



SWOC Analysis

The SWOC Analysis is an examination of both positive and negative factors to consider in determining a successful path forward for Mary Matha Arts and Science College. The analysis has determined that the college offers quite a few strengths on which to build upon, weaknesses to be aware of, challenges to be cognizant of and opportunities that need to be explored.

SWOC ANALYSIS

Strengths

- **Academic Excellence:** A dedicated Management and a team of well qualified, experienced faculty members who are committed to excellence in teaching, learning and research.
- **Moulding the first-generation graduates in Wayanad District:** The College focuses on educating the first-generation graduates of Wayanad, keeping with its motto *Education for Total Liberation*.
- **Outcome Based Education:** Learning outcomes are defined specifically, and instruction, assessment methods and remedial coaching are designed to achieve these outcomes.
- **Range of Programmes:** Eight UG Programmes, Two PG programmes, Three Research Programmes and 50 Certificate and Value-added Courses are offered by the institution.
- **Infrastructure Facilities:** Well-equipped ICT-enabled classrooms, laboratories, library, auditorium, indoor stadium, conference hall, audio-visual room, seminar hall, playground, amphitheatre, open gym and other facilities to enhance the teaching- learning experience and the opportunities for co-curricular activities.
- **Student Support Services:** Comprehensive support services for the students like counselling, career guidance, innovation and incubation activities, canteen, hostels, scholarships, extracurricular activities, NCC, NSS, sports, games, yoga, clubs and associations that can help in the holistic development of the students. Nearly 70 per cent of students avail scholarships.
- **Collaborations:** Collaborations with industries and other educational institutions for internships, placement opportunities, faculty and student exchange, and extension activities.



- **Sustainable Campus Operations:** Use of renewable energy sources, proper waste management, environmental education (including activities of clubs), farming, agricultural practices and focus on Green Campus initiatives.
- **Community Engagement:** Robust collaborations with local communities including initiatives such as Employment Training Centre for Tribal women, Karunya Charity Mission, and partnerships with Mananthavady Municipality and other organizations.
- **Divyangjan Friendly Campus:** Provides accessibility and inclusivity to individuals with disabilities.
- **Gender Inclusive Campus:** Promotes inclusivity, equality and respect for all genders through gender sensitive programmes and practices.
- **Digitised Campus Operations:** Advanced digital technologies and tools are used to enhance the academic and administrative operations such as Learning Management System, TCS for automated attendance management, Acredit360 for Outcome-Based Education, Network Resource Centre for accessing digital facilities, KOHA for library management, Google Suite for collaborative work, and 24x7 Wi-Fi and CCTV for uninterrupted connectivity and surveillance.
- **Remarkable Achievements of our Students and Alumni:** Our students excel in curricular activities and also in a diverse range of extracurricular pursuits including participation in prestigious events such as the Google Product summits. The alumni make significant strides in higher education, employment, business, arts, and film.
- **Alumni Support:** The College has a strong alumni network. Alumni meets are organised regularly at the department and college levels. Alumni contribute to the development of the college by extending support at various levels like offering financial support, being resource persons for seminars, workshops, career guidance and other interaction programmes.
- **Good Parent Teacher Relationship:** Parent-Teacher meetings are organised regularly and a good rapport is maintained between the parents and teachers for the well-being of the students and the development of the College.

Weaknesses

- **Restricted Academic and Administrative Autonomy:** Inability of the College to start new courses independently and the delay at the University and Government levels to sanction new courses, and teaching and administrative posts.



- **Fund mobilization/ Limited Number of Funded Projects:** Wayanad is the only aspirational district in Kerala which has resulted in reduced networking opportunities, limited access to resources for research and internships, and limited opportunities for fund mobilisation. To overcome this barrier, the College Management provides the necessary financial aid to support the initiatives of the institution.
- **Student Diversity:** The College does not have many students from outside the state of Kerala. In the current academic year, students from Manipur were given admission as part of social responsibility of the institution, making the campus more diverse and inclusive.
- **Socioeconomic factors:** Lower socioeconomic indicators affect student enrolment, retention and academic performance.

Opportunities

- **Access to Quality Education:** The college can provide access to quality education to the youth of Wayanad as there are no central and national educational institutions in the district. Many of our teachers are alumni of Central Universities and institutes of national reputation.
- **Entrepreneurship and Innovation:** The college can provide resources, mentorship and incubation support to aspiring young students and entrepreneurs to stimulate economic development and job opportunities within the district.
- **Skill Park:** The college can provide skill development programmes and establish a skill park that aligns with the needs of both the local and the global job markets to enhance employability and contribute to the economic growth of the district.
- **Outreach Programmes:** Engaging with the local community through outreach programmes can address community needs and foster a sense of civic responsibility among students.
- **Research and Development:** The College can contribute to research and development activities that address local challenges and promote sustainable development.
- **Internship Cell:** An Internship Cell can be established in the College to provide opportunities for students to do internships.
- **Industry Academia linkages and Collaborations:** The College has the potential to have collaborations with industries to bridge the gap between theoretical learning and practical application.



Challenges

- **Challenges due to the Location of the College in an Aspirational District:** Fund mobilisation, acquiring resources for research, finding opportunities for internships and placements, and attracting students from other regions are the major challenges.
- **Remoteness of the College:** Overcoming the problems due to the remoteness of the college and finding solutions for conveyance of students, faculty, industry experts and academic experts.
- **Ecologically Sensitive Geographical Terrain:** Government regulations on land conversion and construction activities due to the location of the college in an ecologically sensitive area quite often hinder development activities.