



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Institutional Distinctiveness – AMJC's 'KRIYA'

Agurchand Manmull Jain College (AMJC) embodies a profound commitment to the cultivation of Human Values within a dynamic framework of academic endeavours. Guided by the timeless Jain principles of *Samabhavana* (equanimity) and *Parasparopagraho Jivanam* (mutual upliftment), our institution endeavours to imbue students with a deep understanding and appreciation of these values.

The institution has adopted to a comprehensive approach titled "**Kriya**" derived from the Sanskrit root '**kri**,' meaning 'action' or 'effort,' and '**ya**,' referring to the *Atman* or soul. Therefore, its literal translation is 'action or effort involving uplifting the Self.' Under AMJC's **Kriya**, the College orchestrates a diverse array of activities and initiatives, all aimed at nurturing specific Human Values within our vibrant community of students and staff. This concerted effort stands as a hallmark of our institution, distinguishing us in the educational landscape.

Aligned with our institution's longstanding tradition of prioritizing values and morals, the genesis of AMJC's '**Kriya**' drew inspiration from the Mulya Pravah guidelines (as stipulated by the UGC in 2019), and later evolved with insights from Mulya Pravah 2.0. At its core, '**Kriya**' is dedicated to the holistic development of students through meticulously constructed programs designed to instil essential Human Values. '**Kriya**' also operates within a comprehensive framework that intersects with the United Nations' Sustainable Development Goals for 2030 (SDG 2030). Within the ambit of '**Kriya**' special emphasis is placed on addressing key SDGs like Goal 2 (Zero Hunger), Goal 3 (Good Health and Well-Being).

'**Kriya**' underscores the cultivation of fundamental Human Values, which serve as guiding principles for personal and societal transformation. These values, deeply ingrained in our ethos, include Prema and Karuna (Love and Compassion), Shanti (Peace), Satya (Truth), Ahimsa (Non-violence), Dharma (Righteousness), Tyaga (Renunciation) and Seva (Service).



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

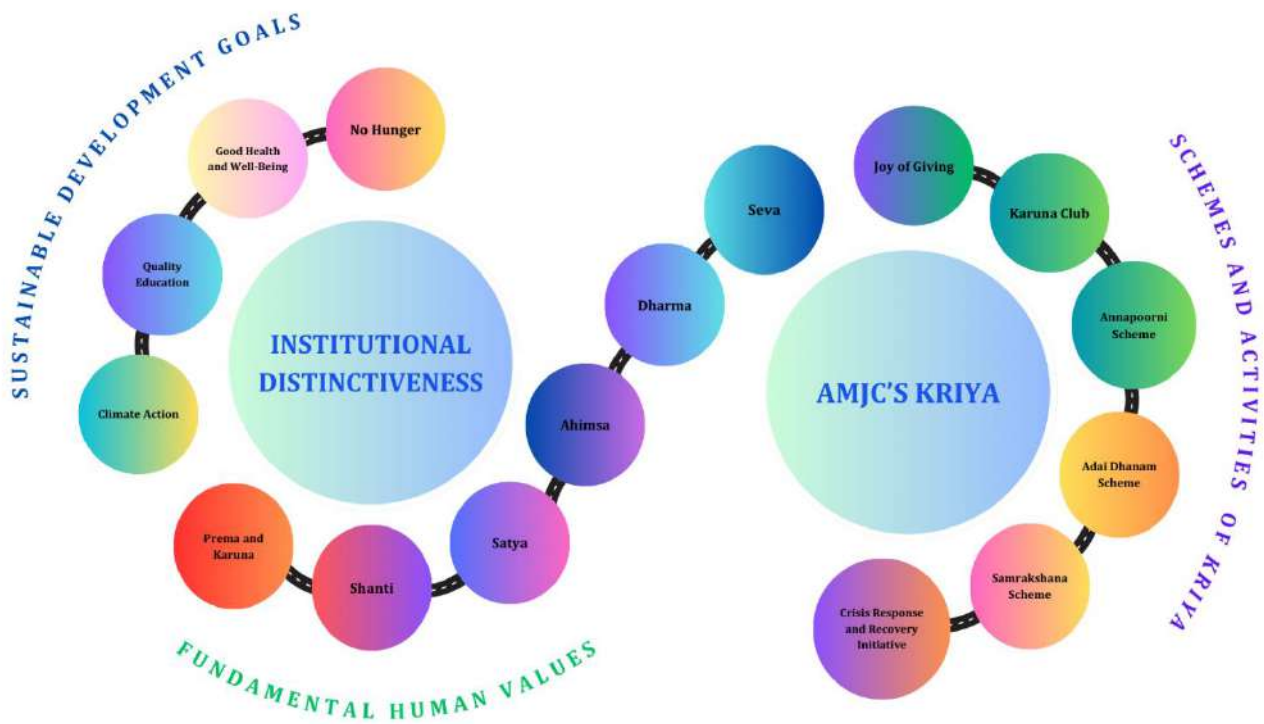
Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Through AMJC's '*Kriya*,' our objective is to nurture a value-based new generation by:

- Increasing awareness among students about Human Values
- Encouraging active participation in societal transformation
- Advocating for social justice
- Engaging in environmental restoration efforts
- Enhancing the well-being of individuals and communities
- Promoting Animal Care
- Fostering a culture of sharing and caring



AMJC's '*Kriya*' encompasses a range of schemes and activities involving the entire college community, including students, faculty, staff, and management. Various departments, student bodies, and faculty members collaborate with the college management to collectively advance our commitment to these shared ideals.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

I. Joy of Giving

The 'Joy of Giving' at AMJC is an inclusive activity conceived in response to the enduring challenges faced by the members of the society who may be experiencing hardship. This initiative embodies the spirit of selflessness and communal responsibility, rallying our students, faculty, and staff together to leverage our collective capacity for tangible impact in the lives of those in need.

1. **Historical Value:**

Historically, the act of giving has played a pivotal role in fostering community cohesion and resilience. Across diverse religious traditions, the virtue of generosity is deeply ingrained. Whether it is the concept of 'Dana' in Jainism, Buddhism, and Hinduism, 'Zakat' in Islam, 'Tzedakah' in Judaism, or charity as extolled in Christianity, giving has been regarded as an act of faith and spiritual fulfilment.

During festive occasions such as Chaturmas, Christmas, Diwali, and Bakrid, individuals from all walks of life embrace the spirit of giving, while those in need receive such gifts without hesitation. This shared value underscores the universal acknowledgment of giving as essential to the enrichment of the human soul and the betterment of society at large. Inspired by this rich heritage of altruism, the Institution has initiated the 'Joy of Giving' scheme.

2. **Internal Value:**

In recognition of the diverse needs within our community and beyond, the Joy of Giving initiative endeavours to nurture a culture of generosity and empathy within our institution. Through the encouragement of voluntary contributions, we aim to cultivate a sense of solidarity and shared purpose among our community members. This serves to reinforce the core values of compassion and service that lie at the heart of our institution's educational philosophy.

3. **Objectives:**

- To facilitate structured and transparent monetary contributions from students, faculty, and staff.
- To educate and engage the college community on the significance of societal contributions and the transformative power of collective action.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

- To establish a direct avenue of support for individuals and organizations dedicated to improving the living conditions of marginalized communities.
- To foster the values of **Seva** (service), **Prema** (love), and **Karuna** (compassion) among all stakeholders within the community.

4. Implementation:

The Joy of Giving initiative operates through a dynamic campaign model, typically conducted between December and February, making it an annual event within the 'KRIYA' initiatives. This endeavour is characterized by brief yet impactful activities designed to evoke feelings of joy and pride among the participants. Each activity is imbued with emotional appeal and guided by institutional leadership, fostering a sense of community spirit.

- **Collection of Contributions:** Contributions are collected through a well-informed campaign, emphasizing participation over the quantity of contributions. This inclusive approach ensures the involvement of every student and faculty member, contributing to a collective effort.
- **Beneficiary Selection:** During the collection period for the 'Joy of Giving' initiative, individuals and organizations in greater need are identified and prioritized by the institution. This includes children from lower-income families, or inmates of orphanages or old-age homes, ensuring that support is directed to those facing the most significant challenges at the time.
- **Execution:** Beneficiaries are either invited to the institution or visited by representatives, who spend quality time with them in their respective environments. The day is filled with various enjoyable activities, and beneficiaries receive essential day-to-day aids and other provisions as gifts.
- **Ensuring Transparency:** Technology and digital payment modes for collecting money plays a vital role in ensuring transparency and accountability in managing contributions, reassuring participants that their contributions are utilized responsibly for the Joy of Giving initiative.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

5. The Impact:

The Joy of Giving initiative has made a significant impact over the past five academic years, extending the college's commitment to *Seva* (service) to external beneficiaries.

During this period:

- **Direct External Beneficiaries:** The initiative has reached 157 external beneficiaries, providing vital support and resources to those in need.
- **Material Contributions:** The college community has generously contributed valuables to support the less fortunate.
- **Community Engagement:** Students, Staff, and members of the Management have actively participated in the Joy of Giving, embodying the values of *Prema* (love), *Karuna* (compassion), and *Seva* (service) through their monetary contributions and direct engagement with beneficiaries during the event.
- **Alignment with SDGs:** The Joy of Giving Scheme has effectively addressed several Sustainable Development Goals (SDGs), including Goal 2 (No Hunger) and Goal 3 (Good Health and Well-Being), contributing to broader efforts for positive societal change.

Some Moments of Joy of Giving



TEAM AMJC waiting with smiley balloons to welcome the kids from Kulathumedu area for the Joy of Giving event at AMJC premises.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Top: Dean lovingly welcoming a child to the Joy of Giving Event at AMIC premises



Bottom: Children playing along with a faculty





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Top: Children playing with Dean



Bottom: Students of Arts & Culture Club of AMJC entertaining the children





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Top & Bottom: Students of Arts & Culture Club of AMJC entertaining the children





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Top & Bottom: Students of Arts & Culture Club of AMJC entertaining the children





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Students of AMIC joyously gifting the children with toys, school bag and study kit





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

II. Karuna Club

1. **Karuna Club** is a part of the Karuna International, a registered nonprofit service organization working to inculcate in children and young adults the inherent love, kindness and compassion towards all living beings, plants, animals, and fellow human beings; as well as to appreciate and help in their own way to conserve our environment, as enshrined in our Constitution.
2. **Historical Value:** *Ahimsa* (non-violence) and *Karuna* (compassion) are foundational principles in many Indian philosophies, particularly within Jainism, Hinduism, and Buddhism. Deep behavioural changes are essential for a societal change. Young minds are to be trained to bring behavioural changes.
3. **Internal Value:** Inculcating the values in the young minds are in perfect line with the Institution's philosophy of Compassion and Seva.
4. **Objectives:**
 - Foster compassion and non-violence among students and community members towards all living beings.
 - Increase awareness of animal rights and welfare, encouraging actions and lifestyles that prevent harm to animals.
 - Instil the value of environmental responsibility.
 - Involve students and community members in volunteer activities that support both people and animals, strengthening communal bonds and empathy.
 - Promote the integration of ethical values into daily life, guiding choices and behaviours that demonstrate respect for life and the planet.
5. **The Process:**
 - Organise lectures and seminars to provide awareness to the students
 - Conduct outreach programmes to connect with the communities to facilitate learning among the students the Seva and Animal Care.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

- Provide an area in the campus for herbal gardening to enable students with hands-on experience in harmonious living along with nature.

6. The Impact:

- In the academic year 2019-20, Karuna Club organised 5 programmes on health and wellness for women, awareness on visually challenged, disaster management and orientation for the students.
- In the academic year 2021-22, Karuna Club organised 9 events covering areas like, love for animals, Empathy towards people at Old Age Homes, love for Nature, and peace.
- In the academic year 2022-23, Karuna Club organised 7 events covering areas like, love for animals, love for Nature, importance of vegetarianism, Care for the inmates of old age homes and food donation.
- In the academic year 2023-24, Karuna Club has organised 4 events covering areas like, Yoga and harmony, and environmental awareness. Karuna club has launched 'Vivasayi' (farmer) Organic and Herbal Garden in the campus. This is envisaged to give real time experience of farming as well as the goodness of herbals to the students.
- The Karuna Club has addressed the following SDGs, Goal 3 (Good Health and Well-Being) and Goal 13 (Climate Action).

Photos of Karuna Club Events





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



ORGANIC FARMING AND HERBAL GARDEN INAUGURATION IN CAMPUS – 8-9-23





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



MIME BY THE STUDENTS OF KARUNA CLUB PROMOTING WIDESPREAD CULTIVATION OF HERBAL PLANTS AND DEPICTING THE IMPORTANCE ORGANIC FOOD AND PLANTATION





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



YOGA SESSION FOR THE WELL BEING OF STUDENTS





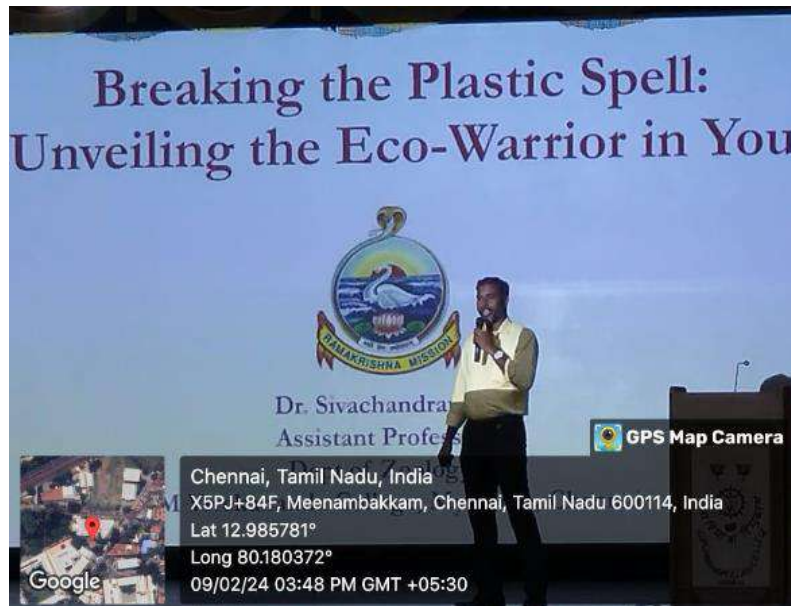
AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



STALL ON ECO FRIENDLINESS BY THE STUDENTS OF KARUNA CLUB DURING AMJCIan BAZAAR





AGURCHAND MANMULL JAIN COLLEGE

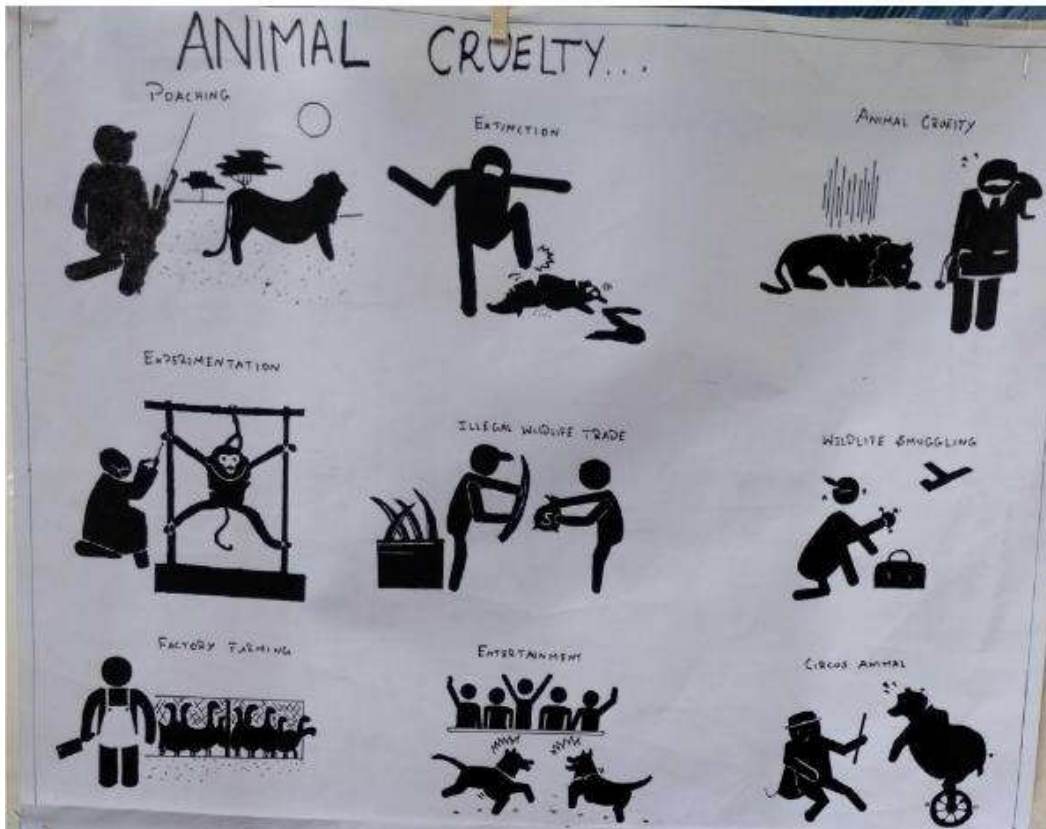
(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

SAY NO TO LEATHER – ANIMAL CRUELTY AWARENESS





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



III. Annapoorni Scheme

1. **The Scheme:**

To safeguard nutritional adequacy, student welfare, and promote balanced academic performance of the students, the Management has instituted the Annapoorni Scheme. This initiative provides food for the marginalised students who are compelled to forgo meals due to early departures from home caused by extensive commuting or other financial constraints.

2. **Historical Value:**

Food donation holds deep historical significance across various cultures and religions, symbolizing generosity, community support, and spiritual merit. In Jainism, Buddhism and Hinduism, offering food to the needy is considered a sacred duty (*Annadana*), believed to bring spiritual benefits and karmic balance. Similarly, in Christianity, the act of feeding the hungry is considered as central to the teachings about compassion and care for the less fortunate. Islamic tradition also emphasizes the importance of *zakat* and *sadaqah*, where giving food to the poor is a key component of fulfilling religious obligations and fostering community solidarity. These practices not only alleviate hunger but also strengthen communal ties and reinforce moral values, demonstrating a universal recognition of the transformative power of sharing food.

3. **Internal Value:**

Named after Annapoorani, the goddess of food in Hindu mythology, this initiative underscores the significance of *Annam*, food as an indispensable aspect of life. As an educational institution,



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Annam, the sustenance of life, and education, the fountain of knowledge, converge within these walls, symbolizing the harmony between nourishment and enlightenment that elevates humanity. The Institution recognises that only a hunger-free campus could contribute towards the holistic development of its students. The Management guides from the front to imbibe the lessons of Seva and Dharma to the students by contributing towards a hunger free campus.

4. Objectives:

- Ensure that every needy student on campus receives nutritious meals, aiding their focus on academics.
- Foster a culture of care and compassion within the educational institution.
- Provide students with a sense of security and support, enhancing their confidence, resilience, and engagement in their academic journey.
- Teach students the values of Seva (selfless service) and Dharma (moral duty).

5. The Process:

- Through a transparent process, students in need of food due to financially weaker family circumstance are identified and provided with food tokens.
- During the College working days, per day, the students get a lunch token worth Rs. 40/- and a snack token worth 30/- and they may submit the tokens at the canteen to get their food.
- The students should maintain an attendance of 75% to continue availing the support every month.

IV. Samarakshana Scheme

1. The Scheme:

The Samarakshana Scheme represents an initiative developed by the Institution in collaboration with **RYA METRO (Rajasthan Youth Association Metro)**, specifically as part of their Chennai Food Bank project. The Chennai Food Bank, distinguished by its ISO 9001: 2015 certification, engages in the collection of food grains from various donors. These grains are then distributed as food aid to various beneficiary groups, including orphanages, homes for the elderly, and facilities for the differently abled and mentally challenged. Within the College, the



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

scheme facilitates the collection of food grains from students and faculty members through organized campaigns, subsequently transferring these contributions to the Chennai Food Bank.

2. Historical Value:

The Samarakshana Scheme aligns with deep-rooted religious, historical, and cultural values that emphasize community support and charity. These actions reinforce social bonds and demonstrate communal responsibility towards the vulnerable, fostering a sense of belonging and unity.

3. Internal Value:

In the context of charitable activities, the emphasis lies not on the magnitude of the contribution but on the act of participation itself. The Institution prioritizes instilling the values of compassion (Karuna), love (Prema), service (Seva), and duty (Dharma) among its stakeholders. This approach underlines the significance of engaging actively in community-oriented practices as a means of personal and collective ethical development, rather than merely focusing on the substantive extent of the donations made.

4. Objectives:

- **Promote Social Responsibility:** Encourage students and faculty to develop a sense of civic duty and community engagement through participation in charitable activities.
- **Impart Essential Values:** Foster holistic development by instilling compassion (Karuna), love (Prema), service (Seva), and duty (Dharma), creating a supportive and caring community.
- **Enhance Community Well-being:** Provide resources to disadvantaged groups, such as orphanages, senior citizen homes, and facilities for differently abled individuals, addressing immediate needs and improving overall well-being.

5. The Process:

- As part of the initiative food grains are collected from the students and staff of the Institution through campaign mode.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

- The students and staff are given proper awareness on the process of the Chennai Food Bank project and all are encouraged to contribute at least a fist full of grain during the collection drives.
- As per reaching enough, the grains are given to the Chennai Food Bank project and the project utilises the grains to feed the needy people.



Inauguration of Samarakshana Scheme at AMIC with RYA METRO





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



Exchange of MoU between RYA METRO and AMJC





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Rice Collected in AMJC and Donated to RYA METRO - April 2024





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

V. Aadai Dhanam Scheme

1. The Scheme:

The Aadai Dhanam Scheme is an initiative orchestrated by the Institution aimed at fostering a value-oriented society. Under this scheme, the Institution has formed a partnership with the Rajasthan Cosmo Club (RCC) to support their Smile Stores initiative. The RCC engages in the collection of used clothing from various organizations, which it then refurbishes and offers for sale at nominal prices through Smile Stores. The Institution actively participates in this initiative by gathering clothing donations from both students and staff, subsequently delivering these items to the RCC for refurbishment and resale. This collaboration not only facilitates resource recycling but also promotes accessibility and affordability of clothing, aligning with the broader goals of social responsibility and sustainability.

2. The Historical Value:

The Aadai Dhanam Scheme resonates with historical and cultural values deeply ingrained in various traditions, where clothing donation is seen as a significant act of charity and compassion. In many cultures, clothing the needy is regarded as a sacred duty that honours human dignity and supports social equity. This concept aligns with traditional Indian values of 'Daan' (charity), where giving to those in need is a moral and spiritual act that benefits both the giver and the receiver.

The practice of recycling and reusing materials, exemplified by the refurbishment of clothes in this scheme, reflects age-old cultural practices of resourcefulness and environmental stewardship. This not only reduces waste but also fosters a community ethos of sustainability and care for the environment.

3. The Internal Value:

By integrating the historical values with contemporary social initiatives, the Aadai Dhanam Scheme promotes a culture of empathy, charity, and environmental consciousness, strengthening communal bonds and advancing societal well-being.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

4. Objectives:

- **Promote Environmental Sustainability:** Encourage recycling and refurbishing of used clothing to reduce waste and promote sustainable practices. Cultivate awareness and commitment to environmental stewardship among participants and the wider community.
- **Support Social Equity:** Address clothing accessibility for economically disadvantaged populations by collecting and making refurbished clothing available at minimal costs.
- **Impart Core Values:** Imbibe the values of Prema (love), Karuna (compassion), Seva (service), and Dharma (duty) in stakeholders through the scheme.

5. The Process:

- As part of the initiative clothes are collected from the students and staff of the Institution through campaign mode.
- The students and staff are given proper awareness on SMILE stores and all are encouraged to contribute during the collection drives.
- The Collected materials are packed and handed over to RCC.

Photos of Inaugural program of the Aadaidhanam Scheme on 25 May 2022





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



Exchange of MoU between AMJC and Rajasthan Cosmo Club for donating lesser used cloths of the college community to the needy through RCC





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

VI. Crisis Response and Recovery Initiative

1. The Scheme:

This Scheme is designed to assist neighbouring communities in the event of a disaster. Under the direction and guidance of the Management, the Institution collectively contributes to disaster management efforts. This initiative underscores the Institution's commitment to civic responsibility and readiness to provide support during emergencies, thereby strengthening community resilience and solidarity.

2. Historical Value:

Throughout history, responses to disasters have deeply reflected societal, cultural, and religious values, emphasizing the importance of aid and community solidarity. In many cultures, religious texts, and teachings advocate for helping others in times of crisis as a moral duty. Culturally, communities often rally around shared values and collective memory to restore what was lost, viewing disaster recovery as a communal responsibility. Such practices not only provide immediate relief but also strengthen social bonds and resilience against future adversities.

3. Internal Value:

In line with the Jain Principle, *Parasparopagraho Jeevanam* (The purpose of the soul is to help each other), under the guidance of the Management, the Institution opens its arms to embrace the needy at the time of a disaster. The Management leads in the front to teach the students the values of Karuna, Prema, Seva, and Dharma.

4. Objectives:

- **Emphasize Ethical Principles:** Highlight the importance of Karuna (compassion), Prema (love), and Dharma (duty) by demonstrating these principles through direct community engagement, teaching students the impact of ethical behaviour and social responsibility.
- **Community Support:** Provide immediate and effective assistance to communities affected by disasters, ensuring the college acts as a reliable support system during critical times.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

- **Develop Skills:** Help students develop skills in leadership, teamwork, and crisis management.
- **Strengthen Bonds:** Foster stronger relationships between the college and surrounding communities, creating a network of mutual support that benefits all parties involved.

5. The Process

The institution has a well-structured approach to crisis management, as evidenced by its actions during various challenging situations:

- **Response to Floods:** During the floods in 2015 and 2021, the college extended assistance to the neighbouring society. This involved providing immediate aid to flood-affected families, including food and other essential amenities.
- **COVID-19 Response:** Amid the COVID-19 pandemic, the institution launched the AMJ's 'SUD- Start, Use and Do' Covid initiative. This initiative included several programs aimed at providing focused assistance to the college community and beyond. Quarantine patients with COVID-19 were offered free food for seven days, and Allopathy and Siddha COVID care centres were established within the campus, each with a bed capacity of 70. These centres were inaugurated by the Honourable Chief Minister Thiru. M. K. Stalin and were equipped with essential medical equipment such as oxygen concentrators, water purifiers, and steamers. Additionally, patients received yoga training to alleviate stress and anxiety, emphasizing holistic well-being.
- **Support during Michaung Cyclone and Chennai Flood:** The institution also extended support to victims of the Chennai Floods associated with the Michaung Cyclone. This involved providing food and other essential amenities to flood-affected families in neighbouring areas of the institution.
- **Values Propagation:** Through these initiatives, the institution effectively spreads the message of Karuna (compassion), Prema (love), Seva (service), and Dharma (duty) to its students, fostering a culture of empathy and social responsibility.
- **Alignment with SDGs:** Importantly, these actions align directly with Sustainable Development Goals (SDGs), including Goal 2 (No Hunger), Goal 3 (Good Health and Well-Being), and Goal 13 (Climate Action). By addressing these goals, the institution



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

contributes significantly to global efforts towards sustainable development and community well-being.

The institution's proactive approach to crisis management demonstrates its commitment to supporting its community and promoting values of compassion, service, and responsibility.

AMJC - Michaung Cyclone Mitigation and Relief Camp – 09, 10 & 11 December 2023

AMJ Agurchand Manmull Jain College
(A UNIT OF SRI S S JAIN EDUCATIONAL SOCIETY)
MEENAMBAKKAM, CHENNAI - 61

தூயர நேரங்களில் உங்களுடன் நாங்கள்
FREE MEDICAL CAMP FOR CYCLONE MICHAUNG MITIGATION

IN ASSOCIATION WITH

Hariharan Diabetes & Healthcare Hospitals (P) Ltd., Nanganallur
Rajan Eyecare Hospital (P) Ltd., T.Nagar
Rotary Central Margaret Sidney Hospital, Nanganallur
PrimeGen Healthcare Laboratories (P) Ltd., Nanganallur

SUNDAY - 10th DECEMBER 2023 - 11.00 AM - 3.00 PM
VENUE : A M JAIN COLLEGE CAMPUS - MAIN BLOCK



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Michaung Cyclone Mitigation and Flood Relief Camp – Day 1 – 09-12-2024 Food Distribution





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Michaung Cyclone and Flood Relief Camp – Day 1 – 10-12-2024

Students of AMJC Packing the Provisions to be distributed at Flood affected Kulathumedu area



Van loaded with provisions leaving the college premises on 11-12-2023 to deliver them at Kulathumedu area.





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Team of Senior Administration, Faculty and Students distributing the Provisions to the families in the Kulathumedu area.





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Michaung Cyclone Medical Camp – Day 3 – 11-12-2024





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Medical examination done by the Volunteering Doctors of the Michaung Medical Camp on 11-12-23





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Honouring the Voluntary Services of the Medical Professionals by AMIC Management





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



AMJC's SUD – Start – Where You are; Use – What you have and Do – What you can Food in Jiffy

– FREE FOOD HOME DELIVERY

In and around Nanganallur, Madipakkam, Alandur & Pallavaram

Our Frontline Volunteers

AMJ's - SUD
An Outreach Initiative

Food In Jiffy

AMJ Jain College
is looking to lend a helping hand to our people in and around Nanganallur, Madipakkam, Alandur and Pallavaram.

Our College, School and M.C. Jain P.T. Staff and Services of our affiliated institutions under the banner of Sri. S.S. Jain Educational Society who are affected and suffering from the pandemic COVID-19 are invited to call and receive our food home by supplying their all your delivery fees of Rs.100/- per day.

Jain Medicinal Food will be provided by ShreeJain, Laxmi and Divya.

Food will be delivered at your door steps from **12 May 2021**

FREE OF COST

Breakfast by 7.30 AM
Lunch by 12.30 PM
Dinner by 6.30 PM

Food supplied for a maximum of 7 days which can be extended up to 10 days.

Facility can be availed by filling in the form using the link.

Click on the link to open the form
<https://forms.goes.com/8m39v8w3j1>

BE SAFE BE HEALTHY

LENDING HELPING HAND

Agurchand Manmull Jain College
A Unit of Sri. S. S. Jain Educational Society

AGURCHAND MANMULL JAIN COLLEGE, MEENAMBAKKAM, CHENNAI 600061
(Unit of S.S. Jain Educational Society)

Food Carrier for Covid 19 Quarantined Patients.

STAY AT HOME

YOU STAY AT HOME





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

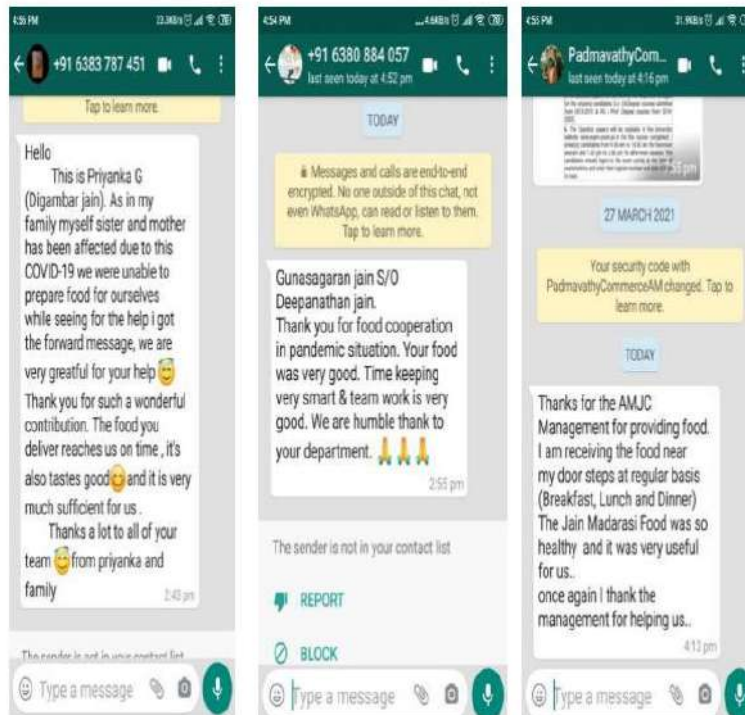
Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



Accolades – Food in a Jiffy





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

COVID CARE CENTRE Free treatment with Hygienic Food ALLOPATHY CENTRE – 70 BED & SIDDHA CENTRE – 70 BED FACILITY

AGURCHAND MANMULL JAIN COLLEGE
(A Unit of Sri S.S. Jain Educational Society)
Meenambakkam, Chennai 600 061.

We cordially invite you to the Inauguration of

SIDDHA COVID CARE CENTRE
@ A.M. JAIN SCHOOL - BALVATIKA
&
ALLOPATHY COVID CARE CENTRE
@ A.M. JAIN COLLEGE - LADIES HOSTEL

ON
11th May 2021 at 5:00 p.m.

**Hon'ble Chief Minister
Thiru M.K. Stalin Avl.,
CHIEF GUEST**

Mr. M. SHANTHIMULL NARAR Mr. M. SARDARMAI CHODIA
ASSOCIATE SECRETARY SECRETARY
& OTHER
MANAGEMENT MEMBERS

AGURCHAND MANMULL JAIN COLLEGE
(A Unit of Sri. S. S. Jain Educational Society)
Meenambakkam, Chennai - 600 061

INAUGURATION OF
COVID -19 SIDDHA CARE CENTRE

at
A.M. JAIN SCHOOL - BALVATIKA

HEARTY WELCOME

To
OUR HON'BLE CHIEF MINISTER OF TAMIL NADU
Thiru. M. K. STALIN

தமிழ்நாடு அரசு

சித்தா கோவிட் சிகிச்சை மையம்
முக. அ.ம. ஜெயின் கல்யாண், மீனாம்பக்கம், சென்னை

யாழ்ப்பாணப் பல்கலைக்கழக மு.க.ஸ்டாலின்

மாண்புமிகு உறுதுறை அமைச்சர்

க. மா.சுப்பிரமணியன்

மாண்புமிகு உறுதுறை அமைச்சர்

க. தாமோ. அன்பரசன்

மாண்புமிகு உறுதுறை அமைச்சர்

க. எஸ்.ராஜா கிருஷ்ணமூர்த்தி

மாண்புமிகு உறுதுறை அமைச்சர்

க. கமலாட்சி சிவ் பேரே

மாண்புமிகு உறுதுறை அமைச்சர்

க. எஸ்.கணேசன்

மாண்புமிகு உறுதுறை அமைச்சர்

AGURCHAND MANMULL JAIN COLLEGE
(A Unit of Sri. S. S. Jain Educational Society)
Meenambakkam, Chennai - 600 061

INAUGURATION OF
COVID -19 CARE CENTRE

at
A.M. JAIN COLLEGE - LADIES HOSTEL

HEARTY WELCOME

To
OUR HON'BLE CHIEF MINISTER OF TAMIL NADU
Thiru. M. K. STALIN



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Welcoming our Hon'ble Chief Minister by our College Management





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Inauguration of Allopathy & Siddha Covid Care Centre – 11.05.2021





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



மாண்புமிகு தமிழக முதலமைச்சர் திரு. மு.க. ஸ்டாலின் அவர்கள் இன்று (11.5.2023) கோரோனா தொற்று நோயாளிகளுக்கு சிந்த மருத்துவ மூலையில் சிகிச்சை அளித்திட சென்னை, மீனாம்பாக்கத்தில் உள்ள ஏ.எம். ஜெயின் கல்லூரியில் ஆமைக்கட்டை உள்ள 70 படுக்கை வசதிகளுடன் கூடிய 2-வது சித்தா சிறப்பு கோரோனா சிகிச்சை அமையம் மற்றும் 70 படுக்கை வசதிகளுடன் கூடிய ஆலோபதி சிறப்பு கோரோனா சிகிச்சை அமையம் ஆகியவற்றை நிறுத்து வைத்தது. அங்கு வைக்கப்பட்ட உள்ள மருத்துகளை மாணவர்களிடம், மாண்புமிகு ஊரக தொழில் துறை அமைச்சர் திரு. தா.மொ. அன்பரசன், மாண்புமிகு மருத்துவம் மற்றும் மக்கள் நலவழங்கு துறை அமைச்சர் திரு. மா. சபீரமணியன் மற்றும் அரசு உயர் அதிகாரிகள் உடனிருந்தனர்.



AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Facilities – in our Siddha Covid Care Centre – 70 Beds



Siddha Centre – 5 Beds per room



Medicines, PPE Kits and other necessary materials for running the Centre.



Hot & Cold Water Dispenser at each Floor



5 nos. Oxygen Concentrator for emergency



Mobile Toilets and Bathrooms for the inmates



Kit for every patient during admission into the centre

Nurses and Paramedical staff with medicines



Glimpses @ Siddha Centre

Morning Exercise at Balvatika lawn



Betel leaf kashayam to the inmates



Hot water steamer for inhalation



Doctors on rounds checking their parameters





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

Pranayama & Yoga practice



Patients Discharged after treatment



Free Medicines given while Discharge



Facilities in our Allopathy Covid Care Centre – 70 bed



Three Beds per room



Washbasin in every room





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061



GLIMPSES @ ALLOPATHY CENTRE



Healthy & Hygienic food given to the patients



ACCOLADES – COVID CARE CENTRE





AGURCHAND MANMULL JAIN COLLEGE

(A Unit of Sri. S. S. Jain Educational Society)

Affiliated to the University of Madras | A Jain Minority Institution

Re-Accredited by NAAC

Meenambakkam, Chennai – 600 061

VII. Conclusion:

In line with our vision, the institution's distinctiveness lies in its unwavering commitment to community support and holistic development through the '*Kriya*' approach. By integrating action and transcendental self-effort, the institution effectively manages crises, promotes values-driven initiatives, and aligns with global sustainable development goals. This not only aids those in need but also instils compassion, service, and responsibility in its students, fostering a culture of ethical and social engagement.
