

7.3.1 Institutional Distinctiveness

Higher education has been key to India's growth in the last seven decades. We proudly claim for having been partners in that process with a humble beginning in 1968 by our Founder mother Padma Vibhushan Dr. (Smt). Durgabai Deshmukh who recognized the role, higher education would play in empowering women.

We are at a juncture where a chapter closes and a new one begins. It is overwhelming that we count 52 years from the inception of the college in 1968 in Hyderabad.

The basic precept of the institution's vision strives to achieve "Women empowerment".

Empowerment is a holistic process which can be realized not just by imparting traditional education but requires efforts for the enhancement of overall personality.

The college proudly claims that we leave no stone unturned in reaching the penultimate goal of our Vision i.e., 'building better lives for women through empowerment'.

Towards this end, besides academics, the college focuses on building synergy by offering many courses for the overall personality development and encouraging students to participate in various activities to instil confidence in the young women.

We believe that yoga, karate, taekwondo, sports, value based education which includes a course on Gandhian studies, Certified Voluntary work with the motto "We Serve, We Gain" are an integral part of the college experience for a student to strengthen their body and mind.

Add on courses EDP-1 and EDP-2 are offered to Ist year I II Semesters for all UG students to train them to look beyond being job seekers to become job providers.

Earn while you learn programme in collaboration with a Small Scale Industry to provide part time job opportunities was finalised but could not be implemented due to covid lockdown.

The Proposal to start a Durgabai Deshmukh Cooperative Society had to be kept in abeyance again due to lockdown.

Thus achieving women empowerment through education, skills enhancement, physical fitness, mental happiness and harmony of body and mind is taken up as a mission to reach the vision.

We are conscious of the dire need to expand by introducing more courses, new programmes, and enhanced research facilities of contemporary relevance.

Going forward, we realize the dire need to invest aggressively in infrastructure as well as technology to be more productive.

We acknowledge the need to upgrade our teachers and we need to bring research in our college with a focus on research laboratories. We need expansion not only in formal education, but also in liberal arts. We need better education, and we do need new courses, new content, new delivery standards, and we are hoping to rely heavily on information communications technology because we cannot scale without the use of technology.

We do recognize that in the 21st century, knowledge is going to be the key driver and we need to prepare to respond to the global competitive landscape. The time has come for us to step out of this cosy nest and fly to become a centre for excellence.