

7.3 Institutional distinctiveness

Accessibility of higher education to common masses-

GBC Patiala premier professional commerce institute has been rendering its services since 1947. The institution has been catering to the professional educational needs of urban and rural people of the area for about seven decades. It is providing higher education without compromising the quality aspect. It has been successful in achieving set quality benchmarks in studies, co-curricular activities, extension initiatives and infrastructural facilities.

However in the present scenario, quality higher education is very expensive and is beyond the reach of economically weaker sections of the society. The students with very high percentage of marks have face hardships even if they manage to get admission in any higher education institute. GBC is proud of its institutional distinctiveness in working for the accessibility of higher education to common masses at nominal fees. It is committed to provide affordable quality education to differently placed socio- economic sections of the society in congenial environment. It functions in consonance with ground realities and ensures inclusive growth of all students. It is imparting broad-based education to students with wide range of academic, co-curricular and extracurricular activities at a very modest fee structure. It provides scholarships

to eligible and deserving students so that they can afford their educational expenses. The institution is catering to students from surrounding rural areas and they have an easy approach to quality higher education nearby. These students are provided the facility of subsidized bus pass with the close collaboration of Punjab Roadways Transport Corporation (PRTC). The residential facility/ Hostel is provided to the students belonging to far off areas. There is a provision for free education to girl students which works as an incentive to parents to allow girls for higher education. Besides this the college Alumni Association provides monetary aid to the needy students. Thus the college is making concentrated efforts to make quality education affordable to students.

Thus accessibility of quality higher education equally to all students in an equitable, fair and rational study environment for their holistic growth is the key distinctiveness of the college. The students imbibe the virtue of inclusive growth and support one another in their onward march of progress. The evidence of success is clear from the number of students appearing and clear the exams held by the Institute of Chartered Accountants of India (ICAI).