

**ASAN MEMORIAL COLLEGE OF ARTS AND SCIENCE,  
Chennai.**

**INSTITUTIONAL DISTINCTIVENESS**

- Asan Memorial College of Arts and Science stands apart as a linguistic minority institution functioning with a noble cause of serving the student community.
- The vision of inclusive education is nurturing the students with the ideology of embracing diversity of cultures, languages and religions.
- The institution recognizes the achievements of different personalities by giving awards on various occasions, offering living icons of success for the students to emulate.
- The institutional distinctiveness is reflected in the annual Onam & Pongal celebrations in the campus. Competitions for students are organised lending the campus festive
- ‘Ona Chanda’ and Pongal Sandhai, are organised annually, with students’ stalls, to encourage their entrepreneurial and marketing skills.
- The Endowment Awards are presented to the students excelling in academics and other spheres. The thirteen Endowment Awards add up to the benevolent gesture of the institution in appreciating the young achievers.
- ASAN MAHILA AWARD is highlight of ASAN MAHILA, the annual Women’s Day Celebrations of the college. The award is presented every year to a woman achiever who has made significant contribution in her field or to the society.
- NSS, YRC and Rotaract Clubs of AMCAS made a significant contribution to the needy and tribal communities by organising several Community Outreach Programmes including medical camps, temple and beach cleaning campaigns, free vaccination drives and blood donation camps every semester. The student volunteers come together to serve the community surrounding the college.
- During the pandemic times, the student volunteers extended their service to the underprivileged by donating surgical masks, sanitizers and groceries, with the funds donated by both staff and students.
- Career Counselling and Guidance Cell was instituted in the campus to work hand in hand with the Placement Cell of the college. In addition to the training programmes offered to the students, sessions on mock aptitude tests with follow-up activities and extended training with resource sharing were offered.
- Webinars on Stress Management and Financial literacy were organised in association with the MCCI for the benefit of faculty members.
- Google workspace and official email ids were created for the students and staff to ensure continuous conduct of academic activities during the pandemic period. Google classrooms were created and teachers were trained on virtual classroom handling to accustom themselves to a smooth transition from offline classes to virtual teaching and learning.
- The Department of Visual Communication organised 'Infinity', a cultural fiesta to identify and nurture the creative and artistic talents of the students.
- The institution organises a national level short film contest *Dhrishya*, wherein the best short film is awarded. The event with an exceptional advisory board that included veteran director, late Mr. K. S. Sethumadhavan brings together a jury of luminaries from the media world to judge the entries. The annual event continues to fulfil the dreams of many aspiring film makers.