

Institutional Distinctiveness

Vision:

- To impart higher education in Commerce in order to create skilled workforce for Commerce and Industry and encourage entrepreneurial skills among students.
- To develop latent potentialities, trapped energies, suppressed initiatives and groom it, make it free and properly harnessed.
- To make students aware of the present global environments.
- To imbibe the spirit of harmony among youth.
- To prepare them to be better citizens, full of confidence in order to earn their livelihood.
- To prepare them for challenges and nation building.
- Encourage teachers to participate in faculty development programmes, to maintain the quality and keep them updated with the latest trends in education.
- Promote competitive environment in both academic as well as extracurricular activities.
- Acquisition of various skills through technology.

Shri S'ad Vidya Mandal, Bharuch, the biggest and non-profit organization of Bharuch district, through five colleges and one high school including Mahamandleshwar Shri Krishnanandji College of Commerce, Bharuch has been striving hard to turn the vision of its visionary founder saints into reality by educating more than 10,000 students of Bharuch district with completely different socio- economic background.

The institution Mahamandleshwar Shri Krishnanandji College of Commerce, Bharuch was established in 1967 by visionary saint *Swami Atulanandji*. After the establishment of Sri S'ad Vidya Mandal in 1954, this was the second major institution established by the management. Started with a modest strength of 151 students in Pre-Commerce and 31 students in F.Y. B. Com. in the year of its inception in 1967, the institution, besides all odds and constraints, has grown significantly. Carefully nurtured by visionary academicians, administrators and dedicated faculties over the years, it has created a distinct place of pride and honor in the minds of people of this region, acquiring prominent and esteemed position on the academic map of Veer Narmad South Gujarat University, Surat.

The college has been awarded 'The Best College of Gujarat' in the year 1986-87 with a cash prize of 50,000/- by Government of Gujarat which speaks volumes of the academic credentials of the college.

The college is one of the biggest commerce colleges of Bharuch district offering UG and PG programs of commerce in vernacular language. This college is among very few colleges which offers a vocational program of Tax Procedure and Practice. The college also offers various computer courses through its well blushed computer centre. The institution also provides theoretical as well as practical based training of GST and Talley ERP 9.0

The college has a centre of Dr. Babasaheb Ambedkar Open University offering BBA, BCA, PGDCA,DCA,PGDF,PGDM, PGDBA,PGDHR and MSW courses through distance mode which has opened up various possibilities for the students who want to make their career in commerce and management. All these programs are job oriented and offered at a very nominal – affordable fee.

The proportion of SC, ST, SEBC and Minority students is very high, the institution provides them financial assistance in the form of scholarships and free ships. The meritorious students, sports persons, NSS-NCC volunteers are also felicitated with cash prize and mementoes for their outstanding achievements in respective field. The socially and economically disadvantaged students are also provided reading material through book bank. They are also provided books for competitive examination, NET and SLET etc. The faculty members also provide guidance to advanced learners as well as slow learners.

For the development of latent potentials of the students, the institutions organize cultural programs, elocution competition, essay competition, slogan - poster making competition, salad decoration competition, craft competition etc. The students are also motivated to celebrate various festivals, day of national importance etc. Book Fair, Old coin exhibition, photography exhibition are also organized at regular intervals.

For personality development of the students, the institution regularly invites experts to deliver lectures on personality development, interview skill, body language etc. Recently the institution has implemented finishing school program with the financial aid of the state government which provides in house training of communication skill, language skill, interview skill and life skill. This initiative has created positive impact on the personality of the students. The institution has

also successfully organized district level placement fairs. The institution also invites various companies for on campus placement through which number of students have obtained placement in bank, financial institutions and other industries.

The institution has proactive NSS and NCC units to undertake extension activities through local agencies, NGOs and Government agencies. They have done noteworthy activities in the field of blood donation awareness, voters awareness, cleanliness awareness, leprosy awareness, tuberculosis awareness, de-addiction campaign, environmental issues, women empowerment, health and sanitation awareness. They also undertake above mentioned activities in nearby villages with the help of local administration and villagers. They also provide help to the District administration if required.

Concluding Remarks :

The institution has been fully aware of its vision and mission which is reflected in its motto “ *Vidya Amrutam Ashnute* ” chosen from the Yajurveda which means “ *Development of the knowledge is the base of eternal Happiness.*” It has made unprecedented growth both in terms of quality and quantity since its inception in the year 1967 with the able guidance and support of the management and founding saints. The institution with its clear vision, planning and implementation has played a pivotal role in the holistic development of the students coming from varied areas like tribal, rural, urban and industrial and quench their thirst of knowledge.

The pursuit of knowledge and academic excellence are the two abiding principles of the institute. All the faculty members are committed to fulfil this vision and mission statement of the institute. At the same time the college makes constant efforts to inculcate moral, ethical and social values among the students by various activities and foster values like justice, equality, fraternity, empathy, integrity, self-reliance, community service. The holistic development of the students has been achieved through many co-curricular, extra-curricular, cultural and sports activities conducted by various committees. As a result of this dedicated efforts, many students won awards and accolades in academics, sports and cultural activities. The major thrust area of the college now is the promotion of various skills and training among students to make them more suitable for the job they seek.

MKCC continues its journey of over five decades with improved Quality, Commitment and Social Responsibility.