-rounded individuals capable of excelling in diverse aspects of life. The distinctive excellence of our college is evident in its unwavering dedication to delivering a holistic education. This encompasses futuristic learning skills, value-based teaching, and an environment that fosters both personal and professional growth. Setting itself apart through a focus on professionalism, value-based education, and robust infrastructure, the institution stands as a beacon of excellence in the realm of education.

Integrating the holistic education goals of the National Education Policy (NEP) 2020 through various club activities at our college can be a dynamic and engaging approach. The clubs contribute to the overall campus culture and provide students with opportunities to pursue their interests, develop leadership skills, and connect with peers who share similar passions.

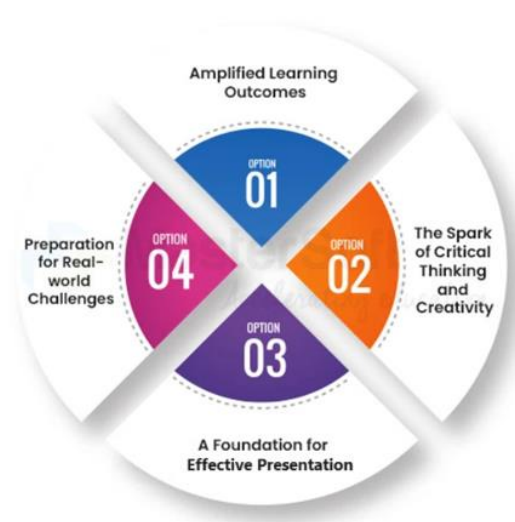


Diversity of Clubs: The range of clubs available on our campus can greatly influence its distinctiveness. Our College offer a wide variety of clubs spanning different interests, hobbies, and academic disciplines demonstrate inclusivity and catering to a diverse student culture. For the transformation of the Students from Engagement to Intelligence, PSVASC has identified four crucial areas such as,

1. Scholarly Acumen
2. Interactional Acumen
3. Career Acumen
4. Emotic Acumen

Scholarly Acumen

In higher education institutions, the journey toward scholarly acumen extends beyond mere aspiration; it hinges on the fundamental principle of nurturing strong student engagement. This interdependent bond between engagement and excellence stands as the cornerstone of effective learning, stimulating lively involvement, nurturing critical thinking, and fueling an insatiable desire for knowledge.



Amplified Learning Outcomes:

The act of engagement itself elevates academic performance. Engaged students don't just skim the surface; they dive deep into the waters of knowledge, grappling with concepts, and connecting dots. Their active involvement in discussions, analytical thinking, and hands-on projects results in a better grasp of course materials and a heightened ability to retain information.

The Spark Of Critical Thinking And Creativity:

Nurturing critical thinking and creativity flourishes within an engaged environment. By promoting questioning, analysis, and debate, students enhance their capacity to unravel intricate problems and devise inventive answers. Fostering this atmosphere of curiosity and ingenuity equips students with indispensable skills crucial for both personal and professional advancement.

Preparation For Real-World Challenges:

The skills cultivated through active engagement are the very skills that students will need to navigate the challenges of the real world. Collaborative problem-solving, effective communication, and the capacity to tackle complex issues are qualities that engaged learners develop, setting them up for success beyond academia.

Effective Communication and Presentation: Guidance to communicate ideas effectively through clear and concise writing, presentations, or academic discourse. Scholarly Acumen, implemented through departmental club activities, is designed to enhance the educational experience of students by providing them with opportunities for intellectual growth, skill development, and collaborative learning.



1. CLUSTER CHAMPS

The Statistics Club was established to promote statistical knowledge, analytical thinking, and practical application of statistical methods. The activities conducted by the club are designed to empower students with statistical skills applicable across various academic disciplines and professional domains.

Mission:

- ✓ To familiarize students at undergraduate and postgraduate levels with the role of probabilistic as well as descriptive and inferential statistical ideas in modern science and technology.
- ✓ To Provide in-depth knowledge regarding the theory and application of modern Statistical techniques that are commonly used for data analysis.

Insights gained:

- ✓ Improved confidence in statistical analysis.
- ✓ Enhanced critical thinking and problem-solving skills.
- ✓ Increased interest in pursuing advanced studies or careers in statistics and data science.

Field experiment using Completely Randomized Design on 25th January 2019 @ 3.00 p.m. Inaugurated by Dr. K. Vasudevan, Chairman by sowing the seeds.



Harvested on 19th February 2019 by Dr. Uma. M, Principal



**Seminar on Design of Experiment on 2nd March 2019 by the Chief Guest
Dr. S. Joshua David, Assistant Professor, MCC.**



2. CS - TEKNE CLUB

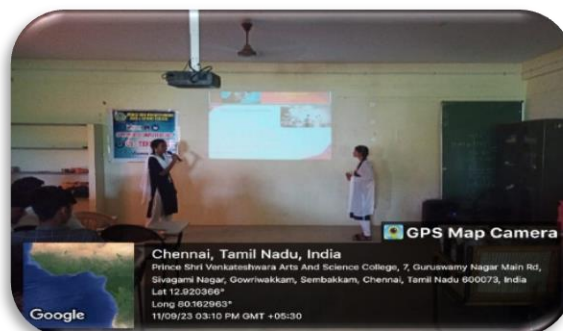
To provide computer and computerized device knowledge and mentored trainings. To nurture the minds of student towards creativity and steer and their talents towards high quality research in different areas of Computer and Technology. To make the student able converts theoretical knowledge in practical work.

Mission:

To enable students to develop logic and problem-solving approach that will help build their careers in the innovative field of computing and to provide creative solutions for the benefit of society.

Insights gained:

- Improved self-confidence in tackling complex technical challenges.
- Strengthened problem-solving skills and a heightened sense of creativity.
- Positive influence on students' career aspirations, with many expressing a greater readiness for the tech industry



3. CODING CLUB

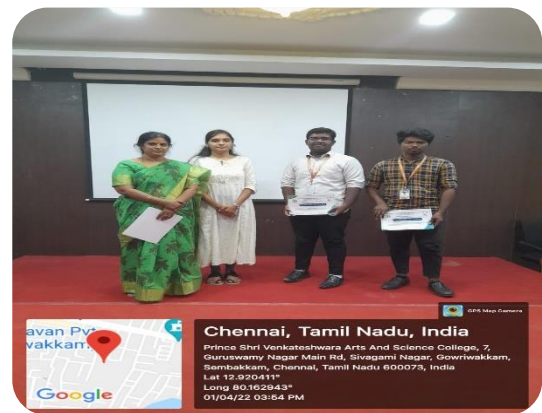
The coding club aims to cultivate a collaborative environment where members can develop coding skills, collaborate on projects, and foster a supportive community of learning and innovation.

Mission:

"To empower members with coding skills, foster a collaborative learning environment, and cultivate a community where individuals can innovate, create, and explore the world of technology together."

Insights gained:

- Introduce more hands-on coding projects to enhance practical application of coding knowledge.
- Strengthen ties with industry professionals to expose students to evolving coding trends and real-world coding challenges.



4. THE BAFCOM FINAMICS CLUB

The Bafcom Finamics Club fosters student-driven initiatives towards enhancing the knowledge in the field of Accounting & Finance through interesting and innovative ideas. The major focus is to connect them with finance industry experts and provide an opportunity for students who wish to pursue a career in finance.

Vision:

To promote Financial Literacy in such a way that members easily earn income. It hopes to provide an opportunity for students to improve their understanding of the intricacies of the world of finance.

Mission:

To guide students and provide opportunities to take part in hands-on, real-world finance work in managerial finance and investing.

Insights gained:

- Improved financial decision-making skills and increased confidence in managing personal finances.
- Positive impact on students' understanding of economic concepts and their relevance to everyday life.
- Many students expressed a heightened interest in pursuing careers in finance and related fields.



5. THE RISE OPTIMIZE CLUB

The Rise Optimize Club is to foster a dynamic and inclusive community of aspiring business leaders, where students can develop their skills, knowledge, and networks to thrive in the rapidly evolving world of business administration.

Mission:

To provide a dynamic and collaborative environment that equips students with the knowledge, skills, and resources necessary to excel in the field of management. It aims to empower our members to become effective leaders, strategic thinkers, and catalysts for positive change in their organizations and communities.

Insights gained:

- Participating in college club competitions, seminars and workshops can lead to enhanced skills, expanded networks, increased confidence, deeper knowledge, and improved career prospects for students.
- A well-rounded and positive college experience is facilitated by these activities, which also encourage personal development, practical learning, and interactions with peers and professionals.

Role play-In Innovative Marketing Competition on “Innovations in Entrepreneurial Development”



Best Manager-Competition on “Innovations in Strategic Decision making”



6. DATABEEZZ CLUB

The Databeezz Club is to create an environment for students interested in Data Science to explore further and to spark an interest in someone who's new. To educate students with the intuition and real time applications of Data Science. To help students familiarize themselves with the frameworks, workflows and best practices. To help students stay updated with the recent technologies in the field.

Mission:

To provide a platform for learning, collaboration, and practical application of Data Science techniques. Several activities to educate students with the intuition and real time applications of Data Science will be conducted and to empower them to provide innovative and cognitive solutions.

Insights gained:

- Improved problem-solving skills and increased confidence in handling complex data challenges.
- Positive impact on students' data analysis proficiency, leading to more creative and efficient data-driven decision-making.
- Many students expressed a heightened interest in pursuing careers in data science and related fields.



7. THE LITERARY CLUB

The Literary Club of Prince Shri Venkateshwara Arts and Science College, Gowrivakkam has been established to promote language and literature. From time to time, the club organizes a rich and diverse array of literary activities such as poetry writing, group discussions, workshops, debates, short story writing, literary quiz contests and so on. The club has been instrumental in building a community of creative, imaginative and thoughtful students. It has also created deep awareness about several issues of local and global importance among the student community.

Mission:

1. Inspire a profound appreciation for literature, language, and creative expression.
2. Create an inclusive and dynamic community.
3. Foster a love for the written word through engaging discussions, literary analyses, and collaborative projects.
4. Enhance language proficiency, critical thinking skills, and cultural awareness.
5. Empower members to become lifelong learners and contributors to the literary landscape.

Insights gained:

- Positive impact on students' creative expression, leading to more imaginative and eloquent communication.
- Many students expressed a heightened appreciation for literature and an increased interest in pursuing careers in writing and related fields.



Interactional Acumen

"Interactional acumen" refers to a person's ability to navigate and engage effectively in various social and interpersonal situations. It involves a combination of social intelligence, communication skills, emotional intelligence, and an understanding of social dynamics. Individuals with high interactional acumen are often adept at reading social cues, adapting their communication style to different contexts, and building positive relationships with others.



1. National Service scheme

Our mission is to instill a spirit of service and civic engagement among our members. We aim to contribute to the welfare of the community through various initiatives, creating a culture of compassion, empathy, and positive change.

Mission:

The National Service scheme has been functioning with motto “NOT ME BUT YOU” in view of making the youth inspired in service of the people and hence NSS aims Education through community Service and Community Service through Education.

Insights gained:

- Serving in NSS often involves taking on leadership roles and collaborating with team members. Students develop leadership skills, learn to work as part of a team, and navigate various challenges in a community service setting.
- NSS contributes to personal development by promoting qualities such as self-discipline, time management, and self-motivation. Students often find that they grow as individuals through the challenges and experiences encountered during NSS activities.



2. ROTARACT CLUB

Rotaract club was officially installed, marking the commencement of a journey dedicated to service, leadership, and fellowship. Our club is led by a dynamic team of 26 dedicated board members, each committed to driving positive change within our community.

Mission:

The mission of our Rotaract club is to provide young adults with opportunities for personal and professional development, leadership training, and dedicated service to the community. Through these activities, Rotaract aims to foster a sense of global citizenship, promote goodwill, and contribute to the betterment of society.

- To Plan and execute various service projects to address local needs and contribute positively to the community.
- Create a supportive and inclusive environment for members to build strong connections and friendships.

Collected fund from our college students and provided groceries for the orphanage home



2020

1) PAPER BAG PROJECT :

We made paper bags and created awareness about plastics.



3. CITIZEN CONSUMER CLUB

The Citizen Consumer Club is a consumer forum of the Civil Supplies and Consumer Protection Department, Government of Tamil Nadu. The Citizen Consumer Clubs will aim to increase consumer organizations' motivational fervor and to raise awareness among students

at a young age and, via them, the wider public. Children should learn the value of doing what is right and have the confidence to challenge injustice.

Mission:

To enable students to understand the fundamental rights and duties of a Consumer.

Insights gained:

- Students develop a deep understanding of their rights as consumers. They learn about the importance of fair-trade practices, quality standards, and protection against fraud.
- Students gain insights into budgeting, financial planning, and making economically sound consumer decisions.



Consumer court visit



4. RED RIBBON CLUB

The Red Ribbon Club (RRC) is a campus-based initiative that focuses on promoting awareness. It serves as a platform for organizing skill-building sessions aimed at empowering the youth. Within the framework of RRC, students are motivated to acquire knowledge about

maintaining safe and healthy lifestyles. The overarching strategy involves promoting health-seeking behavior, encouraging voluntary blood donation, and empowering them to take on roles as change agents in HIV & AIDS prevention programs within the college community.

Mission:

To prepare the youth as peer educators and agents of change among the youth as well as the society at large by developing their skills in leadership, advocacy, communication and team building.

Insights gained:

- To provide students with practical skills, including event planning, communication, and organizing health-related workshops. These skills are transferable and valuable in various personal and professional contexts.
- Involvement in RRC initiatives contributes to personal growth and the development of confidence. Students gain a sense of accomplishment as they actively contribute to meaningful causes.



5. Youth Red Cross

The Youth Red Cross is to instill a sense of humanitarianism, empathy, and social responsibility among the youth. We are dedicated to nurturing a community of compassionate leaders who actively contribute to the welfare of society. Through our programs, initiatives,

and outreach activities, we aim to empower students to make a positive impact on the lives of others, uphold the principles of the Red Cross movement, and create a culture of humanity within and beyond our college community.

Mission:

To instill a sense of humanitarianism, empathy, and social responsibility among the youth. We are dedicated to nurturing a community of compassionate leaders who actively contribute to the welfare of society.

Insights gained:

- Engaging in YRC activities exposes students to a network of like-minded individuals, volunteers, and community leaders.
- Students understand that even small actions can make a positive impact on the lives of others.
- Students learn about health issues, preventive measures, and the promotion of overall well-being, contributing to their personal health literacy.



6. Bureau of Indian Standards

BIS is the National Standard Body of India established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental thereto. BIS has been providing traceability and tangibility benefits to the national economy in a number of ways – providing

PSVASC/NAAC/Criterion 7/7.3.1

safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing.

Mission:

To promote and maintain a high level of quality in products and services to enhance consumer confidence. The organization works towards ensuring that products in the market adhere to established standards.

Insights gained:

- To learn how standards are established to ensure the quality, safety, and reliability of products and services.
- Students gain insights into how adherence to standards contributes to consumer safety and satisfaction.



Career Acumen

"Career acumen" refers to an individual's ability to navigate their professional life effectively, make informed career decisions, and achieve success in their chosen field. This concept encompasses a range of skills, traits, and knowledge that contribute to a person's overall career development. Here are the clubs in our institution that focuses on career acumen.



1. Entrepreneurial Development Cell

ED CELL of PSVASC aims to equip student innovators and start-ups with the entrepreneurship skills required to succeed, using methodologies that transcend conventional learning to modern needs, Educate and promote entrepreneurship among stakeholders, and ignite knowledge about start-up businesses, research centers, mentors, investors, incubators, accelerators, funding agencies, etc., Work with an extensive network of partners to help entrepreneurs launch and scale-up innovative enterprises, ED CELL in PSVASC serves as a nodal point in connecting the start-ups, academic, corporate, research and government sectors.

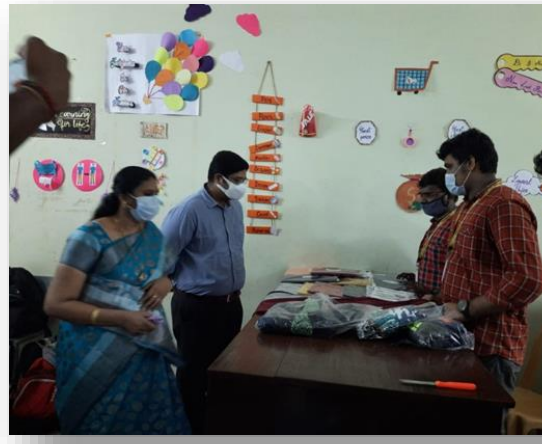
Mission:

The mission of our Entrepreneur Development Cell is to cultivate a dynamic environment that nurtures innovation, creativity, and entrepreneurial spirit. We are dedicated to providing aspiring entrepreneurs with the knowledge, mentorship, and resources they need to ideate, launch, and scale their ventures successfully.

societal impact.

Insights gained:

- To generate and evaluate business ideas. EDCs often provide platforms for brainstorming and nurturing innovative concepts that can be developed into viable business ventures.
- To organize events where students pitch their business ideas to a panel of judges or potential investors



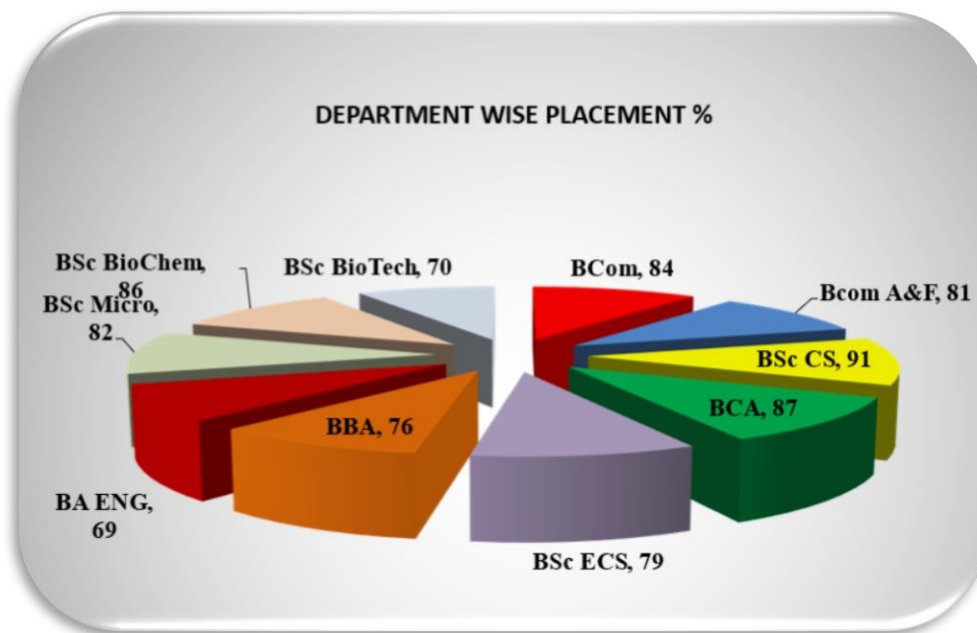
2. Career Development Cell

Career Guidance and Counselling placement cell offers personalized counselling sessions to help students understand their strengths, interests, and career aspirations. This includes guidance on choosing the right career path, skill development, and industry trends.

Mission:

The mission of a placement cell within a college is to empower and guide students towards fulfilling career paths by providing comprehensive support, mentorship, and opportunities for professional growth.





Emotic Acumen

"Emotic Acumen" refers to the capability of club members to comprehend and adeptly manage emotional dynamics, particularly in the realm of digital or online interactions. Here's how this skill might manifest and be beneficial within the context of a club setting.

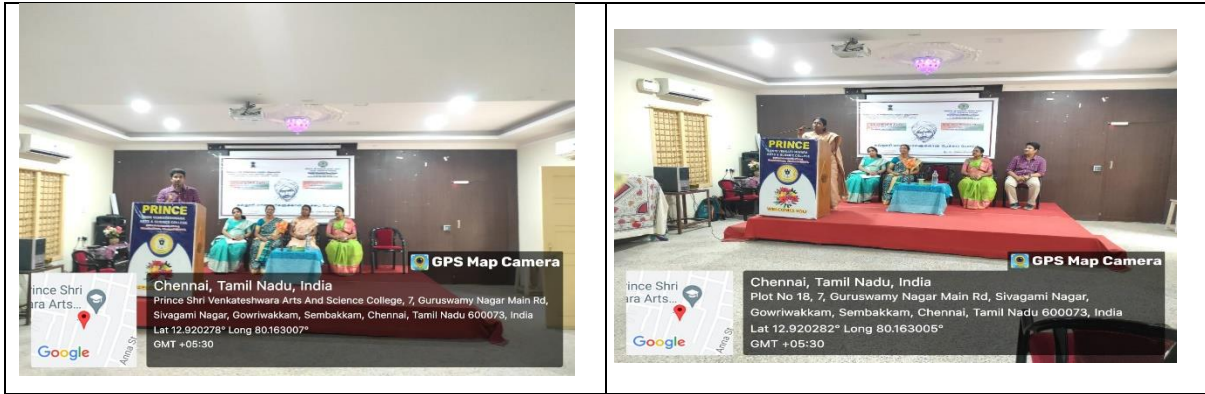


1. Muthamizh Mandram

தாய்மொழியின் பெருமையையும், தமிழின் பாரம்பரியத்தையும், தமிழின் கலாச்சாரம் சார்ந்த அறிவு மற்றும் எண்ணங்களையும் ஊக்குவிப்பது.

பணி:

“தமிழ் இனி மெல்லச் சாகும்” என்ற நிலை மாறி “தமிழ் இனி வெல்லப் போகும்” என்ற நிலையை உருவாக்குவதே முத்தமிழ் மன்றத்தின் தலையாய பணி.



2. Cultural & Event Club

A Cultural & Event Club is an organization or group that focuses on promoting and celebrating cultural diversity and organizing various events to engage and entertain its members. These clubs play a crucial role in fostering a sense of community, promoting understanding between different cultures, and providing a platform for individuals to share their cultural experiences.

Mission:

To cultivate an inclusive and vibrant community that celebrates and appreciates the rich diversity of cultures.



3. Women Empowerment Cell

Women Empowerment cell was established in 2015. The major aim of this cell is to empower and educate women staff & students and to create a harmonious atmosphere, to pursue their role with dignity and reassurance. In regards to that WEC has conducted various Awareness programs, Signature campaigns, Workshops and training sessions. WEC is thriving eternally to bring smile and peace in every women's life in the organization.

Mission:

Work towards the holistic empowerment of women, focusing on personal, academic, and professional development.

Insights gained:

- To gain insights into the intersectionality of issues related to gender, recognizing that women's experiences are influenced by various factors such as race, class, ethnicity, and more.
- Involvement in the Women Empowerment Cell can contribute to students' personal growth by challenging their perspectives, fostering empathy, and developing a sense of social responsibility.



4. Shee Club

SHEE club was inaugurated for protecting the environment and encourage the students and improve their knowledge in all aspects like health, environment and their future in the presence Mr. G. Thangaraj NGC coordinator. Every year the club conducted many awareness programmes like GO GREEN, NO PLASTICS, BIODIVERSITY EXPOSURE, ECOFRIENDLY SEED GANESHA AND OTHER ORIENTATION PROGRAMMES.

Mission:

The mission of the Safety, Health, Environment, and Empowerment Club is to cultivate a culture of safety, well-being, environmental responsibility, and personal empowerment. We strive to create a community where individuals are educated, engaged, and empowered to lead healthy, safe, and sustainable lives.

Insights gained:

- To gain insights into the interconnectedness of health and environmental issues, realizing that a holistic approach is often necessary for addressing complex challenges.
- Organizing events, workshops, or campaigns enabled students to cultivate strong teamwork and collaboration skills, as they acknowledged the enhanced effectiveness of collective efforts.

ECOFRIENDLY SEED GANESHA



5. Eco Club

Eco Club was inaugurated on 11.01.2017 by Vice-Chairman Er. V. Prasanna Venkatesh, Principal Dr. M. Uma and Mr. Govindarajan, President, Exnora Greater Chennai. It was organized by Dr. T. Arulmozhi, Department of Microbiology.

Mission:

To motivate the students to keep their surroundings green and clean by undertaking plantation of trees. To promote culture of conservation of water by minimizing the use of water.

Insights gained:

- Students developed a heightened awareness of environmental issues, including pollution, deforestation, climate change, and biodiversity loss.
- Insights into the effects of climate change on global ecosystems, weather patterns, and sea levels.



6. Health Club

The health club of Prince Shri Venkateshwara Arts and Science College views students and each member of the college as a dynamic individual. The club encourages personal responsibilities for achieving and monitoring Wellness and also provides information to maintain and enhance wellbeing of each student and staff.

Mission:

To instill an understanding of the importance of healthy lifestyle through Health Education programs and to spread the awareness to others.

Insights gained:

- Balancing academic commitments with regular exercise routines, promoting effective time management skills.
- Accessing mentorship opportunities from experienced individuals within the club or invited speakers.

