

## **DISTINCTIVENESS**

There are more than 50 colleges in the district, each one a potential competitor for our institution. With decreasing enrolments on the horizon, post senior secondary institutions are finding differentiation a necessity to stay visible and relevant, as well as solvent. Those who create and maintain a distinctive identity can attract new students.

But how does our institution accomplish that?

While there are many options, the one that perhaps has the most impact and farthest reach is the college website. Here is where you can “brand” your institution, talk about different degrees and services offered and answer common questions asked by your potential students.

Using this venue, our college is highlighting very different institutional characteristics to set them apart from others, in some of the following areas.

### **1. COST**

Some institutions are distinguishing themselves as non-profit in order to encourage students but our college totally a government organization which subsidies in tuition fee, waiving in application fee, and generous financial aid in terms of scholarships and provide Scooty to meritorious girls are often highlighted to attract students.

### **2. COURSE OFFERED AND CLASSES**

Maximum graduate and postgraduate courses are offered in this college in the district, hence students have wide choice. Regular classes are the main strength of our institution. The scheduled syllabus is completed before the commencement of the examination.

### **3. CONTINUOUS EVALUATION PROCESS**

A class test is taken on the last date of every month, which is examined and their evaluation discussed with the students the next day.

### **4. CAMPUS CHARACTERISTICS AND AMENITIES**

The eco-friendly College campus, safe and secure with CCTV surveillance, Fully WI-FI, not only focus on academic & research opportunities but also have environment to enhance students for engaging in extracurricular and games activity. This campus also provides a healthy environment for students to

interact with their faculty members who are highly qualified and dedicated to their subject. One can also observe cooperative outlook of administrative and other staff towards the students in this campus.

## **5. TARGETED STUDENTS**

Education is key to the social mobility of individuals from low socio-economic backgrounds. Higher education or university qualification can improve student's health and employment opportunities, social status and personal dignity.

In our college, the students present their topics through the seminar, for this, weak students are brought forward by pairing them with intelligent & faster progressive students, a type of co-coaching approach. Smart class room with ICT facility keep them up to date.

## **5. CAREER OPPORTUNITIES**

A career is often related to the jobs held and opportunity is a situation in which students want to do something. For this, in our college, some programme are running like preparation for competitive examinations, skill development programme, youth development centre, etc. which help them in build up their carrier.