

SWOT Analysis of Engineering College Libraries in Maharashtra: With Special Reference to Marathwada Region

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Abstract

SWOT Analysis plays significant role in the libraries. It helps to identify their Strengths, Weaknesses, Opportunities and Threats. Present paper emphasizes on different facets of SWOT Analysis in the 14 engineering college libraries in the Marathwada Region of Maharashtra. The major observation is the engineering college libraries in Marathwada Region having more Strengths & Opportunities and fewer Weaknesses & Threats.

Keywords:SWOT Analysis;Opportunities;Threats;Marathwada Region.

Preamble

The techniques & principles of Management are the important factors, which contributes to the success of any organization. As libraries are service organization, adopting management techniques in order to give their best in the form of products & services. SWOT Analysis is an effective technique to identify libraries Strengths, Weaknesses, Opportunities & Threats. SWOT Analysis help to libraries is useful to libraries to focus library's services & programs on areas where libraries are strong and where the greatest opportunities lie.

SWOT is an acronym, which stand for Strengths, Weaknesses, Opportunities and Threats.[1] The SWOT tool can automatically lead to useful changes in the structure or functioning of an organization. The present study will be helpful for Engineering College libraries to identify their strengths, Weaknesses, Opportunities & Threats. SWOT

Analysis will assist engineering college library services & programs on areas where libraries are strong & where the greatest opportunities lie.

SWOT Analysis in the Context of Libraries

SWOT Analysis is an effective tool for libraries to compare their Strengths & Weaknesses with the opportunities & Threats. SWOT's can be identified as follows:

- i. *Strengths of the Library:* Attributes of the library those are helpful to achieving the objectives of the library. To identify Strengths of the library we should prepare a list of - the positive aspects, methods, techniques & services of the library, What resources does the library have? What sort of support is available from the parent organization etc.
- ii. *Weaknesses of the Library:* Attributes of the library those are harmful to achieving the objectives of the library. Weaknesses of the library can be identified by answering the questions like:

What are the areas of Work and Services, which could be improved? What is not working effectively?

Which are the jobs that are not property done?

Which process is responsible for inferior

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performance etc.

iii. *Opportunities for the Library:* External conditions those are helpful to achieving the objectives of the library. Opportunities before the libraries can be identified by answering the questions like:

What are the chances of improvement in the area of library services?

What action can assure better quality of Library products and services?

How Information Technology can be used in the various operations of the library?

What are the new trends in our area? etc.

iv. *Threats of the Library:* External conditions those are harmful to achieving the objectives of the library. To know threats of the library, librarian has to ask different question like:

What are the obstacles on the way to success?

Are the products performing badly in their places of choice? etc.

Statement of the Problem

“SWOT Analysis of Engineering College Libraries in Maharashtra with Special reference to Marathwada Region.”

Explanation of the Concept

The researcher has stated the words mentioned in the statement of problem as under:

- i. *SWOT Analysis:* “SWOT Analysis is a strategic planning tool used to evaluate Strengths, Weaknesses, Opportunities & Threats involved in a project or in a business venture.” [2]
- ii. *Engineering:* “Engineering is the applied science of acquiring and applying knowledge to design analysis and/or construction of works for practical purposes.”[3]
- iii. *College Library:* “A library established, maintained and administrated by a college to meet the needs of its students and

faculty.”[4]

iv. *Marathwada Region:* “Marathwada is a region of India’s Maharashtra State which corresponds to Maharashtra’s Aurangabad division.”[5] It consist 8 district i.e. Aurangabad, Jalna,Parbhani, Hingoli, Nanded, Osmanabad,Beed & Latur.

Objectives of the Study

The objectives of the present paper is:

- i. To study the present scenario of the engineering college libraries in Marathwada region.
- ii. To identify the strengths, Weaknesses, Opportunities and Threats of engineering college libraries in Marathwada Region.
- iii. To suggest ways & Means for quality services and facilities for engineering college libraries in Marathwada Region.

Hypothesis

Following hypothesis are considered for the present study:

- i. The engineering college libraries in Marathwada region having more strengths and fewer Weaknesses.
- ii. The engineering college libraries in Marathwada region having fewer Threats and more opportunities.

Scope and Limitations

The present paper is only concerned with Degree Engineering College libraries in Marathwada Region. It is limited to year 2006-07. The paper has covered the following 14 Engineering Colleges in Marathwada Region:

- i. Aditya Engineering College, Beed.
- ii. Government College of Engineering, Aurangabad.
- iii. Hi-Tech Institute of Technology, Waluj, Aurangabad.

- iv. Maharashtra College of Engineering, Nilanga.
- v. M.B.E. Society's College of Engineering, Abajogai.
- vi. M.G.M.'s College of Engineering, Nanded.
- vii. M.G.M.'s Jawaharlala Nehru Engineering College, Aurangabad.
- viii. Marathwada Institute of Technology, Aurangabad.
- ix. M. S. Bidve Engineering College, Latur.
- x. M.S.S. College of Engineering & Technology, Jalna.
- xi. Nagnath Appa Halge College of Engineering, Parli Vaijnath.
- xii. Shri Guru Gobind Singhji Institute of Engineering & Technology, Nanded.
- xiii. Shri Tulja Bhavani College of Engineering, Tuljapur.
- xiv. Terna Public Charitable Trust's College of Engineering, Osmanabad.

170 Degree Engineering colleges/Institutes approved by AICTE having 55,581 intake capacity of students.

Present Scenario of Engineering Education in Marathwada Region

Marathwada was part of the former Hyderabad state of India until 1 May 1960, when it was transferred to Bombay state, which in 1960 was divided into Maharashtra & Gujrat. India became independent on 15th August 1947 but Marathwada joined independent India on 17th September 1948.

Marathwada Region had 16 Degree Engineering Colleges/Institutes approved by AICTE & Two new Degree Engineering colleges has been started from 2008. The present scenario of engineering education is shown in Table 2.

Table 2 reflects that in Marathwada Region, Aurangabad district has the highest (08) no. of Engineering Colleges/Institutes and also having the highest (250) intake capacity of student. It is also observed from the collected data that of the total eight districts of Marathwada, Six districts having engineering college.

Major Observations Regarding SWOT in Engineering College Libraries:

The authors are interested to know about strengths, Weaknesses, Opportunities & Threats of Engineering College Libraries in Marathwada Region as under:

Methodology

Questionnaire is used as a tool for data collection. Well-structured questionnaire was prepared and distributed to the engineering college Librarians of Marathwada Region by personal visit to such in their colleges. The questionnaire is divided into ten sections & contains 51 questions.

Response Received

Of the total 16 Engineering Colleges in Marathwada 14 (87.05%) colleges were responded to the questionnaire which is enough & satisfactory to the study.

Present Scenario of Engineering Education in Maharashtra State

The state of Maharashtra is a pioneer in technical education. Since the establishment of a school of Engineering in 1854 at Pune, the growth of Technical Education has been amazing in Maharashtra. Maharashtra has

Table: 2 Present Scenario of Engineering Education in Marathwada Region.

Sr. No.	District	No. of Institutes	Intake
1	Aurangabad	07	2560
2	Beed	02	592
3	Jalna	01	240
4	Latur	03	570
5	Nanded	02	810
6	Osmanabad	02	780
	Total	17	5552

Strengths

The major Strengths of the engineering college libraries studied are as under:

- i. Qualified librarians having good professional experience.
- ii. Friendly IT knowledgeable library staff.
- iii. Organization of training programmes for library staff.
- iv. Assist users at personal level for searching the required information sources.
- v. Seperate Reference Section with adequate no. of Reference sources.
- vi. Availability of good per-capita collection.
- vii. Good collection of non-syllabus books, magazines.
- viii. Priority to user's suggestion at the time of acquisition.
- ix. Properly organized knowledge.
- x. Provide various kinds of information services.
- xi. Proper library administration.
- xii. Seperate computer laboratory with sufficient no. of computers with Broad Band Internet facility.
- xiii. Provide e-services to users.

Weaknesses

Major Weaknesses of the engineering college libraries studied are as follow:

- i. Lack of uniformity in staffing pattern.
- ii. Lack of independent Library Building.
- iii. Lack of satisfactory Infrastructural facilities.
- iv. Inadequate Library Finance.
- v. Inadequate Technological Facilities.
- vi. Non-availability of OPAC.
- vii. Not accredited by NBA.

Opportunities

Following are the opportunities for engineering libraries.

- i. Development of independent Library building.
- ii. Development of infrastructural & technological facilities.
- iii. Enrichment of existing library services.
- iv. OPAC facility will made available.
- v. Development of Library Website with Web-OPAC facility.
- vi. Membership with e-consortia.
- vii. Accreditation from NBA.
- viii. To organise user Education/Information Literacy Programmes.
- ix. Effective use of IT for Library Automation & Library services.
- x. Development of own collection development policy.
- xi. To give Best-User Award.

Threats

The major threats of engineering college libraries studied are:

- i. Inadequate Library Finance.
- ii. High Subscription rates of e-consortia.
- iii. Increasing costs of publications.

Conclusion

SWOT Analysis helps to bring out the relevant changes in the library system. It is concluded that Analysis help library services & programs on areas where libraries are strong & where the greatest opportunities lie. Finally SWOT Analysis lead automatically to useful changes in the structure or functioning of libraries.

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