

**V.K. KRISHNA MENON COLLEGE OF COMMERCE AND ECONOMICS
AND**

SHARAD SHANKAR DIGHE COLLEGE OF SCIENCE

[AFFILIATED TO UNIVERSITY OF MUMBAI & ACCREDITED BY NAAC]

(MANAGED BY BHANDUP EDUCATIONAL SOCIETY)

BHANDUP (E), MUMBAI - 400 042.

Phone: 2566 8541 • Telefax : 022 - 2566 1897 • E-mail: vkkmenoncollege@gmail.com

Portray the performance of the Institution in one area distinctive to its priority and thrust

Institutional Distinctiveness

Concept of “MENON FAMILY”

‘Menon Family’ constitutes all the stakeholders of its four prestigious institutions - V.K. Menon College of Commerce and Economics, S.S. Dighe College of Science, P.A. Menon Junior College and P.A. Menon English High School – operating under the umbrella of Bhandup Education Society (BES).

Adv. Shri P. A. Menonji, the Founder Chairman, was an ardent follower of Gandhiji. The deep influence of Gandhian philosophy is clearly evident in every institution founded by Him. Each of these institutions is simple and operates on the principles of equality and non-discrimination. He nurtured them with his full-time presence on the campus and creating a family-like atmosphere for all stakeholders.

Many occasions like Onam, Saraswati Pooja, Women’s Day, Funfair, Science Exhibition etc. bring stakeholders of all these institutions together like a ‘Family’, creating a feeling of belongingness. Every stakeholder feels proud to be associated with such an institution, which has grown over decades without compromising its values and principles.

Vision and Mission:

- Institutional Vision and Mission are highly influenced by the teachings of **Mahatma Gandhi, Swami Vivekananda, Ramkrishna Pramhamsa and the Principles of Bhagwad Gita.**
- Our Founder Chairman **Advocate P.A. Menonji’s entire life was a Saga of selfless service.** He cherished the principles of ‘Truth’ and ‘Non-Violence’ throughout his life.

- With the Mission “तमसो मा ज्योतिर्गमय (*FROM DARKNESS TO LIGHT*)”, He radiated love and warmth to one and all those who came in His contact. He advised everyone **to think positive and to learn to share after accepting what was barely needed for the soul to exist.**
- He not only preached but practised Gandhian Philosophy in his day-to-day life. He founded the **Centre of Gandhian Studies and Action in the year 2008** to propagate Gandhian Philosophy and its importance among students, staff and community.

Core Values:

- Being an instrument in the hands of God and with the vision “**EDUCATION IS THE MANIFESTATION OF PERFECTION ALREADY IN MAN**”, Adv. Shri P. A. Menonji, founded the “Bhandup Educational Society” for spreading Education to everyone, irrespective of social and economic status.
- The institution believes that **every human being is born with a certain potential for excellence**, which in the right environment blossoms into worthy human beings.

Management Philosophy and Commitments

- The Management believes that **God exists in every human being** and by respecting the God in another person you get God’s blessings.
- Our institution has adopted the Holy Book “*Bhagwad Gita*” as Dictionary of Life. **Twenty principles** derived from this holy book constitute the core values of the institution.
- **Our Founder Chairman** used to be present on the campus throughout, to take care of the institution. The Management considers ‘Education’, **not as an instrument of creating Wealth but of creating ‘Stakeholders’.**
- With **Founder Chairman Advocate P.A. Menonji’s** divine blessings and support, the legacy continues with our current Chairperson **Smt. Sarada Menon.**

Centre of Gandhian Studies and Action:

- The institution through the **Centre of Gandhian Studies and Action** is working efficiently to **imbibe moral values and ethical principles amongst the students and staff.**
- The Centre organises **Debates, Competitions, Value Added Courses, Visits, Seminars, Workshops, Guest Lectures, etc.** for the promotion of Gandhian Philosophy.

Simple Appearance and High Performance:

- Though simple in appearance, the institution has a high **average success rate of more than 90% every year.**
- **Most of our students prefer to go for higher studies** in order to create strong theoretical foundations for themselves.
- Students are encouraged to wear simple and decent dresses. Female Staff have to wear saree.

Students’ Welfare:

- **The fee structure prescribed by the University is strictly followed.**
- **Need-cum-merit Scholarships** have been instituted by the Management to support economically poor students.
- Teachers take initiatives to empower **special students and slow learners** to provide them with a level playing ground.
- Ex-students are provided employment on the basis of their calibre to bring about their professional development.
- **Book Bank Facility, Standing Committee Setup, Free ship/Scholarship, etc.** are provided to the **SC/ST and OBC students.**
- Various programmes such as **health camps, cleanliness drives, visit orphanages, environment awareness etc.** are organised to create awareness and sensitize our students.
- In spite of **not getting a non-salary grant** since 2004, the institution has provided the best infrastructural facilities.
- **No donation**, in cash or kind for admission is accepted by the institution.

Teachers' Welfare:

- **Staff members** from different states of the country demonstrate **'Unity in Diversity.**
- **Staff members are treated equally.** No employee has left the job due to a **disagreement** with the Management.
- **Smt. S.V. Phadnis** is one of the **longest-serving Principals among all affiliated colleges under the University.** This speaks a lot about the Management's Family-like Approach.
- Management's unique practice of conducting an **Academic Audit of all staff is a highly positive exercise** undertaken with an objective to bring about qualitative improvements.

The welfare of Non-teaching Staff:

- **Most of the employees join very young and work till superannuation.**
- **Free accommodation and medical support** are provided to the **non-teaching staff.**
- Deserving and qualified **spouses or children of employees are provided employment.**
- **Children of employees** are given **preference in admissions.**
- **Fruits, vegetables** cultivated on the premises are distributed to the supporting staff.

Zero Litigations:

- Due to **transparent and perfect management**, our institution is free from litigations.

Strong Alumni Support:

- Our **Alumni** do support the institution by having a sense of gratitude towards their '*Guru*' and '*Vidyalaya*'.
- Due to the conducive environment provided by the institution, our **Alumni do believe in giving back to society.**

Stress on Education of Girls:

- Management believes in giving preference to females in education and employment.
- **The high female to male ratio** in all programmes is the unique feature of the institution.

The 'Trust' has created a **family-like atmosphere** in the institution with Management standing firmly by Staff Members and Students not only in the matters pertaining to the College but also in case of their individual and personal issues. Because of the **family-like atmosphere** and supportive management, all the stakeholders follow the concept of **“All for One and One for All”**.



Prin. (Mrs.) S. V. Phadnis
PRINCIPAL

