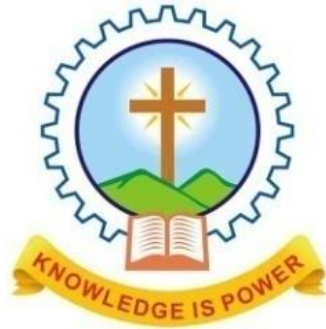




**MAR ATHANASIOUS COLLEGE OF  
ENGINEERING**  
**SWOC ANALYSIS AND STRATEGY PLAN**

# SWOC ANALYSIS AND STRATEGY PLAN



## VISION

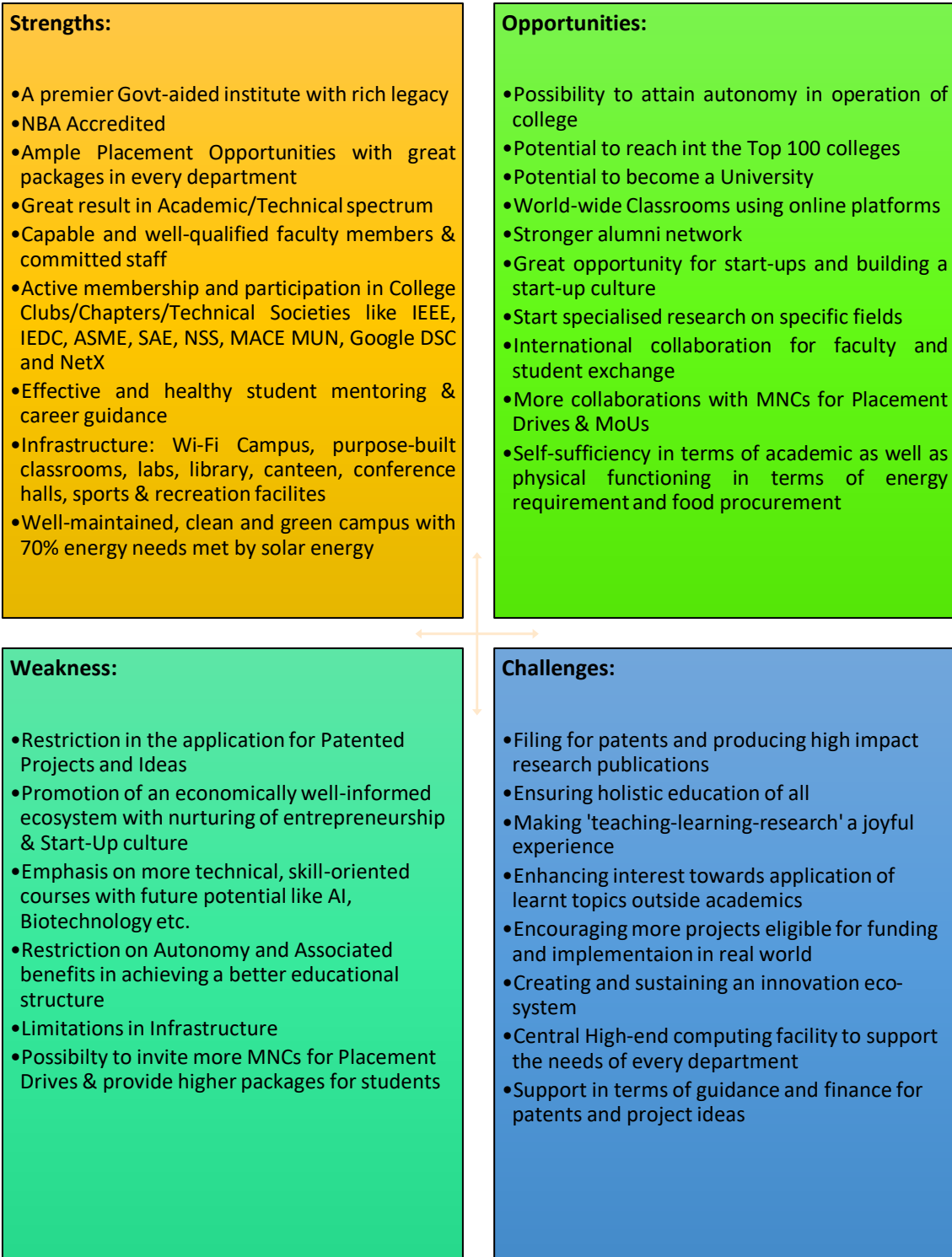
EXCELLENCE IN EDUCATION THROUGH RESOURCE INTEGRATION

## MISSION

THE INSTITUTION IS COMMITTED TO TRANSFORM ITSELF INTO A CENTRE OF EXCELLENCE IN EDUCATION, UPHOLDING THE MOTTO “KNOWLEDGE IS POWER”. THIS IS TO BE ACHIEVED BY IMPARTING QUALITY EDUCATION TO MOULD TECHNICALLY COMPETENT PROFESSIONALS WITH MORAL INTEGRITY, ETHICAL VALUES AND SOCIAL COMMITMENT AND BY PROMOTING INNOVATIVE ACTIVITIES IN THE THRUST AREAS EMERGING FROM TIME TO TIME.

**MAR ATHANASIUS COLLEGE OF ENGINEERING  
KOTHAMANGALAM – 686 666, KERALA, INDIA.**

# SWOC ANALYSIS



# STRATEGIC PLAN

## 1. Autonomous College & Skill Development

	<b>Strategy</b>	<b>Action Plan</b>	<b>Target Year</b>
1.1	Increase the Number of Courses	<ul style="list-style-type: none"> <li>• Introduce more courses like Robotics, AI, Biotechnology, Data Mining etc.</li> <li>• Introduce courses with more practical and technical applications and skills</li> <li>• Courses may include:               <ul style="list-style-type: none"> <li>▪ Core courses</li> <li>▪ Elective courses</li> <li>▪ Core-Supportive courses</li> <li>▪ Allied courses</li> <li>▪ Extra-departmental courses</li> <li>▪ Extra-credit courses</li> <li>▪ Vocational &amp; add-on courses</li> </ul> </li> </ul>	2024
1.2	Lay emphasis on Skill-based Development	<ul style="list-style-type: none"> <li>• Bring more practical-based, project-based courses to curriculum</li> <li>• Courses &amp; Training to students based on hands-on experience and research opportunities in the selected field</li> <li>• Internships, hand-on workshops &amp; associated training opportunities for such fields</li> <li>• Integrated courses to let students learn topics of their interest, like Machine Learning, AI, Competitive Programming, Embedded Systems, IoT and so on</li> </ul>	2025
1.3	Syllabus more inclusive of Practical Knowledge	<ul style="list-style-type: none"> <li>• Practical application of learnt topics to promote more patented &amp; funded projects from college</li> <li>• Worldwide hackathon and ideation participation induced through syllabus</li> <li>• Personal Finance Management, Ethics, Tax Management, Work Etiquettes, Character and Personality Development classes and activities to boost the morale of students regarding self</li> <li>• Value Added Courses for Competency Examinations (GATE, IAS, IPS, IFS etc.) to provide effective mentoring.</li> <li>• Introducing life skills &amp; topics like Animal</li> </ul>	2026

		Husbandry, Organic Farming to foster sustainability	
1.4	Placement Opportunities	<ul style="list-style-type: none"> <li>• Bring in more collaborations and tie-ups with MNCs and large firms for Placement Drives and signing MoUs</li> <li>• Provide better, transformative training and awareness among students with the help of Training &amp; Placement Cell</li> </ul>	2027
1.5	Encouragement of Patented Projects	<ul style="list-style-type: none"> <li>• Encourage more projects from college by providing support in terms of technical support and financial aid</li> <li>• Raise awareness on patents, IPR and funds for projects</li> <li>• More industry-related training and internships</li> </ul>	2027
1.6	Promotion of Entrepreneurship & Start-Up Culture	<ul style="list-style-type: none"> <li>• Enlightening students about the start-up culture and entrepreneurship through orientation, idea-pitches &amp; ideation platforms</li> <li>• Encourage start-up initiatives and investments in the form of infrastructure or funds</li> <li>• Conducting talks, workshops with business professionals to share their experiences</li> <li>• Raise awareness regarding the same with the help of college IEDC cell</li> </ul>	2027

## 2. International Student Exchange Program

	Strategy	Action Plan	Target Year
1.1	Inviting Foreign Faculty & Students	<ul style="list-style-type: none"> <li>• Conducting collaborations with National &amp; International campuses to provide quality education to students</li> <li>• Introduction of both online &amp; offline courses in the curriculum spanning from 6 months to 1 year in duration</li> <li>• Provide foreign language training to students including French and German</li> </ul>	2031

1.2	Student Exchange Program	<ul style="list-style-type: none"> <li>• Opportunity for our students to study at Prime International institutions for a duration of 6 months to 1 year online/offline</li> <li>• Invitation to Core Companies for Placement Drives, Training-based internships and Industrial Visits.</li> </ul>	2031
1.3	Cultural Exchange	<ul style="list-style-type: none"> <li>• Promote student interaction across institutes barring cultural and regional differences through pan-India and pan-World events.</li> <li>• This can be done so by arranging: <ul style="list-style-type: none"> <li>▪ Business conferences</li> <li>▪ Technical conclaves</li> <li>▪ International hackathons</li> <li>▪ MUNs</li> <li>▪ Music concerts</li> <li>▪ Dance competitions</li> <li>▪ Arts &amp; Literary Fests</li> <li>▪ Open Mic sessions</li> <li>▪ Film festivals</li> <li>▪ Ted Talks &amp; exhibitions</li> </ul> </li> <li>• Conduct Inter-campus and International Sports meets &amp; Athletic events</li> </ul>	2032
1.4	Improvement of Infrastructure	<ul style="list-style-type: none"> <li>• Revamp Infrastructure in terms of classrooms, labs, housing and campus facilities equipped with latest technology</li> <li>• Provide solar energy cells for energy usage and install rainwater harvesting systems in buildings</li> <li>• Building sports stadiums, language centres and improving recreational facilities</li> <li>• Improve transport facilities in the campus</li> </ul>	2032

### 3. Establishment as a Global Hub

	Strategy	Action Plan	Target Year
1.1	Placements & Job opportunities	<ul style="list-style-type: none"> <li>• Core companies, MNCs, and International firms invited for Placement Drives, Trainings, MoUs and Campus Selections</li> <li>• MACE to enter in the Top 100 engineering colleges in India</li> <li>• MACE to be established as a global hub for education through autonomy and student exchange programs</li> </ul>	2035

		<ul style="list-style-type: none"> <li>• Possible attainment of a University status by clubbing sister institutions under the college management.</li> <li>• Provision for students to migrate to foreign countries for jobs &amp; internships</li> </ul>	
1.2	Academic & Student Achievements	<ul style="list-style-type: none"> <li>• Number of Departments can be increased as per the changing scenario</li> <li>• More options for students, especially in the form of technical, industry-based, project-based and skill-based courses.</li> <li>• Exposure of the student to international level events, hackathons and programs</li> <li>• More patented and funded projects approached from the campus</li> <li>• More start-up initiatives and business ventures introduced from the campus</li> <li>• Provision for students to pursue higher education in foreign campuses</li> </ul>	2035

#### 4. Achieving Self-Sufficiency

	Strategy	Action Plan	Target Year
1.1	Self-sufficiency in food procurement	<ul style="list-style-type: none"> <li>• Promoting organic farming with dedicated farmlands and greenhouses</li> <li>• Raising awareness about various farming techniques, seed qualities and the need to practice agriculture with the help of college NSS units</li> <li>• Dedicated lands for practising horticulture and pisciculture, i.e. fish tanks to grow freshwater fish species, unused lands as farm lands to grow vegetables like tomatoes, okra, carrots, bitter gourd etc.</li> <li>• Dairy farms to nurture cows can help procure milk and related products, as well as manure for farming.</li> <li>• Lead to a chain of centralised food supply to the campus, providing necessary food for canteen</li> </ul>	2041
1.2	Self-sufficiency in energy requirement	<ul style="list-style-type: none"> <li>• 100% energy requirements met by solar panels and solar energy cells placed at rooftops</li> </ul>	2041

1.3 Green and Sustainable campus

- Rainwater harvesting carried out as water tanks and built-in structures in campus buildings
- Slurry and manure management to utilise biodegradable waste as fertilisers and biogas, becoming a good fuel
- Complete ban on the use of plastic; adoption of jute/cotton bags
- Recycled paper used for paperwork; all fee transactions through online methods

2041



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