



**Anjuman-I-Islam's
College of Hotel & Tourism Management Studies & Research**
(Affiliated to the University of Mumbai)

92, Dr. D. N. Road, Opp C.S.M.T. Mumbai - 400 001.

Tel.: +91 22 2263 2817 / 9833279737 • Website : www.anjumanchtmsr.com

E-mail: principal@anjumanihmct.org / principal@anjumanchtmsr.com

Anjuman-I-Islam's CHTMS&R SWOC Analysis

Strengths:

- ✓ Well Qualified, and experienced in the Hospitality industry from India and across the globe.
- ✓ Sincere dedication towards imparting holistic education.
- ✓ Lowest attrition rate.
- ✓ Laboratories are accurately designed to match authentic facilities, providing students with a genuine experience.
- ✓ Faculty members give their valuable input towards designing and drafting the syllabus as per the latest trends for the Affiliated University.
- ✓ Best location, the heart of the financial capital of India, less than a minute's walk from CSMT station.
- ✓ Best quality and fresh ingredients are procured from Crawford Market on a regular basis for Culinary practicals.
- ✓ We ensure that every student gains practical proficiency in using Information Communication Technology tools.
- ✓ All classrooms are furnished with essential Audio-Visual aids for seamless integration of ICT into teaching.
- ✓ A lot of emphasis is given to Research methodology and innovative techniques.
- ✓ Anjuman-I-Islam Trust's management is always supportive and encouraging with no compromise on cost.
- ✓ We share an excellent rapport with the Hospitality and tourism industry that benefits our students for Training and placement.
- ✓ Best admission record amongst the private Hospitality institutes.
- ✓ Safe and secure environment for every student especially female students.
- ✓ Our students are well-placed in India and all over the world and a lot of them go on to become successful entrepreneurs.
- ✓ We remain associated with our students for a lifetime through a strong global Alumni association and guide them whenever required.
- ✓ Every class has a dedicated Counsellor to solve students' issues and connect with the parents to keep them up to date with their ward's performance.




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- ✓ We organise extracurricular and co-curricular activities regularly to provide our students insight into our rich and diversified cultural heritage. We also organize inter-collegiate events and partake in other Inter-college competitions.

Weaknesses:

No matter how good you may be, there is always room for improvement, thus we take constant feedback from our students and try to bring about necessary changes.

- ✓ Space constraint for Wellness Centre for the students.
- ✓ The teacher's approval is still due by the University.
- ✓ Post-Covid there is a visible impact in the Job Placement and fear amongst students towards the scope for the Hospitality industry.

Opportunities:

- ✓ Autonomous Board will enable us to bring about the change in syllabus/ curriculum as per the latest trend in the Hospitality industry.
- ✓ Funds from UGC can be utilised for the betterment of the students and the institute.
- ✓ Culinary-related short-term courses can be introduced.
- ✓ There is potential to extend our student base considering our campus also has Boys Hostel.
- ✓ Sustainability and environmental practice are to be included in the curriculum.
- ✓ Motivate students to conduct Research into various Foods, Beverages, and other Hospitality potential products.

Challenges:

- ✓ Quality of education at the basic level affects the potential of students, lack of information about the scope in the Hospitality Industry also impacts admission.
- ✓ The demanding nature of the Hospitality industry in India.
- ✓ Increase in low-quality Hospitality Institute that lacks basic infra-structure misguides the potential students and brings ill repute to Hospitality courses.
- ✓ With constant inflation and the requirement of best quality equipment and ingredients managing the cost and keeping Tuition Fees low proves to be a major challenge.
- ✓ Improve basic communication skills of students coming from vernacular medium.
- ✓ More placements in core companies at a better level.



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- ✓ Encouraging students to higher education abroad.
- ✓ Networking and strengthening relationships with stakeholders.
- ✓ More focus on Industrial training for faculty and students.
- ✓ Soft skills development for students and Faculty members to keep abreast with the industry.



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