

INSTITUTIONAL DISTINCTIVENESS

Ethiraj College, a global landscape for women empowerment strives to uphold the vision of its munificent founder Thiru.V.L.Ethiraj a legal luminary who established this college to emancipate women from the clutches of poverty, ignorance, and gullibility. At 74, Ethiraj College has become synonymous with a citadel of learning and refinement. True to its motto, *To strive, To seek, To find, and Not to yield*, it has carved a niche in the field of higher education in India.

Empowerment through Excellence

The citadel of learning is distinct for empowering women through excellence. A few notable feats of excellence in the last five years in Knowledge Transfer, Character Building, and Imbibing Indian Values are:

- Striving for Excellence in knowledge through an up-to-date **SMART syllabus** that is Specific, Measurable, Achievable, Relevant, and Transferable.
- The **Ethiraj LMS** disseminates knowledge increasing accessibility to all the students to the best resources. By participating in the Open Education Week, resources produced by the faculty are available to students the world over.
- The **Financial Literacy Club** is a pioneer in spreading financial literacy amongst the members of society. It makes the knowledge of investing and stock markets more accessible to students and promotes the habit of good financing at a very young age. The Crystal Gazers conducts a Virtual Stock game – Stockathon using the Dalal Street Investment Journal application with Rs. 10 Lakhs virtual cash for 30 trading days.
- The **Astronomy Club** of the college with Bronze Status affiliated to Vigyan Prasar Network of Science Clubs (VIPNET), under DST caters to the astronomical interest of the students across various disciplines. Hi-tech telescope enables star gazing and exploration of the sky.
- **Start-Up Ethiraj** marks a paradigm shift in the entrepreneurial ecosystem of the college and envisages an inclusive and impact-driven approach. The college promotes entrepreneurship through the avenues of E-Square, the entrepreneurship cell of the college, Enactus, Consumer Club, Micro Greens Bazaar, Nutri Fest, Madras Day and so on.
- The pride of Tamil Nadu, **5 Degrees** is **the first Aavin Parlour in a college campus run by students**. Aavin is a state government cooperative under the ownership of Tamil

Nadu Cooperative Milk Producers Federation Limited, Government of Tamil Nadu. There are 156 Campus incubations that thrive beyond the portals, to name a few Bud to Blossom, Break-O-Bistro, Desserts_Zone2, Luscious Cream, Madinga Empire, Meraki, Techure, The Bake Zone, Trio, and Felicity.

- **EthiSakthi**, the students' league is a creative force that fuels the internal mechanism of student-related activities of the college by unleashing the feminine principle "Shakthi." It is a participatory governance model to create young, responsible, and efficient future leaders.
- Department **Student Magazines and Journals**, in print and online made by the students is a record of their managerial excellence. Despite the pandemic, e-magazines were produced by the students exploiting the opportunity of social media and e-tools.
- 27 departments, four languages and library **associations** have ensured a continuous engagement of students in exploring several dimensions of their subjects. These associations events of Ethiraj College are much sought-after in the city of Chennai, and hundreds of students throng to learn and share.
- The **eight Union Clubs** are a livewire, unleashing student exuberance on campus and beyond. The annual events of these clubs – Arts, English Teatro, Quiz, Debate, Literary, Film and Fine Arts reflect the excellence of talent.
- **Ethiraj College Hostel**, home away from home especially caters to the needs of students from remote regions. Priority in accommodation is given to first-generation learners, students with disability and from humble backgrounds.
- State of art **Indoor Stadium** built at the cost of 5 crores with an exclusive residential facility provides superior amenities for promoting sports among young women.
- The college serves as a hub for the achievement of SDG 4 by ensuring **inclusive and equitable quality education** and promoting opportunities for lifelong learning. Nearly 50% of the students are first-generation students, wards of parents with low incomes working in the unorganised sector, and students with disabilities.
- **Exclusive scholarships** are offered by the Ethiraj College Trust and the Alumna Association rendering additional support to the students.
- **Noon Meal Scheme**, a humane gesture, started over 60 years ensures a sumptuous, nutritious meal on all working days to 150 students and 150 non-teaching staff every year. Over Rs.46 lakhs was utilised during the last five years.

- **First college** to have **two patents** registered from Science Departments of an Arts and Science College for Eggless Cake and Polymer Applications.
- Empowering women through excellence, the college **crèche** enables faculty and student mothers to continue with their careers and studies respectively without hassles.
- Sparked by the fire, to leave an indelible mark for women's emancipation, empowerment, and achievement, the students of 2018-2019 embarked on a journey of excellence. A **Guinness Record for the Longest Play** on Advocacy of Human Rights was created by the Department of Human Rights and Duties Education on 8 and 9 March 2019. The duration of the play was 28 hours 34 minutes 43 seconds.
- Rotaract Club of Ethiraj College was recognised as the **World's Largest Women based club** four times.
- **Fraternity Club** of Ethiraj College is the golden feather in the cap for the past 30 years. They meet and greet and contribute to the college's well-being reinventing the flavours of yester years as faculty of the college.
- The **college band** is the Pride of Ethiraj as young women perform with precision holding heavy instruments and marching with zeal. The band has the singular honour of being the most-invited band in the city of Chennai. At the events of Tamil Nadu Government, the University of Madras and Tamil Nadu Police the tunes of Ethiraj College band chime the beginning of ceremonies.

Over the years the college has strived towards excellence in the transfer of knowledge, character building, and imbibing Indian values. The distinctiveness of the institution lies in the unconventional and bold moves it has made along its journey of 74 years. The popularity of the college as a Model College rests on the accolades its faculty, students and alumna have gathered for it.