

## SWOT ANALYSIS

### Strengths, Weakness, Opportunities and Challenges:

PSCMRCET is enriched with passionate team of human resource from diverse backgrounds, which contributes “Enduring Excellence in Education”. In the light of ethics the given under are the SWOC of the college.

### Strengths:

- SKPVV Hindu High Schools Committee (Parent Committee) has rich legacy in the field of education since 1906.
- Dynamic and visionary management committee for PSMCRCET
- Strategically located in one town area in the heart of Vijayawada city.
- Good governance driven by the expertise and wisdom of eminent personalities from academic and industry serving on the board of Governing Body.
- Academic excellence as exemplified by excellent faculty members and backed by infrastructure
- Infrastructure meets the academic research and student support needs. The college is second to none with the state-of-the-art laboratories, well equipped library and universal access to Wi-Fi facility.
- Financial sustainability and administrative autonomy that supports the continued growth of the institution.
- An equipped training and placement cell with highly competitive and dedicated faculty to impact CRT to the students from II year onwards to make them employable. More than 60 per cent students are placed in reputed organizations namely Oracle, TCS, Wipro, Glenwood Systems, HCL, Cyient, Deloitte and others.
- The College is indentified as “Knowledge Centre” in Krishna district of Andhra Pradesh by IIT Bombay – NMEICT, MHRD, Government of India for implementing spoken tutorial software training in other institutions in the district. Apart from this the college is considered as “Centre of Excellence by ESDA, New Delhi.
- The college has Memorandum of Understanding (MoU) with various organizations that included BSNL, Intel Corp and Kochi based business incubator “Startup Village”

- Two laboratories are special established by the college in collaboration with Eruth Technologies and H Bots Robotics Pvt. Ltd. The students are involved to carry out industry specific IoT and robotics related projects in these laboratories. In house faculty members will act as mentors along with the experts from the respective organizations stationed on the campus.

### **Institutional Weaknesses:**

- Limited and no scope for starting new programmes due to the prevailing regulations of UGC and MHRD.
- Lack of funding from national organization for nurturing advanced research.
- The industry – institution interface can be enhanced further.
- The college could not utilize to potential to the fullest extent in terms of research and development.
- Lack of structured entrepreneurship promotional activities on the campus.
- Participation of alumni in the overall development of the college is less.

### **Opportunities:**

- The college can emerge itself as a role model in the fields of engineering and management education adopting the best pedagogical tools.
- The college management committee enjoys a strong relationship with the local entrepreneurs and is leveraging the same towards realizing the objectives and the characteristics expected of a higher educational institution.
- The rich experience and diversity of the sponsoring SKPVV Hindu High Schools committee can help the college in moving forward in establishing programmes, facilities and resources without much delay.
- The strong alumni base of the college can be involved to contribute to the institution towards excellence and to help in the journey of being listed in one of the best colleges of the state.
- Taking the socio – economic background of the student community there is a scope to focus on pedagogy for seamless transfer of knowledge from the faculty to the students.

- There is an ample scope for starting Masters Programme in Engineering as a good number of teachers possess research qualifications and are also engaged in quality research work.

**Challenges:**

- Ensuring the quality of the faculty by attracting distinguished faculty who are willing to take an academic career path.
- The institution is not being able to pursue cutting edge research due to limited resource funding from national funding agencies.
- There is a need for a change in approach strategies and process for improving the results of the students.
- Urgent measures are needed to review the course content in order to make them relevant to the present day industry requirements.
- Poor schooling of the students and lack of basic knowledge on some subjects create a problem in the progress of the curriculum.
- Enhancing the communication and employability skills of the students has become a major challenge in the present day industry requirements.