



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
COLLEGE OF ENGINEERING JAGTIAL

Nachupally (Kondagattu), Kodimial Mandal, Jagtial (Dist), T.S. (India)-505 501

SWOT Analysis and Strategic Plan of JNTUHCEJ



OBJECTIVES

Objective of the State Government in Establishing JNTUHCEJ:

By the directions of the State Government, vide GO MS No. 39 Dt. 27.04.2007, Jawaharlal Technological University, Hyderabad had established its constituent college at Nachupally Village, Kondagattu, Jagtial Dist (the then Karimnagar Dist), about 200 KMs away from Hyderabad. Despite of the institution being away from the urban areas and the industries, the government aimed at establishing this institution *with the objective of imparting technical education to students hailing from rural areas of whom, vast majority is the wards of farmers.* This institution is geographically at the center of Telangana state. *The parents, particularly of girls, left with all inhibits to send their wards to JNTUHCEJ as it is located near to their proximity.* Students with about 50% Girls, who take admission in this institution, are mostly from the districts Jagtial, Karimnagar, Nizamabad, Warangal, Medak, Khammam etc.



Expectations of stakeholders :

The expectations of the stakeholders about the institution obtained through feedback are presented below:

Student Expectations :

- ✓ That they are expecting quality education through which they can acquire employability skills.
- ✓ That they are expecting hands on practical skills through state of art infrastructural facilities.

Parent Expectations:

- ✓ That they are expecting their children be employed well.

Alumni Expectations:

- ✓ That they are expecting improvement in internal resources for research developments.

Faculty Expectations:

- ✓ That they expecting students to acquire entrepreneur skills and inspire the new generations with their ethical values.



SWOT Analysis:

Based on the feedback/expectations of stakeholders and on environmental scanning, a SWOT analysis was conducted.

Strengths:

- ✓ Affiliated to prestigious university of South India, Jawaharlal Technological University, Hyderabad (NIRF Ranked and NAAC accredited).
- ✓ The institution is established in a clean and green environment.
- ✓ The students with good EAMCET/ECET ranks do take admissions.
- ✓ Advantage of residential campus such as more time to spend time in library and academic works.
- ✓ Lowest fee structure that raises competitive spirits
- ✓ Majority of faculty are doctorate degree holders.
- ✓ Institution possesses a better infrastructural and laboratory facilities.

Weakness:

- ✓ Location disadvantages hamper:
 1. Campus recruitments.
 2. Conducting Training programs.
 3. Difficulty to cope up with Medical Emergencies.
 4. Education for Children of staffs.
- ✓ Communication skills are weak for Students at the entrant level.
- ✓ Difficulties in organizing workshops, expert/ guest lectures.
- ✓ Frequent failures in Internet.
- ✓ Transportation problems.

Opportunities:

- ✓ Students can raise their chances of employability by spending more time for their academics as more than 90% reside in hostels.
- ✓ Benefit to students those who hail from rural areas.
- ✓ Can focus on consultancy.
- ✓ Can help local unemployed youth by giving technical skills for their self employment.

Threats:

- ✓ Problems come with wild animals as the institution is established in the forest area.

STRATEGIC PLAN Strategic Plan of the Institution:

Based on the SWOT analysis, the strategic plan of the institution for the first two decades is set as:

For first 10 years from the inception:

- ✓ Develop best Infrastructural facilities.
- ✓ Practice best teaching-learning processes.
- ✓ Focus on giving more employability skills to students.
- ✓ Provide high speed internet facilities.
- ✓ Encourage start ups

For the next 10 years:

- ✓ Develop Research facilities.
- ✓ Develop institution as an incubation center.
- ✓ Impart the outcome based education.
- ✓ Promote more entrepreneurs.
- ✓ Establish a consultancy center.
- ✓ Develop a community center for local unemployed youth.



Vision of the Institution:

Based on the Strategic Plan of the institution the vision of the institution is designed as:

“The aspiration is to emerge as a premier institution in technical education to produce competent engineers capable of making valuable contributions in Engineering and Technology”.



Mission of the Institution:

According to vision statement, the mission statements are written as:

The aspirations are fulfilled and continue to fulfill:

M1: With the support of diligent, assiduous, industrious, and highly qualified faculty.

M2: With state-of-art facilities for knowledge enrichment of students.

M3: Guiding and training students in conjunction with needs of industry.