



**J.K.K.MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY**

Ethirmedu, **B.Komarapalayam** – 638 183, Namakkal Dist. Tamilnadu. India

Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr.M.G.R Medical University, Chennai.

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**7.3.1: Portray the performance of the Institution  
in one area distinctive to its priority and thrust.**



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### **Social Consciousness**

The institute is making deliberate efforts to create social consciousness. **The main Institutional Distinctiveness is empowering the surrounding villages to give Health Education and Prevention of health issues through knowledge transfer from students to the public living in nearby areas.** the projects are to encourage improved education, the economic uplift of the needy, and societal peace. The goal of the extended activities is to provide an atmosphere where students may grow holistically. Sensitizing students to the cultural, geographical, linguistic, communal, and socioeconomic diversity of the state and the country has long been a priority of higher education. The Gender Equality Policy emphasizes equal rights, access, and opportunity for men and women. The department's policy for the differently abled guarantees that every employee is aware of the care that should be given to those with disabilities. The department works continuously to ensure that people with disabilities feel included in all aspects of college life by offering a barrier-free environment, necessary facilities, and human and technology help. Human rights, tolerance, love, compassion, harmony, the promotion of social values, knowledge of environmental preservation, and ethics have all been added to the curriculum by the department in a revision of the course material.

### **Programs empowering social and health awareness.**

The institution upholds the equality of all cultures and traditions, as shown by the fact that students from various castes, religions, and regions study together without experiencing any prejudice. We do not tolerate cultural, regional, linguistic, communal, socioeconomic, or other differences, notwithstanding the institution's varied sociocultural background and language diversity. National holidays, birth dates, and monuments for revered Indian leaders like Mahatma Gandhi, Sardar Vallabhbhai Patel, Pandit Jawaharlal Nehru, Dr Bhimrao Ambedkar, Sarvepalli Radhakrishnan, and Lal Bahadur Shastri are celebrated with tremendous passion. College of Pharmacy hosts a four-day event celebrating youth and cultural festivals. Our college's NSS take part in a variety of social issues-related program. The college, along with its faculty and staff, participates in a variety of cultural and regional festivals, such as New Year's Day, Fresher Party,



  
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Teacher's Day, orientation and farewell programme, Induction programme, rally, oath, planting, Youth Day, Women's Day, Yoga Day, festivals like Diwali, Holi celebration, New Year celebration, Pongal celebrations, Onam celebration, etc.

International Women's Day, The empowerment of women has benefited from celebrations. To prevent gender discrimination within the institution, colleges place a high priority on ensuring gender equality on campus. Mental Health Program To educate legal students on mental health and how it affects the field. Leprosy day Educate people about leprosy, its signs, and treatments while also generating money via culinary festivals for the benefit of leprosy sufferers. One Man One Plant was carried out on campus to encourage a green environment. Teacher's Day students hold several events on this day to show appreciation for the instructors and recognise the staff's hard work. Covid-19 Vaccination Camp played a pivotal role in the prevention of covid by providing vaccination facilities for the faculty, students as well as the local community. Blood Donation Camp is annually organized by students, faculty and staff who contributed voluntarily by donating blood for the noble cause of serving society and proudly adorn the badge of a blood donor. Breast Cancer Awareness Camp As breast cancer becomes an emerging concern of society, JKKMMRF's Annai JKK Sampoorani Ammal College of Pharmacy took initiatives to promote early screening by providing awareness for whole women as well as educating them regarding the adaptation of preventive lifestyle measures for cancer. Aids Awareness Day Being a medical organization, the College of Pharmacy has done several action plans to make people aware of AIDS by conducting seminars and providing pamphlets to make the general population aware of the consequences of AIDS.

### **Regional and communal, linguistic diversity**

Since the institution is located in a region of Tamil Nadu, the "PONGAL" festival is held there each year. One such event is Pongal, which is observed to give thanks to the Sun God and Lord Indra for assisting farmers in growing crops that yield more fruit. All of the faculty and students dress traditionally on this auspicious day. Making the greatest Pongal was a major task for all the departments on this day. Following this, all faculty members and students take part in various traditional games including rangoli, Uri-adithal,



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and silambam. The Pharmacy students respect intercultural peace by participating in festivals like Good Friday, Bakrith, and other well-known local holidays like Deepawali and Holi. The "Day of Social Justice" celebration by students also promotes social cohesion and respect for the notion of human equality. Students' Club of Pharmacy: Institute NSS volunteers play a key role in raising awareness of community services.

### **Socioeconomic and other diversities**

Institutional scholarship program: The institution also considers the socioeconomic diversity among the students and awards scholarships to students from low-income families and fatherless children.


### **Student Empowerment Program**

For the students' overall growth and personality development, and to make them responsible citizens adhering to the national principles of social and communal peace and national integration, motivational speeches by distinguished professionals in the field are organized. In addition to academic and cultural activities, we have established several robust infrastructures for a range of sports activities for the student's physical growth.

### **Women Empowerment Program**

In a society where the rate of female infanticide was pervasive, opening the College's doors to women in 2001 had a favourable effect on women's education. Many of the students from the nearby villages are from economically underprivileged families as well as socially disadvantaged communities, and they rely heavily on government aid. Fee waivers and management scholarships are offered to students from households with lower incomes. To help students from different cultural origins feel at home in the community, the university hosts the International Students Forum and the Inter-State Students Forum. To broaden the cultural viewpoint and to appreciate other customs, many cultural traditions are displayed through these forums.



  
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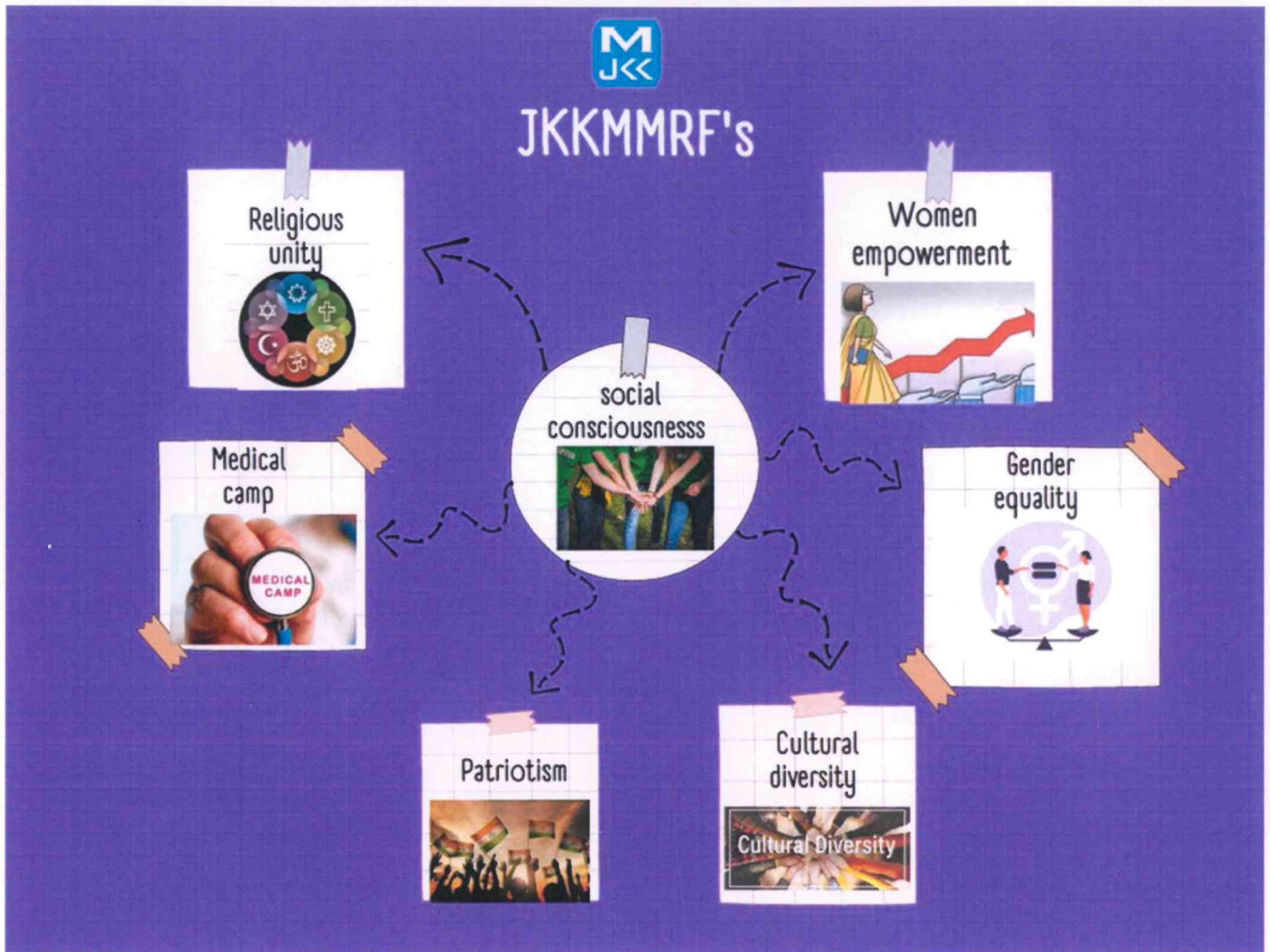
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**Breast Feeding Awareness Programs for Nearby Community**



  
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### **Students Participation at Blood Donation**



  
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### SWACHH BHARAT MISSION



One step towards cleanliness awareness in nearby community



  
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**Blood Donation Camp**



  
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### WORLD PHARMACIST DAY CELEBRATION



#### Tree plantation





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Women's Day Celebration



  
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**Health Awareness Rally to The Community**



  
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