## 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

Our institution was established in 1965 at the centre of the city. Its foundation was laid with a motto of "services into humanity" keeping this as its vision, the college was shifted to an under developed area in 1982. This area has economically backward families. The children of these families are given admission. As the vision of institution is to serve humanity through education, there is no cut off percentage for admission.

The institution is moving ahead with a vision and mission of excellence is to adopt new quality strategies.

The emblem of the institution carries the prayer; 'O MAY LORD GIVE UNTO ME MORE KNOWLEDGE'. College has the tradition of reciting the verses, from the Holy Quran, Shlokas from the holy Bhagwad Gita and Psalm from the holy Bible during the beginning of every programme. This tradition is followed to keep to the multi-cultural heritage of the nation.

Many activities in the campus are promoted to add to the harmony and integration of the diverse culture amongst the students. Religious tolerance is inculcated amongst the students and the staff.

AU ARTS. SCIENCE & COMMERCE COLLEGE