

**Velammal Engineering College, Chennai-600066**

**INSTITUTIONAL DISTINCTIVENESS**

Velammal Engineering College has created a distinct segment for itself as a pioneer in quality initiatives to promote world-class knowledge, national consciousness, global competencies, social responsibilities and humane values. The institution admits students from all sections of the society and offers holistic education. Value-based education, being its priority, VEC has received a large recognition among parents and academia as the most trusted name for integrated/holistic development of students.

The Institute with its distinctive approach has a very well governance structure and administrative mechanisms to ensure quick implementation of programmes clearly laid out for the purpose. Over the years, the Institution has created and organized a number of outreach programmes that have impacted the social lives of students and staff members. The programmes emphasize the importance of organising various educational and awareness programmes to help students become self-reliant, skilled, and enthusiastic in order to confidently complete their tasks and face the challenges of a rapidly changing world, such as striving for academic excellence in learning and creative practical thinking.

New Gen IEDC of VEC aims to inculcate the spirit of innovation and entrepreneurship amongst the students, encourage and support start-up creation through guidance, mentorship & support. Students are encouraged to take up innovative projects with possibility of commercialization. A maximum of twenty new projects would be supported in a year. The projects are students' projects with a high degree of innovation and commercial viability to lead to possible start-up by students. This helps to foster culture of entrepreneurship amongst students.

Students who are having difficulty in meeting academic milestones are given extra help in the form of remedial classes, regular mentorship for all students, and counselling for those who require it. The college used to offer Bridge courses for new students, Soft skills training for UG and PG students to aid in self-discovery, career planning, and interview preparation, and an internship programme for both UG and PG students allow them to learn the ins & outs of jobs in a real-world work environment. Value education and professional ethics courses were

conducted to enlighten the young minds about the importance of practicing moral and ethical values in personal, professional, and social settings.

These initiatives have contributed to the establishment of an Organisational culture that is distinctly its own, one that energises all of the college's activities and binds stakeholders together into one educative community that serves the society.

This distinctiveness has created an extraordinary campus which is blessed with well deserving students, faculty members and a concerned management. Faculty members tirelessly push their graduates to be intellectually competent, spiritually inspired through social activities, and bound to leave their mark wherever they go.