

## Institutional Distinctiveness

The institute is committed to its mission and vision in all its endeavors. It has performed remarkably well in many areas distinctive to its vision, priority and thrust.

Holistic learning is all about the right mixture of knowledge and skills. It helps in improving the ability of the students and enhances the competencies. This can be achieved only when there is awareness and respect for skill based learning.

Higher educational institutions are expected to provide the skills needed for succeeding in today's global economy in tune with the vision of college offers various value added skill based certificate courses aiming at preparing the students for different economic sectors, help them to stay and progress in the labor market. Skill based education is not a choice but a need in India where the demand for skill professional is still very high and the desire to get skilled is low.

- In order to provide quality higher education blended with technical skills, value added skill based Certificate courses are offered. They are

S.No.	Name of the Course	No. of Beneficiaries	Justification
1.	Marine Fish Processing Technology	70	It's a socially relevant course as majority of the students are from Fishermen community. This course will enable them to become successful entrepreneurs.
2.	Fashion Technology	271	Students are taught to stitch chudithars, blouses and petticoats. Students gain confidence to stitch their own clothes. They get job opportunities in garment export companies.
3.	Soft Skills and Interview Skills	72	To make the students more proficient during interviews. It includes communication, leadership ability, critical thinking, coachability, curiosity, time management and work ethics.
4.	Tally ERP	221	Tally is an important tool in calculating monetary terms, accountancy, tax and GST calculations, managing commercial transactions effectively and efficiently. Plenty of opportunities are available for students with the knowledge of Tally ERP 9.
5.	Photoshop	193	This course enables the individuals to create and design digital images and illustration for print and web publications.
6.	Communication and Soft Skill development	50	In order to be successful in life career, communication skill is essential for the students. Effective communication will support the learners for better performance and job satisfaction.

- Institution adopts several strategies to promote teaching, learning process like direct participation of student in teaching and learning like seminars, project works, exhibitions, industrial visits and field trips.
- Students are constantly encouraged to participate in seminars/workshops to sharpen their skills and their personality.
- Value Education classes are the part and parcel of regular curriculum which play a vital role in the over all development of the students to face the challenges of life.
- To mould the students into dutiful, disciplined and patriotic citizen of the nation, the college inculcates civic responsibility among students through various organizations like Women Cell, Entrepreneur Development Cell Counselling Cell, Environment Education Club, Gender Club, Human Rights Club, Legal Aid Cell, Electoral Literacy club, NCC, NSS, Red Ribbon Club, Rotaract Club and Youth Red Cross
- The National Cadet Corps of A.D.M. College for Women nurtures a sense of patriotic commitment by encouraging contributions to environment by organizing Tree Plantation programmes in and around the college. Environment Awareness programmes are organized periodically to show its commitment towards the development of the community. NCC is also known for its annual participation in the Independence Day Parade and The Republic Day Parade, thus instilling a sense of understanding of our national values in the hearts of the youth of India. It conducts the B-Certificate and C-Certificate Exams.
- Good physical facilities are provided for sports and games. Indoor Stadium funded by UGC is being utilized by the students and staff of ADM College as well as students from nearby institutions. Outsiders are also utilizing the facilities available in the indoor stadium to keep them fit.
- Career Guidance and Placement Cell plays an effective role for the employability of the students. The Cell arranges training programmes and invites reputed companies for campus drives.
- The day begins with prayer where students get opportunities to develop their personality. They read the important news items from 'The Hindu', famous sayings, Thirukural, Health Tips, Quiz questions.