

### **7.3 Institutional Distinctiveness**

The Nair Service Society is an organization established under the leadership of MannathuPadmanabhan for the social advancement and welfare of the Nair community. However, from the time of inception, NSS has extended the benefits of its service beyond communal and religious boundaries and has since been playing a significant role in the social, economic, educational and political transformation of the state. MMNSS college, Kottiyam, affiliated to the University of Kerala, was started by the Nair Service Society in the year 1981 to commemorate its great founder, Sri MannathuPadmanabhan. The primary aim of the college is to impart quality education to students in various disciplines and mould them into citizens of character. The institution with its committed teachers provides quality education through effective curriculum transaction, promotion of academic research, soft skill development, remedial coaching, career guidance and placement services. In March 2004, the University Grants Commission recognized the college and has since assisted the college financially for its various projects. The college with six under graduate department and one post graduate course has been accredited by NAAC with B grade in 2018. The college maintains its vision, mission and goals in its conduct with the students, parents, and the society at large. The Motto of the institution upholds the noble ideals of education, which is crystallized in its founding principle, “Na hi jnanenasadrishampavithramihavidyate”, meaning. In this world there is no purifier like knowledge”. The vision of the college recognizes the fact that education is the way towards achieving the overall development of the country and the process of education is not a mere transaction of syllabus but an effort to enlighten an individual through imparting pure knowledge and guiding him/her to use this knowledge as acatalyst for social welfare. Liberation through education is the ultimate aim of the institution and for that purpose it attempts to mould students into men and women of integrity and character so that they will be useful to the nation, to themselves and to the forthcoming generations. The college in its long journey has been striving to become a flagbearer of knowledge and a potential centre for excellence.