In the quiet, rural environments of India, there is a knowledge thirst that sometimes goes unquenched: the thirst to learn, be empowered and explore knowledge beyond boundaries. Our mission was born to fulfil this longing to help such students carve their own niche and help them create a future they hitherto only dreamed of.
A group of likeminded people, passionate about education, came together to form VSV Vidyaa Mandir, a charitable trust founded for the cause of rural upliftment through learning. In 1997, Sree Saraswathi Thyagaraja College (STC) was started to fulfil that mission.

Over the years, we have played a humble role in kindling the fire to nurture intellectual growth amongst thousands of students in the areas surrounding Pollachi, Coimbatore Dist. in North West Tamil Nadu. From 37 students who came to us in first year, today we have 2850 young, ambitious adults, who see themselves playing active roles in shaping India’s future.
"I made my mark in a highly competitive environment. The credit goes to STC."

- G. Aruna  B.Sc Maths  Test Engineer
Infosys Technologies Ltd., Chennai.
THE PHILOSOPHY

“When an institution becomes very important to the society, it no longer belongs only to its founders but to the whole society.”

This is the philosophy that laid the foundation for all our beliefs, our value systems and goals. This is what we envisioned STC to become. This philosophy helped us to create the roadmap to our vision.

Vision 2020
To become a premier institution and emerge as a University of Excellence by 2020.

Mission 2020
Achieve national and international recognition in the field of education and training in the areas of core competency
By ensuring the highest quality in infrastructure, technology and faculty and their continuous up-gradation
For producing students with Knowledge, Wisdom and Compassion.
LAYING THE FOUNDATION

At STC, we believe that physical infrastructure is merely one facet of creating a great intellectual empire.

Therefore, we bring together quality infrastructure and human resources to ensure that students derive the best of the opportunities created. We have been adding infrastructure facilities over the years as well. Today, our premises comprise about 2,00,000 Sq. Ft. of built up area in a sprawling 27 Acre Campus. Separate buildings have been constructed according to the different requirements of the core subjects such as Management, Computer Science & Information Technology and Commerce. Similarly special infrastructure facilities have been created for Sports and Games with a full-fledged fitness centre.

Classrooms are well furnished and all laboratories are stocked with modern learning equipments. The computer labs are provided with about 500 systems. One of the core focus areas of teaching is building comprehensive language skills. Fully equipped language-learning laboratories are available for students to hone communication skills.
“I got merit scholarship from STC. Five Years @ STC prepared me for a life time opportunity as a Project Engineer @ WIPRO.”

- S. Deepika M.Sc (SS) - Project Engineer
Wipro Technologies, Bangalore.
NURTURING THE WILL

Our library is the very heart of the STC learning experience. From the latest tools and books in core subjects, we also have a repository of world renowned journals and magazines, totalling to 131 and 34 respectively. A dedicated e-centre provides access to a host of DVDs and CDs. A total of 30447 books covers all disciplines of knowledge. Respective departments are also encouraged to have their own libraries, so as to encourage students to have easier access to learning.
“At STC, we offer a total of 8 undergraduate and 8 postgraduate programmes covering various disciplines such as Computer Science, Commerce and Management.”

BUILDING THE PATH

At STC, we offer a total of 8 undergraduate and 8 postgraduate programmes covering various disciplines such as Computer Science, Commerce and Management. Every course is structured around the needs of students coming in from rural and semi urban areas. What has emerged as a result, is a distinct style of teaching that nurtures individual ambitions and raises the collective capabilities of the students.

In the years since our inception, the unique methodology practised here have culminated in creating a confident, well rounded group of young professionals. During their time at college, our students have brought home several laurels at the intercollegiate, university and district level.
Our computer resource facility has become one of the most often visited centres of reference and self learning by our students. The centre is replete with the latest knowledge and self learning software and is available to students throughout the day.

We also have seven computer laboratories for those students who pursue Computer Science Education in the college. A Dell Real Server for Smart Campus has been installed and 550 systems, 25 dot matrix printers and 9 laser printers are available for the use of students and staff members in the Wi-Fi Campus. The entire campus is net-enabled with a speed of 1 MBPS.
"The skill sets I got from STC provides the basic input for my career at CTS."

- V. Sriram - Programmer
  Cognizant Technology Solutions
  Chennai
ENSURING
A Secured Future

For our students, earning a degree in any discipline merely acts as the catalyst for a secure future. In order to open up career opportunities, we started a Centre for Training, Placement and Corporate Relations. Rather than merely focusing on placing our students in the corporate world, our centre is aimed at preparing them for the real world. Since communication and soft skills play such an important role in helping students from rural backgrounds compete in a level playing field, we begin the task of training them on these core subjects from their very first year with us.

We also invest considerable energy and resources in organising job fairs, training workshops, mock placement sessions, to name a few. Thus far, more than 1790 students have been placed in globally well known companies and have since been steadily moving up the corporate ladder.
As on May 2011
We have never lost sight of our true mission and the 
purpose of our being. Our faculty, members of 
the management and students  re encouraged to identify 
talented students who are in need of financial assistance. 
In order to ensure that education opportunities are 
available for economically eprived students, we have 
instituted a host of scholarship programmes for:

- Economically backward students
- Meritorious students
- Family members and relatives of alumni
- Achievers in sports and games

A total of Rs 145.88 lakhs have been disbursed towards 
scholarships upto 2009-10 and Rs 197.17 lakhs upto 
2010-11.

“Being a STC scholarship student,I draw a lot of 
inspiration and insight from STC for my teaching career.”
- G.Balasaranya M.Sc (SS)
  Lecturer in Computer Science
  Jairam Arts and science College, Salem.
In addition to scholarship programmes offered tailored by the institution, we also regularly facilitate government scholarships for our students.
BUILDING HOMES AWAY FROM HOME

Over the years, our institution has grown into a trusted destination for students from a broad geographical belt around Pollachi. Commuting facilities are available on a daily basis to ferry both students and faculty members.

Hostel accommodation for girls and boys is also provided. Our efforts have gone into making the facilities as comfortable as possible.

Students in our hostels have access to recreation and health care facilities. Well equipped dining facilities are operated in both hostel premises. The menu and hygiene is personally overseen by the management.
ENSURING WAYS TO GOOD HEALTH

In keeping with the tradition of ‘a sound mind in a sound body’, we instituted a dedicated physical education department, replete with modern facilities. A separate indoor games room, individual green rooms for boys and girls and other such amenities are available for students.

Our fully equipped health and fitness centre is open to students during working hours on weekdays and all through the weekends as well.
At STC, we understand that life in today’s modern world can create complexities in social, personal, professional and emotional spaces. Our Centre for Counselling and Guidance is managed by an expert with a team of peer councillors who guide students through the complex tasks of choosing the right work paths.

Initiated in 2008, the centre has grown to become an integral part of our institution. Support and guidance is provided for students, parents, faculty and staff members. Academic growth and career development apart, the centre also provides psycho spiritual development for the larger community as well.
Academic excellence is important; what is more important is all round development. This is one of our core beliefs at STC. The National Service Scheme (NSS) for students is just one avenue that helps us achieve that mission. More than 400 students are enrolled in the service programmes of NSS. They are involved in a host of social activities year round that benefit the community. Some of the activities our students volunteer includes

- Employment exchange camp for higher secondary students to register mark sheets etc.,
- Child labour census in various municipal and panchayat areas
- Helmet awareness amongst general public
- AIDS awareness programmes for society
- Fund raising for Indian Association for the Blind
- Blood Donation Camps, free eye camp for rural people
- Free Medical Camp for live stocks
- Rural camps like laying roads, construction activities, cleaning school and religious places

Yoga is an integral part of the curriculum. The focus is on spiritual development of students. 50-100 hours are dedicated every year for all students.

“One of the endeavours of STC is to dispel the myths that rural education rarely compares to the standards available in urban areas. Thus, care has been taken to institute the best of processes, systems, facilities and talent in the college.”

- Mr. M. Settu, Director General
The best of learning can come only from the best of teachers. We understand that. Our faculty members form the edifice of all that the college has achieved today. Each department is headed by a senior academician with many years of experience in the field.

Refresher programmes for faculty is a regular feature and they are encouraged to participate in a variety of faculty development programmes, seminars and workshops.

Faculty members are also encouraged to pursue research programmes and publish relevant papers with the support of our Centre for Research and Consultancy.
Our dedicated Centre for Research and Consultancy (CRC) has been initiated to help faculty members undertake research projects. The centre guides teachers in their research activities and helps them prepare reports for submission to discerning bodies like UGC, AICTE, ICSSR etc. This Centre is lead by an experienced researcher.

In the last few years, several research projects have been sanctioned by UGC, Delhi and ICSSR and many more have been sponsored by other organisations.

Dr. Lekha, M.A., B.Ed., Ph.D has been appointed as the Director for Centre for Research and Consultancy (CRC). With her vast and rich experience as a Researcher in many international organisation and an expert on social development and public administration projects, Dr. Lekha is here to give the best of her expertise in the field of research, motivate the staff and instill in them the scientific and research temper so that STC campus becomes vibrant with research activities.
The centre also takes its message of education for all to the urban poor of the region. The centre was started primarily to help and raise awareness amongst general public, on a variety of socially relevant issues.

Both students and faculty participate in these social outreach programmes. We encourage students to identify programmes that will make a social impact and also give them the responsibility of organising such endeavours.

REACHING

The STC City Centre also brings together professionals from various backgrounds in a common forum to deliver value added training for anybody with a fire to learn.
REACHING OUT TO MAKE A DIFFERENCE

List of programmes conducted by the STC City Centre

- Diabetic awareness programmes by the Department of Social Work
- Involving NGOs for the benefit of members from Self Help Groups
- Imparting Computer Training to school teachers
- Training programme for grade 12 students of Government School, Pollachi, in Microsoft Office
- General awareness programme on various schemes of State Bank of India for members of public
- Computer training for 15 small traders in Pollachi
- Training for 10 unemployed youth in internet and email operation
- Training for 40 middle school teachers in MS Word
- Training programme for grade 12 students for their future Career which have already benefited more than 50,000 students
- Training Programme on e-governance for village panchayat presidents and council members
- Awareness programme on Human Right abuse on elderly people.
At STC, we endeavour to broaden the concept of education in every way possible. This is achieved by a host of awareness programmes conducted for students of local government aided schools on both social issues and education opportunities.

We have been conducting free career guidance services for grade 12 students in Pollachi and Palakkad for ten years now. In addition to personal interaction, we also circulate printed books, brochures, handouts and other detailed course material to students. This has helped more than 50,000 students to gain a better understanding of both learning and career opportunities available to them.
When it comes to social issues, we try to always put rural communities first. Students from the Social Work department in college have put together a highly viable 'Rural Sanitation Module'. In addition to imparting rudimentary awareness on community sanitation, we were also able to rope in benefactors who willingly contributed to the construction of toilets in these villages.

HELPING
CREATES A CLEANER WORLD

“My upward mobility in the career ladder is due to the training I got at STC.”

- R. Selvendran M.Com. - Team Leader
Vitae International Accounting Service Pvt. Ltd, Coimbatore.
“Through education, comes change”. It is this thought that fuelled the thirst to create an enduring entity for the purpose of imparting high quality formal education. The founders bring a professional approach and have always strived to look beyond the boundaries of confined traditions. The board also draws from the expertise of various professional management committees, such as:

- College committee / Governing body
- Boards of Study members
- Advisory Committees on Academics, Research and Sports

At the helm of affairs, is the Board of Directors, a team of four members who oversee both the day to day administration of the institution and also plan and implement its various short term and long term goals.
Lion. M.A Vijayamoghan is a graduate in Economics from Madras Christian College. He has acquired more than 25 years of experience in Commerce and Business Management. He owns many business enterprises, which deal in Telecom, FMCG, Textiles, Agro based Products, Petroleum Products etc., He is managing a Textile Spinning Unit, a rice mill, coffee and cardamom plantations and a distribution Company. He is a member of the Pollachi Chamber of Commerce and Industry. He is also a Core Group Trainer of District 324B1 of Lions Club International and also a recipient of International Leadership award from Lions Club International. He operates as the Chairman of the Management Board of Sree Saraswathi Thyagaraja College.

Lion. T. Sethupati is a post graduate in Agricultural Science (M.Sc., Ag.) from Tamil Nadu Agricultural University. On his completion of studies he has taken over the family business, which is known as BG Group, a well-diversified marketing organization, representing many multinational companies. He is an Executive Member of Indian Chamber of Commerce and Industry, Coimbatore, Secretary of Pollachi Merchants’ Association and trustee of Sri Kannika Parameswari Amman Devastanam. He is also a past president of Pollachi East Lions Club. Currently he is the Vice Chairman and Treasurer of Sree Saraswathi Thyagaraja College.

B.G. Group of companies. He is Vice President of Pollachi Chamber of Commerce and Industry. He is also associates with Sri Kannika Parameswari Amman Charitable Trust as President. He is also a Past President of Rotary Club of Pollachi. Currently he is the Secretary of the Board of Management of Sree Saraswathi Thyagaraja College.

Mr. S. Venkkatesh is a Commerce graduate from Madras University and on completion of his graduation he took over the management of the B.G. Group of companies. He is Vice President of Pollachi Chamber of Commerce and Industry. He is also associates with Sri Kannika Parameswari Amman Charitable Trust as President. He is also a Past President of Rotary Club of Pollachi. Currently he is the Secretary of the Board of Management of Sree Saraswathi Thyagaraja College.

Mr. M. Settu is a Commerce graduate and an MBA graduate from PSG College of Technology. He has won several academic awards. He is a Fellow of the All India Management Association and has served as the President of the Coimbatore Management Association. He is also associated with CII and Indian Chamber of Commerce and Industry, Coimbatore. He has acquired more than 25 years of experience in Business Management, Finance and Corporate Planning, Strategic Management, Policy Formulations, Management of International Business, Joint Ventures and Foreign collaborations, Commercial and Marketing Management. He is presently a senate member of Bharathiar University. He is associated with many educational institutions as Members of the Governing Council, Academic Council, Board of Studies, Advisory Board and Board of Examiners. He has also served as Member of Planning Board of Bharathiar University appointed by His Excellency Governor of Tamilnadu. Mr. M. Settu is currently the President of Coimbatore Productivity Council and CEO of an export business house manufacturing chemical / refractory products. Currently he is the Director General of the Board of Management of Sree Saraswathi Thyagaraja College.
WHERE THERE IS A WILL, THERE IS A WAY

We have traversed a long, fruitful journey from that dream that began so many years ago. Yet, we know that we have made a beginning and that there is so much more to achieve and fulfil. There are still so many more lives out there that remain untouched and that we can make a difference to.

At STC, we have been physical witnesses to the fact that a little can go a long way in making a difference. We are actively looking for partners who will work with us towards making that possible.

Knowledge partners - mentoring
Scholarship programmes
Building infrastructure
Sponsoring research
Sponsoring chair / Professorship
“STC taught me leadership qualities and a well disciplined approach to life and career. “

- T. Sathish Kumar M.Com., - Team Leader
Vitae International Accounting Service Pvt. Ltd., Coimbatore