

Moral can be defined as the standard of behavior determined through the principal of right or wrong with regards to proper conduct. It is related to virtuous, good, righteous, ethical, upright, principal, honest and sinless way of doing things. These are the basic values that reflect integrity and humanity. Since a student is a learner, morals taught over time and reinforced through a lifetime for the overall benefit and growth of the students and the society at large.

Every day student is exposed to violence, dishonesty, corruption and other social problems in the media and real world. In Society we find that cheating in examination is on the rise. If moral values are inculcated in the right age we can reduce these problems to a great extent. Moral values though in proper age have its impact throughout the life.

Unfortunately the students have wrong role models who are setting bad examples these bad examples raise from arrogance, degrading of women, advocacy of violence and the condoning of dishonesty in order to succeed. A student's life is full of challenges. If we neglect teaching of moral values they will not be able to perceive, comprehend and distinguish between right and wrong.

The Vision of the college is to impart quality commerce education with moral values for building a healthy society. A Educated person without moral values becomes self centered, neglecting society and nation and therefore we have focused on inculcation of moral values besides quality education.

Indifference towards moral values is resulting in deterioration in human life quality. Emotions, compassion, love, affection are the basic human values which bring man closer to man and create strong Bonds. In modern age of mechanical materialism, the significance of these values becomes more relevant. Mere bookish Education does not create a man of quality. Our great Indian tradition Professes

सत्यं तपो ज्ञानमहिंसता च  
विद्वत्प्रणामश्च सुशीलता च ।  
एतानि यो धारयते स विद्वान्  
न केवलं यः पठते स विद्वान् ॥

The personal who holds the qualities of truth, austerity knowledge, non violence, respect for noble People and Character, is a real pedants and not one, who reads a lot.

Material wealth, alone, created by the nation will not make nation stronger. The real wealth of the nation is citizen with great moral character. In the age of cut throat competition, values are of at most importance. Profit is not the only goal of Business .Providing quality services and goods to the society, Providing employment opportunities and serving the society in different situations out of gratefulness becomes necessary for attaining these goals .A Businessman having undaunted faith in moral values and respect for humanity is a pre condition for attaining these goals. Inculcating moral cultural values results in attaining these objectives.

By providing thoughts which ignite the thinking ability, innovative thinking, a environment for grooming the values like love, compassion, reverence, courage, dedication, determination etc. can be created. Following programs are organized at college level or at Institution level for this purpose

1. Programs on Gandhi Thoughts : In college we organise examination on Gandhi thoughts where students study the life and thoughts of Gandhiji. The Mahatma has left a great impression of his life on the entire world. These thoughts also create impressions on the younger minds.
2. Geeta Jayanti : Our Sanstha has been celebrating Geetajayanti for last 91 years. The eternal principles of Geeta has motivated Mankind and shown the a path of righteous and valiant life. The Principles of Karma Yog prompts the human being to work with devotion and without expectations.
3. Our Sanstha Celebrates Birth Anniversaries of Chhatrapati Shivaji, Mahatma Gandhi, Veer Savarkar and Dr. Babasaheb Ambedkar. Teachers and students assembles together to pay respect to them. Lectures on their life and work are delivered so as to acquaint and motivate the students so that the students can lead virtuous life.
4. Our Sanstha organizes lecture series for all the teachers and students like 'Chitale Vyakhyanmala', 'Ghaskadbi Vyakhyanmala' on various social, national issues.
5. Lectures on Value Educations : In our college it is our regular efforts to discuss various values of life like Kindness, Respect, Humility, Hard work, Loyalty, Patience with the students so as to create a student with good moral character. This is done through discussing characters of social reformers, patriots and saintly characters.
6. It is our practice to write Nobel thoughts through Sanskrit verses Depicting values of life and virtues for becoming a Nobel person on notice board and discuss it with the students time to time.
7. Programs on Birth & Death Anniversaries of freedom fighters, Saints, Social Reformers are regularly celebrated in the college which leave imprints of their life and work on the minds of the students.
8. Articles of Eminent business and Social personalities, showing their rigorous efforts for attaining the desired goal, their Personality traits and their ideology are displayed on Notice board, time to time.

The Result of all above efforts can be very easily seen in various areas. Our motivated and committed students have strived well and made us feel proud by standing in the University Merit List and also perform to their best in sports also. The environment in the college is very cordial and there is not a single case of ragging, harassment and eve teasing. Girls strength of the college is around 75% of total strength. This amply demonstrates the faith of parents in the college. Our Alumni are working in various fields of life whether corporate, social or political , they are working as men of character.