

## About SNGCE

Sree Narayana Gurukulam College of Engineering (SNGCE), established in 2002 as a self-financing institution, is managed by the Sree Narayana Gurukulam Charitable Trust and affiliated with APJ Abdul Kalam Technological University. With a commitment to serving marginalized communities and inspired by Sree Narayana Guru's principles, the college focuses on academic excellence, offering six engineering departments, along with Management Studies and Computer Applications. Accredited by the International Accreditation Organization, SNGCE boasts an up-to-date infrastructure, dedicated faculty, and numerous co-curricular activities. The institution, recognized as a Research Centre by Kerala University of Fisheries and Ocean Studies, maintains close ties with R&D institutions, universities, and industry through collaborative programs. The campus features advanced centres, including the BOOTCAMP and FAB Lab, supported by the State Government/University. SNGCE's alumni, many of whom are entrepreneurs or industry executives, contribute to its reputation, and the college actively facilitates job placements through campus recruitments. The course and career guidance cell ensures students align their skills with their chosen fields.


## Vision

Realization of a self-contained center of excellence for value based transformative education, research and innovation.

## Mission

- To be led by consistent standards, that will place the institution on a high plane of excellence in education research, innovation and creativity.
- To produce globally competent professionals through excellent teaching- learning process, creative research, and regular productive academia-industry-society interaction.
- To be committed to the integration of engineering, basic sciences, liberal arts, management and other disciplines of knowledge and offer need-based new academic programs.
- To transform learners into better citizens with ingrained values, knowledge, skills, and aptitude to serve the society.



  
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## Strategic Plan

A strategic plan is a comprehensive document that outlines an organization's goals, objectives, and the actions needed to achieve them. It is a roadmap that guides decision-making and resource allocation to align with the organization's mission and vision. A well-crafted strategic plan helps organizations navigate challenges, capitalize on opportunities, and stay focused on their long-term objectives.

### SNGCE Strategic Plan

- Introduce organisation-based learning for all programmes
- Convert the campus to 100% wi-fi campus from the current 60% coverage
- Civil Service and Competitive examination Coaching to be introduced
- Collaboration with globally reputed universities and research organisations for research and development and certification courses
- Setting up industry –institute interaction cell and conducting related activities
- Provide international Research Experience.
- Formation of Centres of Excellence in Various streams of engineering
- Adopt digital learning, e-learning solutions, and interactive sessions.
- Sponsoring staffs to participate in skill development programmes
- Establishment of innovation and Incubation centre

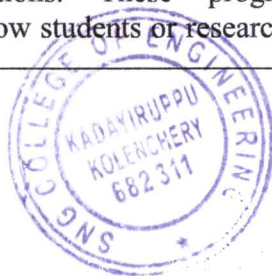



  
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## Implementation of Strategy


Strategy	Implementation	Expected Expenses	Priority
Introduce organisation-based learning for all programmes	Establish partnerships with organizations related to each program to facilitate access to their work environments.	5Lks	Medium Term
Convert the campus to 100% wi-fi campus from the current 60% coverage	Procure and install necessary Wi-Fi infrastructure, strategically placing access points to ensure optimal coverage and bandwidth distribution across the campus.	5Lks	Long Term
Civil Service and Competitive examination Coaching to be introduced	Recruit experienced and knowledgeable faculty members with expertise in the relevant subjects and exams.	10Lks	Short Term
Collaboration with globally reputed universities and research organisations for research and development and certification courses	Begin the collaboration with smaller pilot projects or joint initiatives to build trust and demonstrate the feasibility and success of working together.	20Lks	Long Term
Setting up industry –institute interaction cell and conducting related activities	Arrange industry-oriented events such as seminars, webinars, panel discussions, and workshops that provide a platform for industry experts to interact with students and faculty.	10Lks	Medium Term
Provide international Research Experience.	Explore academic exchange programs facilitated by universities or educational organizations. These programs often allow students or researchers	10 Lks	Long Term



  
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	to study or conduct research abroad for a designated period.		
Formation of Centres of Excellence in Various streams of engineering	Identify potential funding sources, including government grants, industry sponsorships, and institutional investments.	10 Lks	Long Term
Adopt digital learning, e-learning solutions, and interactive sessions.	Create a detailed plan outlining the integration of e-learning platforms, interactive tools, and other digital solutions into the curriculum.	4Lks	Long Term
Sponsoring staffs to participate in skill development programmes	Continuously assess and update the technology integration plan to incorporate new tools and features that can enhance the digital learning experience.	15Lks	Short term
Establishment of innovation and Incubation centre	Develop structured incubation programs that provide startups with mentorship, coaching, business development support, access to networks, and funding opportunities.	20 lks	Long Term

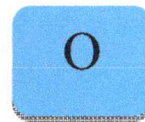


  
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## SWOC Analysis

SWOC analysis is a strategic planning tool that helps organizations identify their internal Strengths and Weaknesses, as well as external Opportunities and Challenges. The acronym "SWOC" stands for:

1. **Strengths:** Internal factors that give the organization an advantage over others. These could include skilled personnel, strong brand, or efficient processes.
2. **Weaknesses:** Internal factors that place the organization at a disadvantage. These could include outdated technology, lack of resources, or poor internal communication.
3. **Opportunities:** External factors that the organization could exploit to its advantage. Opportunities could arise from market trends, technological advancements, or changes in regulations.
4. **Challenges:** External factors that could cause trouble for the organization. Challenges could come from competitors, economic downturns, or changing consumer preferences.



### Strength

S1 :Well qualified and Experienced faculties

S2 :Provides Add on courses which are based on employment opportunities

S3 :A wide range of Alumni Network

S4 :Good Infrastructure with Smart Classrooms and Learning Environment

S5 :Facility of Digital libraries in various Departments

S6 :Active department associations on various streams

S7 :Declared as university research centre (KUFOS) centre for Management aspirants


S8 :Functions of active professional bodies like IEEE

S9 :Well furnished faculty rooms and modern hostel facilities

S10: A good rapport with industry departments and local governing bodies

S11: Active participation of NSS



  
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## Weakness

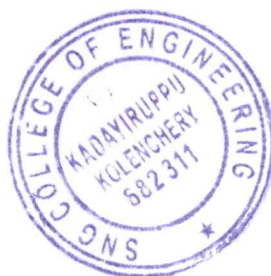
- W1: Low profile students
- W2: Lack of Placements in specialised area
- W3: Scarcity of funded research projects
- W4: Inadequate Research Publications
- W5: Lower percentage of Ph. D. qualified faculty


## Opportunities

- O1: Increase the demand for qualified engineers in various industry departments
- O2: Link with reputed industries
- O3: Introduction of new specialisation of subjects
- O4: Introduction of inter disciplinary faculty learning programmes
- O5: Support for the publication of research papers in reputed international journals.
- O7: Introduce new job-oriented courses
- O8: Conduct the various programmes on social entrepreneurship activities
- O9: Involvement of industry professionals in the teaching learning process

## Challenges

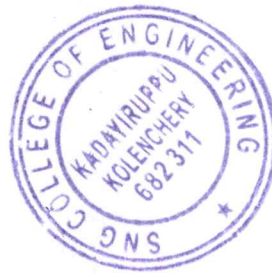
- C1: Declining the number of admissions
- C2: Make an attractiveness of more multinational companies for the campus placement
- C3: Implementation of New educational policy
- C4: Entry of foreign universities into the market
- C5: Less numbers of students are interested to study in our state
- C6: Increases the competition among the colleges
- C7: Obsolete contents of syllabus



  
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**From the above analysis four aspects were identified**

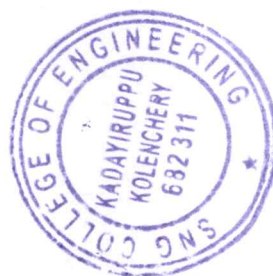
Academics	Students
Faculty & Staff	Research



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## Conducting a SWOC Analysis - Case Study (Academics)

Strength	Weakness
S1 Well qualified and Experienced faculties	W2 Lack of Placements in specialised area
S2 Provide Add on courses which are based on employment opportunities	W3 Scarcity of funded research projects
S3 A wide range of Alumni Network	W4:Inadequate Research Publications
S4 Good Infrastructure with Smart Classrooms and Learning Environment	W5: Lower percentage of Ph. D. qualified faculty
S5 Facility of Digital libraries in various Departments	
S6 Active department associations on various streams	
S8 Functions of active professional bodies like IEEE	
Opportunities	Challenges
O1 Increase the demand for qualified engineers in various industry departments	C1 Declining the number of admissions
O3 Introduction of new specialisation of subjects	C3 Implementation of New educational policy
O7 Introduce new job-oriented courses	C7 Obsolete contents of syllabus
O9 Involvement of industry professionals in the teaching learning process	

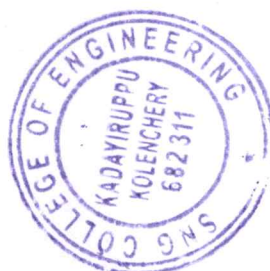


  
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Conducting a SWOC Analysis - Case Study (Students)

Strength	Weakness
S1 Well qualified and Experienced faculties	W1 Low profile students
S2 Provides Add on courses which are based on employment opportunities	W2 Lack of Placements in specialised area
S3 A wide range of Alumni Network	
S4 Good Infrastructure with Smart Classrooms and Learning Environment	
S7 Declared as university research centre (KUFOS) centre for Management aspirants	
S11 Active participation of NSS	
Opportunities	Challenges
O1 Increase the demand for qualified engineers in various industry departments	C1 Declining the number of admission
O2 Link with reputed industries	C5 Less numbers of students are interested to study in our state
O7 Introduce new job oriented courses	C6 Increases the competition among the colleges
O8 conduct the various programmes on social entrepreneurship activities	



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Conducting a SWOC Analysis - Case Study (**Faculty and Staff**)

<b>Strength</b>	<b>Weakness</b>
S1 Well qualified and Experienced faculties	W3 Scarcity of funded research projects
S4 Good Infrastructure with Smart Classrooms and Learning Environment	W4: Inadequate Research Publications
S8 Functions of active professional bodies like IEEE	W5: Lower percentage of Ph. D. qualified faculty
S9 Well-furnished faculty rooms and modern hostel facilities	
S10A good rapport with industry departments and local governing bodies	
<b>Opportunities</b>	<b>Challenges</b>
O1 Increase the demand for qualified engineers in various industry departments	C1 Declining the number of admission
O2 Link with reputed industries	C3 Implementation of New educational policy
O4 Introduction of inter disciplinary faculty learning programmes	C6 Increases the competition among the colleges
O5 support for the publication of research papers in reputed international journals	C7 Obsolete contents of syllabus
O9 Involvement of industry professionals in the teaching learning process	

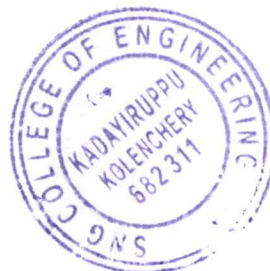


  
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**Conducting a SWOC Analysis - Case Study (Research)**

<b>Strength</b>	<b>Weakness</b>
S1 Well qualified and Experienced faculties	W3 Scarcity of funded research projects
S3 A wide range of Alumni Network	W4:Inadequate Research Publications
S6 Facility of Digital libraries in various Departments	
S7 Declared as university research centre (KUFOS) centre for Management aspirants	
S8 Functions of active professional bodies like IEEE	
S10A good rapport with industry departments and local governing bodies	
<b>Opportunities</b>	<b>Challenges</b>
O2 Link with reputed industries	C5 Less numbers of students are interested to study in our state
O3 Introduction of new specialisation of subjects	C7 obsolete contents of syllabus
O5 support for the publication of research papers in reputed international journals	C8 Shortage of good scholars is opting teaching profession
O8 conduct the various programmes on social entrepreneurship activities	



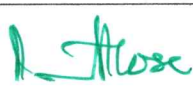
  
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## Summary of Strategies

Strategies	Mapping
Introduce organisation-based learning for all programmes	S1:S3;O3:O9
Apply for at least one P.G Programme	S1:S2:O7:O3
Raise the percentage of Ph.D Holders in Teaching staff	S1:O3
Double the library collection of online Journals	S6:C1
Convert the campus to 100% wi-fi campus from the current 60% coverage	S6:C1:C7
Civil Service and Competitive examination Coaching to be introduced	S1:S6:C1:C8
Attract the new students by introducing new generation courses	S1: S6: C1: C7
Diversification of career advancement opportunities	S1:S6:S9:C8
Strengthen career guidance and placement activities by augmenting the corporate relation	W2:W3:C1: C7
Collaboration with globally reputed universities and research organisations for research and development and certification courses	W2:W3:O1:O7:O9
Setting up industry –institute interaction cell and conducting related activities	W2:W3:O1:O9:O7
Have 100% of the students enrol in at least one certificate course	S1: O2: O7
Establish a Micro entrepreneurship Research Centre	S1:O8:O2
Leadership and life skills course to meet global norms for life skills training	S2:S3:C1: C5: C6
Incubate Successful start-ups activities	S2:S3: S4:C1:C5
Formation of Centres of Excellence in Various streams of engineering	W2:C1:C6



  
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Strengthen co-curricular activities	C1:C6
Coaching for National Level competitive exams	W2:O1:O2
Establishing Centres of Excellence	S1: S9:O2:O5
MOU with premier institutes/ R&D labs	S9:S11:W5: O4: O9
Adopt digital learning, e-learning solutions, and interactive sessions.	S1: S9:S11:C11: C6
Sponsorship/ Motivation for Faculty qualification improvement	S1: S11:W5:C3: C6
Funding support to develop projects	W3: C6
Sponsoring staffs to participate in skill development programmes	W3:C3:C6
Research and Innovation cell to be more active with concentration on New technology	W3:W5:O1:O2
Minimum one publication per faculty in a year	O2: O5:O9
Provide international Research Experience.	S1:S3:S8:W4:W5:O2 :O3
Participation in Faculty development programs	S1: S9: O2: O8
Establishment of innovation and Incubation centre	S3:S6: S11: C5: C7
Fostering Industry sponsored Research Projects	S8:S11: S1: C8 :C5
More budgetary provision for promoting Research Centre	W3:W4: C5: C8
Enhance the quality of research publications by motivating faculty to publish in reputed journals	W4: O2: O5



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