

SWOC

Strength

- Highly Qualified Faculty members.
- Muti-skilled and Muti-talented faculty members.
- Motivated and Team-work believers.
- Healthy teacher- student environment and coordination.
- Better Scope of Moral and Ethical teachings.
- We are using Visual-Audio aids to provide quality education to the students.

Weakness

- To motivate students from other streams to get interested in Language and Literature sometimes becomes difficult .

Opportunities

- Many new opportunities are on the rise in the field of Punjabi Media, Journalism, Teaching, Translation, Editing, Anchoring, E-Learning, E-Teaching, Content Creation and Punjabi Software Development.
- Punjabi is also taught to students studying other course streams in the College.
- Students get opportunities to further study and work in abroad as Punjabi language and/or literature is taught in various universities/ institutions in Canada, USA, Australia, Poland & UK etc.

Challenges

- With less students opting for Punjabi at school level, we get raw students who are to be groomed with the language first and thereafter with Literature.
- The Department is always at a competitive edge with other Language Departments of the College at the performance level.
- With students being more interested in main vocational subject it's a continuous challenge to maintain their interest and motivation in the subject.
- In this world of Globalization, when almost all regional languages are affected by SMS, Social Media, AI, Chat GPT, Internet Chatting & Slang etc., it is a challenge to connect youngsters with Punjabi language.
- Under New framework of NEP universities started 4 year Graduation system but lack of students, languages are facing challenges because more students are not taking interest in research especially in language.