



**VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE  
(AUTONOMOUS)  
AFFILIATED TO BHARATHIAR UNIVERSITY  
KOVAIPUDUR, COIMBATORE - 42**

**AQAR – 2022-2023**

**CRITERIA – 7**

### **7.3.1 Distinctiveness**

## **Upliftment of Rural and Economically Backward Students**

The college's motto when it was first established in 1991 was to concentrate on the upbringing of rural children. The college area was gradually placed under Municipal Corporation over time, and in 1999 it came under urban area. The college serves the needs of the local rural children. With the slogan "educate to empower," the college's concentration is on the development of rural students, particularly those from economically disadvantaged backgrounds. Among our students 60% come from rural areas, 50 % are female students, and 60 % come from economically disadvantaged backgrounds. Of these students, 40% are female students, and 25% percent have part-time jobs to support their families as well as their own needs. As a result, the college concentrates on uniqueness to help rural students—more especially, economically disadvantaged students—develop. In this regard, colleges provide the framework through which management offers scholarships and free tuition to those who are not only economically disadvantaged but also exceptionally intelligent and deserving athletes.