Core Value

AITAM focused on Eight core values detailed below.

(i) Contributing to National Development

Contributing to National development has always been an implicit goal of AITAM. Serving the cause of social justice, ensuring equity ,increasing access to higher education , human resource development and capacity building of individuals, to cater to the needs of the economy, society and the country as a whole, thereby, AITAM contributing to the development of the Nation.

(ii) Fostering Global Competencies among Students

With liberalization and globalization of economic activities, the need to develop skilled human resources of a high caliber is imperative. Therefore, AITAM is preparing the students to achieve core competencies, to face the global challenges successfully innovative, creative and entrepreneurial in their approach. Towards achieving this, AITAM established collaborations with industries, network with the neighborhood agencies/bodies and foster a closer relationship between the "world of competent-learning" and the world of skilled work".

(iii) Inculcating a Value System among Students

Although skill development is crucial to the success of students in the job market, skills are of less value in the absence of appropriate value systems. In India, with cultural pluralities and diversities, it is essential that students imbibe the appropriate values commensurate with social, cultural, economic and environmental realities, at the local and national level. AITAM shouldering the responsibility of inculcating desirable value systems among students.

(iv) Promoting the Use of Technology & Innovation

Technological advancement and innovations in educational transactions have to be undertaken by all, to make a visible impact on academic development as well as administration. To keep pace with the developments in other spheres of human endeavor, AITAM has enriched the learning experiences of their students by providing them with state-of-the-art educational technologies including Information and Communication Technologies (ICT). AITAM established Technology Incubation Hub, Business Incubation Center and Entrepreneurship Development Cell to encourage students & Faculty for Innovation.

(v) Quest for Excellence

The Institute is committed to excellence in all spheres of its activities, and through internal and external reviews, and will work towards continuous improvement. The Institute will demonstrate excellence by our people, programmes and outcomes, as well as by the quality of decisions and actions recognised through awards and honors. This 'Quest for Excellence' started with the assessment or even earlier, by the establishment of the Internal Quality
Assurance Cell (IQAC) in the campus.

(vi) Integrity

Integrity involves honesty and fairness, consistency in instruction, ethics of scholarship, freedom of

inquiry, and open and truthful engagement with the community through effective communication, policies and practices. Research and Teaching shall be carried out in an environment of academic freedom and honesty. The Institute will adhere to the standards of ethics in all its activities.

(vii) **Transparency**

The Institute will function according to defined procedures and rules, which will be informed to all stakeholders. The Institute will put all important information related to its functioning in college Website, www.adityatekkali.edu.in

(viii) **Empathy**

An awareness of the conditions of the weaker sections of our society and contributions towards solution of their problems will form an integral part of the research and education programmes of the Institute.

The vision articulates our future direction. The mission specifies our purpose of existence. The values assert our beliefs that guide our actions and behavior. Taken together, they provide a road map to our destination.