

## Environmental Studies (SCR3S3)

### Mid Semester Test - III

#### \* Answer of Q. No. 1

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT analysis is a simple tool that can help you to analyze what your company does best right now, and to devise a successful strategy for the future.

SWOT can also reveal areas of the business that are holding you back, or that your competitors could exploit if you don't protect yourself.

The primary goal of SWOT analysis is to aid organizations in increasing awareness of the factors in making a business decision.

A SWOT analysis guides you to identify the positive and negative inside your organization (S-W) and outside of it, in the external environment (O-T).

Developing a full awareness of your situation can help with both strategic planning and decision making.

The SWOT method (which is sometimes called TOWS) was originally developed for business and industry, but it is equally useful in the work of community health and development, education and even personal growth. SWOT is not only the assessment technique you can use but it is one with a long track record of effectiveness.

The strengths of this method are its simplicity and application to a variety of levels of operation.

SWOT analysis is most commonly used by business entities, but it is also used by nonprofit organizations and, to a lesser degree individuals for personal assessment. Additionally, it can be used to assess initiatives, product or projects. As an example, CIO's could use SWOT to help create a strategic planning template.

### Elements of a SWOT Analysis

As its name states, a SWOT analysis examines four elements.

**Strengths** :- Internal attributes and resources that support a successful outcome.

**Weakness** :- Internal attributes and resource that work against a successful outcome.

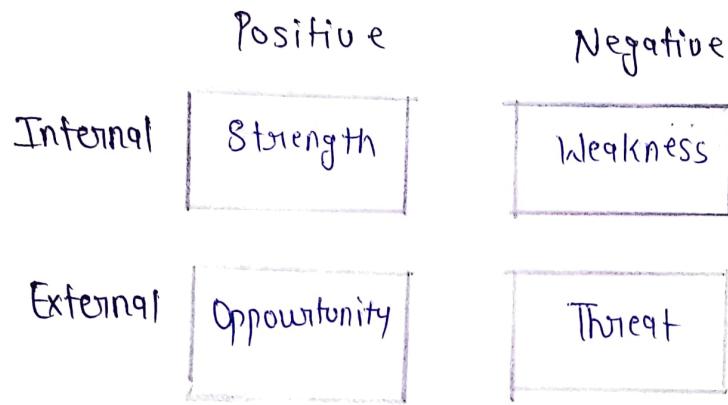
**Opportunities** :- External factors that the entity can capitalize on or use to its advantage.

**Threats** :- External factors that could jeopardize the entity's success

A SWOT matrix is often used to organize the items identified under each of these four elements. A SWOT matrix is usually a square divided into four elements quadrants, with each quadrant representing one of the specific elements. Decision-makers identify and list specific strengths in the first quadrant, weakness in the next, the opportunities and lastly, threats.

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## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Technological skills</li><li>• Leading brands</li><li>• Scale</li><li>• Management</li><li>• Production Quality</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Weak brands</li><li>• Poor access to distribution</li><li>• Low <del>poor</del> customer retention</li><li>• Sub scale</li><li>• Management</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Changing customers tastes</li><li>• Technological Advances</li><li>• Lower Personal Taxes</li><li>• Change in Population Age</li><li>• New Distribution Channels</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Changing customer base.</li><li>• Technological advances.</li><li>• Tax Increase</li><li>• Change in population age</li><li>• Change in Government Politics</li></ul>

## How to do a SWOT Analysis

A SWOT analysis generally requires decision-makers to first specify the objective they hope to achieve for the business, organization, initiative or individuals.

From there, the decision-makers list the strengths and weaknesses as well as opportunities and threats.

Various tools exist to guide decision-makers through the process, often using a series of questions under each of the four elements. For example, decision makers may be guided through questions such as "What do you do better than anyone else?" and "What advantages do you have?" to identify strengths; they may be asked "Where do you need improvement?" to identify weakness. Similarly, they'd run through questions such as "What market trends could increase sales?" and "Where do your competitors have market advantages?" to identify opportunities and threats.

## Example of a SWOT Analysis

The end result of a SWOT analysis should be a chart or a list of a subject's characteristics. The following is an example of the analysis of an imaginary retail employee.

Strengths :- Good communication skills, On time for shifts, Handles customers well, Gets along well with

all departments, physical strength, good availability  
 Weakness :- Takes lengthy smoke breaks, low technical skill, very prone to spending time chit-chatting

Opportunities :- Storefront worker, greeting customers and assisting them to find products, helping keep customers satisfied, assisting customers post-purchase with items and ensuring buying confidence, stocking shelves

Threats :- Occasionally missing time during peak business due to breaks, sometimes too much time spent per customer post sale, too much time in interdepartment chat.

### SWOT Analysis's Pros and Cons

SWOT analysis can help the decision-making process by creating a visual representation of the various factors that are most likely to impact whether the business, project, initiative or individual can successfully achieve an objective.

Although that snapshot is important for understanding the multiple dynamics that impact success, a SWOT analysis does have limits. The analysis may not include all relevant factors for all four elements, thereby giving a skewed perspective.

In addition, because it only captures factors at a particular point in time and doesn't allow for how those factors could change over time, the insights SWOT offers can have a limited shelf life.

## \* Answer of Q. No. 2

The toxic stream of Electronic waste or E-waste is an emerging global concern today due to its ever-increasing volume toxicity and rudimentary ways of handling or management practices. When electrical and electronic products reach the end of their useful life, they become E-waste.

E-waste streams encompass a wide range of electrical and electronic waste products which are divided into eleven broad categories by the European Union.

The major concern with the waste from electrical and electronic equipment is that it is not only one of the fastest growing post-consumer waste streams but it also contains a range of ~~of~~ hazardous substances.

## Material and Methods

A SWOT analysis was conducted to situate the probable strengths, weaknesses, opportunities and threats in relation to E-waste in the city of Pune. To

### Factors

### Strengths

### Questions

- What are the major advantages?
- What are the factors present in the city which could contribute to appropriate E-waste management?

## Weakness

- What are the major gaps in the E-waste management system ??
- What could be improved ?
- What is not done properly ?
- What should be avoided ?

## Opportunities

- What are the major positive trends ?
- What benefits may occur.
- What changes in Government Policy related to E-waste Management may be possible.

## Threats

- What obstacles a possible E-waste management programme may face?
- Are the required support and necessary facilities for the programme available ?
- Is the changing technology threatening the programme?

## Results and Discussion

### SWOT Analysis of the Current Ewaste Management System in PUNE

**Strengths :-** The city has a sizable environmentally conscious population. There are a number of environmental activities with public participation going on in the city <sup>at regular intervals</sup>. Such public participation could be directed towards E-waste management.

initiatives. The Pune Municipal Corporation (PMC) is an active body responsible for waste management activities in the city. The initiatives of PMC should be directed to E-waste management as well in order to optimize the overall waste management practices.

**Weaknesses :-** People, most of the time, are unable to differentiate between E-waste and other regular Municipal Solid waste and end up discarding E-waste along with regular municipal solid waste. There is a lack of waste segregation facilities at source of its generation. There is no separate E-waste collection and disposal facility in cities.

The city faces a lack of information, education and communication (IEC) resources materials for human resource development which includes awareness and training of the people involved in recycling along with other community people.

## Opportunities

Establishment of Ewaste collection and recycling facilities could provide employment opportunities to the urban youth. Again informal E-waste recycling facilities provide employment to the urban poor. Many of the IT companies in the city are managing their E-waste effectively.

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## Threats

People are yet to acknowledge the real depth of the E-waste problem in the city.

Publics 'Not In My Backyard (NIMBY) syndrome' and 'Who cares Syndrome' are the two major threats to the Ewaste management structure in Pune