

## **INSTITUTIONAL DISTINCTIVENESS**

**NAM College Kallikkandy is a higher educational institution set in socially and educationally extreme backward rural area in Kannur district of Kerala, with the mission of imparting quality education to students belonging to different communities, especially minority community. before the establishment of this college students have to travel a lot for higher education purposes. Restrictions imposed by the society on travel on travel of girls, especially, minority girls, blocked their dream of higher education and, thus, number of girls perusing higher education was very small. They got married at early ages itself. Establishment of this college resulted to change the situation. A college nearby them, helped girls to enter higher education, since inception onwards, majority of students of this college are girls. Establishment of this college has really resulted in women empowerment. as a migrant-prone area, majority of the earlier migrants and emigrants from this part of Kerala were either small traders or laborers. None of them could get better employment in their destinations due to lack of higher education. Nearly 25 years of existence of this college has helped many persons to get better employment in destination, after completing higher education in this college. At present many of the alumni of this college are working abroad as officers in government or better paid employees in private firms and good business entrepreneurs. Within 25 years of existence, the college could change the socio-economic environment of this backward, remote rural area. As a private aided institution, as per the Government of Kerala reservation policy for higher education, 20% seats can be filled through the management quota. In filling up these quotas, management gives priority to quality of students and has fixed mark restrictions for admission. NSS, NCC, different clubs, Palliative care units, student organization etc., working in the college staff of the college could serve the several people in the society for their upliftment**