



NEHRU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

(Affiliated to Bharathiar University Accredited with "A+" Grade by NAAC)
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.
www.nehrucolleges.net



Center for Culture, Heritage & Human Excellence

(CCHHE)





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Center for Culture, Heritage & Human Excellence

PREAMBLE

The Center was established in 2017. After this, the Center has successfully implemented various programs and Cultural events in the campus. As a part of the initiative, the days of National importance like Republic Day, Independence Day, Gandhi Jayanthi, Teachers Day, Pongal, Onam, Christmas and New Year celebrations were organized in the campus. Our focus is on enriching the spiritual and ethical values of the students. To implement this, various events were organized such as, International Drug Abuse Day, World Mental Health Day and World Population Day. Education combined with societal concern will always serve our students to get a better platform in shaping the mind. The additional focus of the Center is to excel in Human Excellence. To fulfill this, our Center has got poignant responsibility in nurturing the students with the golden values of our culture, Indian heritage, Human values and Ethical values of our country. Sustaining the humane trait within us is the need of the hour and our Center for Culture, Heritage and Human Excellence does with ardent passion and sincerity. India is the soil of elated spiritual thoughts. The prime need of the hour is to carry on the spirituality of our ancestors to the new generation which is engulfed with technicalities. Reducing the technocrats within us and inducing the cultural and spiritual urge within us is the motto of the Center for Culture, Heritage and Human Excellence. Several activities are conducted such as wall painting with our cultural diversity in India, Ethical values of our society and respecting our Ancient heritage and culture. The Institution encourages our students to go for cultural programs all over India to understand our diversified heritage, culture and Human values in our historical Nation. Our Center is moving forward with futuristic plans to give enormous awareness programs to the modern society to understand and inculcate our heritage, cultural habits, Festivals of our diversified country in the world.



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VISION

To accelerate access to Indian Culture, Heritage, understanding and embracing the cultural diversity comprehending the real state and honour of the students to attain human excellence through physical and psychological exercises.

MISSION

- ❖ To make the students understand our Ancient heritage and Cultural diversity
- ❖ To achieve this state, students are trained to self-analyze their character
- ❖ To quell their highly emotional traits through appropriate meditation
- ❖ To inculcate selfless societal concern in the mindset of the students
- ❖ To convert them as pioneers in the society

OBJECTIVES

- ❖ To revive the Indian heritage and cultural diversity that is in the verge of extinction
- ❖ To develop a selfless mind for our Indian society
- ❖ To develop National unity among cultural diversity
- ❖ To promote self-motivated helping tendency
- ❖ To inculcate the ethical and cultural values among the students
- ❖ To train them to respect our elders, Teacher, Nation and God
- ❖ To exemplify the life of saints and great leaders as role models
- ❖ To conduct awareness programmes through cultural events, seminars and webinars to understand and achieve human excellence



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MEMBERS

Chairperson: Dr. B. Anirudhan, Principal, NASC.

Director: Dr. R. Malathi, Associate Professor, Department of English, NASC.

Members	Areas	Work allotted
Dr. K. Narayanasamy Associate Professor FSN Department	Strengthening the moral and ethical values to bring Human Excellence.	Human values, Ethical and moral values related seminars, webinars and training programmes
Ms. S. Rajani Assistant Professor Dept. of Malayalam	Knowledge sharing on cultural events and cultural diversity	Student cultural Programmes, Festivals, Faculty and Student participation in cultural events.
Dr. P. Vigneswari Assistant Professor, Dept. of Tamil	Imparting knowledge on Indian heritage, Tradition and Tamil culture.	Imparting Tamil culture through Friday Prayers like Thirukkural, Magazine, News.

WORKING GUIDELINES

- ❖ The Center conducts Culture, Heritage, Human and Ethical values related programmes for the Faculties, research scholars and students
- ❖ The Center director and members prepare the annual plan of action based on the current requirement analysis, academic peer group discussion and feedback of the stake holders
- ❖ The Principal, Nehru Arts and Science College is the final authority to approve the programmes
- ❖ The CEO and Secretary, Nehru Group of Institutions, Coimbatore is the final authority to decide the fund allotment for the programmes
- ❖ Each programme is followed by feedback analysis and properly documented.
- ❖ The Center periodically organizes seminars, cultural events, celebrates National important days to impart values on culture, Heritage and Human Excellence
- ❖ The Center ensures that each department takes part in organized programs
- ❖ The Center enhances the interests of the faculties and students to understand ethical values and cultural diversity



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The Centre for Culture, Heritage and Human Excellence

The Center for Culture, Heritage and Human Excellence plans and executes the activities in different dimensions through Associations and Clubs under the departments.



BENEFICIARIES

The Center has conducted programmes which focused on Cultural activities, Traditional heritage, ethical, human values and social values to the members of faculty and students of the Institution. Activities conducted are detailed below for the Academic Year 2023 – 2024.



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Activities for the Academic Year 2023 -2024

Date/Month of the Activity	Name of the Activity	Target group	Number of Beneficiaries	Programme outcome
25.08.2023	Onam Celebration	All staff & Students	3,500	Students understood the cultural diversity.
22.12.2023	Christmas Celebration	All staff & students	1,240	Students understood the religious diversity
12.01.2024	Pongal Celebration	All Staff & Students	500	Students understood the cultural diversity
26.01.2024	Republic Day Celebration	All staff & Students	460	The participants came to know about the constitution of India and the importance of Republic day.
Total			5,700	


DIRECTOR - CCHHE




PRINCIPAL
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