



2.1.2 Reasons for less intake

Engineering was once regarded as the most sought-after career in India. However, the invisibility of engineering as a career has declined owing to the scarcity of jobs available in the job market and meager packages.

There are many reasons for the decline of student interest in engineering:

- *Decline of interest towards Engineering programmes* - The decline of interest of bright students for the study of engineering is the result of many factors – lack of flexibility of the curriculum and their perception of the current employment environment.
- *Traditional entry-level jobs are being offshored* – The types of jobs that fresh engineering graduates have filled until recently – support positions in technical operations of large employers of engineers – are now often being outsourced to offshore locations where good technical talent is available at a much lower cost. This can result in fewer job opportunities for bachelor-level engineering graduates, and lower salary offers.
- *Media reports indicate instability* – The offshoring of technical jobs, as reported often in the media, transmits an aura of instability in the engineering profession – including the specter of unemployment. Potential engineering students and their families see such reports, and are often influenced away from engineering study and employment.
- *The curriculum is difficult* – The engineering curriculum typically starts with two years of intense mathematics and science – including calculus, probability and statistics, physics and chemistry which are often taught by the faculty members who do not put this preparatory work in the context of engineering applications.



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This is typically followed by challenging engineering science courses, taught by engineering faculty members.

- *The curriculum is densely packed* – The actual duration required for engineering students to complete degree requirements remains much higher than for other fields.
- *Other paths to good jobs are easier* – Higher secondary school students looking at various options for college-level study often compare engineering to alternate paths – Arts and Science Programmes where jobs at compensation levels similar to engineering jobs are readily available.

MCA intake reduction happened in the regular course. Usually BCA, B.Sc CS graduates prefer to be admitted in 2-year Lateral Entry (LE) seats and hence the regular course in the first year has vacant seats in all colleges. AICTE itself solved this issue by stopping LE admissions in 2020 and restructured the MCA course as a 2-year course.

Remedial measures

To improve the intake, the college has assigned teams for admission campaigning and course-level admission committees were formed. Admission campaigning has been done in an effective manner by visiting schools and colleges for UG and PG respectively. The expertise of faculty members was showcased to school students by conducting quizzes, talks on professional course selections, demonstration of lab experiments, new innovation strategies adopted etc. The college has given appropriate measures to improve the intake by giving different scholarship schemes, low-rate hostel facility packages for meritorious students. Other measures adopted by the college are

- Free entrance coaching
- Admission guidance



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- Marketing via social media
- Attention seeking advertisement
- Automation of admission process
- Updated about any changes in the process and given alerts about admissions, merit lists, cut-offs, entrance exam dates, etc. on a regular basis via calls, SMS or email
- Encourage participation in in-house training programmes
- Alumni testimonials and alumni network
- Easy and effective communication with students
- Projecting the highlights of college like ranks, placements and other achievements
- Organizing intercollegiate fests
- Video marketing