M E S Keveeyam College Valanchery was founded with the noble aim of providing higher education opportunities to underprivileged sections of society, particularly minorities. Considering the students from surrounding rural area, the college hosts a Coaching Centre for Minority Youth and a Premarital Counselling Centre, administered by the Directorate of Minority Welfare, Government of Kerala. There functions a Counselling Centre and Women Empowerment Cell, actively contributing to its inclusive ethos. The positive impact of these initiatives is evident in the notable increase in female minority student enrolment in recent years, with a growing trend of re-enrolment among female students who had previously taken an interval from their studies.

The Women Development Cell at the college is actively engaged in nurturing the all-inclusive development of female students. Numerous seminars and workshops are organized, aimed at empowering women. An innovative initiative of the Women's Cell, JEEVANAM, offers financial aid and training to students interested in venturing into diverse fields such as tailoring, embroidery, crafts, painting, culinary arts, soap and balm production, jewellery making, photography, DTP services, mehendi application, bridal makeup, cake baking. The college facilitates sales events to showcase the students' products and services, with profits from these ventures allocated.