



LOYOLA COLLEGE OF ARTS AND SCIENCE (Co-Ed)

Mettala, Oilpatty Village, Rasipuram Taluk, Namakkal District - 636 202
Tamil Nadu, India.

Institutional Distinctiveness

TITLE: INCUBATION THROUGH METTALA TRADE CENTRE

INTRODUCTION

The college is a 9-year-old pretty young institution producing a galaxy of alumni in its long run. Since its inception, the institute has been imparting high quality, all-inclusive education (with no discrimination based on caste, creed, or economic status) to all sections of the society and thereby nurturing the dreams of the underprivileged. Due to its convenient location despite standing at the remote village of Oilpatty, it demographically attracts many first-generation learners every year from various parts of Tamil Nadu even from the remotest villages. The college has students coming from other states too. It is an additional skill set of the faculty of the college to keep such students always motivated in their academic pursuits and help them to evolve their capabilities for the job market. Faculty members work with determination and patience to achieve this goal. Keeping in view the above objective, the institution may not regularly get toppers across all the disciplines but is often successful in finding meritorious students from the non-creamy layer of the society and help them to carve out a stable academic career leading to higher studies or decent employment. The multilingual platform offered by the Institution also aids significantly in achieving this objective and learners can slowly adapt and get moulded into the academic ambiance of the campus. The college is above all committed to usher in socio-economic transformation by providing inclusive innovative quality education of global standards to fully meet the expectations of its stakeholders.

Aligned with vision of the college the objectives include extending the impact of the higher education sector, aligning graduate skills with the job market and producing globally recognized and impactful research. With the transformation of the higher education system, there will be a paradigm shift from current ways of working to an autonomous system. Higher education systems around the world have grown into sizeable and complex organization. Especially those that operate independently have absorbed a range of college activities, with diversified sources of income sources and significant budgets. Such organizations require effective governance, leadership, management, and strong financial sustainability. To move toward such a system, it is critical to shift the mindset from only delivery of education to being in the business of education. A system of autonomous colleges also brings the need for a level of

diversification and distinctiveness so that each college within that system assumes its role, and thus a redefined autonomous higher education pattern of provision is created.

THE DISTINCT THRUST

If Loyola College for Arts and Science had not been in existence in this place this SOCIAL CHANGE would not have been possible. This is projected as our Institutional Distinctiveness.

Since Loyola College of Arts and Science is in existence for the past nine years the social change that has happened here is the establishment of TRADE CENTER IN METTALA where many entrepreneurs have been groomed from grass roots. This was the collective effort of the management, staff and the students of Loyola College of Arts and Science, Mettala. The trade centre is situated at a distance of 1.5 km from the college. The institution has made the stakeholders as entrepreneurs in this short span of its existence. Most of the business persons in this trade centres are the parents and relatives of our Alumni and also our own Alumni. Those who do not placed in jobs and do not opt for higher studies become entrepreneurs in the Mettala Trade Centre. The different trades that flourish everyday are the following:

- Vegetable market
- Fruits market
- Fish market
- Millet's market
- Coconut Commission Shops
- Groceries shop
- Kolli Hills Grocery shops
- Commission shops
- Vegetarian hotels
- Non-vegetarian hotels
- Mutton stalls
- Chicken stalls
- Hard ware shops
- Mobile shops
- Mobile repairing shops
- Beauty parlour for women
- Beauty salons for men
- Petrol Bunk
- Pawn broker shops
- Tea and coffee shops
- Snacks shops
- Readymade dresses shops



PRINCIPAL
LOYOLA COLLEGE
OF ARTS & SCIENCE (Co.Ed.)
METTALA, OILPATTY-636 202.
Rasipuram (Tk), Namakkal (Dt.)

- Village cooperative Bank
- ATM centres
- Tuition centres
- Motor vehicles repairing shops
- Small budget hotels
- Flowers whole sale market
- Pottery shops
- Palmistry centres
- Astrology centres
- Co-operative society
- Nationalized Bank
- Private Bank
- Bus stop with shelter
- Police Station
- Women's Self Help Groups office

EVIDENCE OF SUCCESS

- The improvement in the standards of living in these villages.
- The larger intake of students every year
- Waste Management Technique is an example for other villages out of our panchayat union.
- Every year the turnover of the shops increases almost 1 to 2 % of the previous year.
- Percentage of literacy has increased.
- Communal harmony is promoted.
- Good citizenship is promoted.
- Healthy competition among the different trades are promoted.
- The input and mentoring afforded by the institution has helped the business people to sort out the difficulties immediately which reduces loss.
- Gender equity and equality are promoted.
- E-Two-wheeler vehicles are promoted to mitigate Global Warming

CONCLUSION

The institution thrives to assist the local public to evolve as effective entrepreneurs by imparting them the required skills and expertise to improve their performance and hence their profits. Though we are only nine years of existence we are able to steal the hearts of the public in which our institution is situated and serves.



PRINCIPAL
 LOYOLA COLLEGE
 OF ARTS & SCIENCE (Co.Ed.)
 METTALA, OILPATTY-636 202.
 Rasipuram (Tk), Namakkal (Dt.)