

PYDAH COLLEGE OF PHARMACY

(Approved by PCI, AICTE and Affiliated to Andhra University, Visakhapatnam)

Yanam Road, PATAVALA, KAKINADA-533461, E.G.Dt

Telephone: 0884-2315344/45 Email id: princpharma@pydah.edu.in website: www.pydahpharmacy.edu.in



Education & Beyond

STRATEGIC PLAN (2018-28)

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Contents

S.No.	Content	Page.No.
1	Preamble	3
2	Institute Vision & Mission	4
3	Core values	5
4	Objectives	6
5	Strength, Weakness, Opportunity and Challenges (SWOC)	6
6	Institutional Strategic Plan	9
7	Strategy implementation and monitoring	14
	Conclusion	

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Preamble

Professional education is crucial for the country because it advances industrial production, creates jobs and advances technology—all of which enhance social life quality. In addition, knowledge is acknowledged as the primary component of the new drug development and revolution as well as the expansion of the global economy. The impact of technology gave rise to innovative approaches to teaching and learning in the classroom. In the field of technical education, Pydah College of Pharmacy is the leading institution, providing top-notch professional education for almost 16 years.

Pydah College of Pharmacy was founded with the goal of advancing high-quality professional and Pharmacy education. The institution offers cutting-edge, career-oriented undergraduate and graduate programs that meet the demands of business and society at large, thanks to the assistance of committed and experienced faculty members and a state-of-the-art campus with cutting-edge teaching and research facilities. Pydah College of Pharmacy was founded in 2007 with the goal of bringing his noble ideal of providing technical education into reality and it began operations from 2007 onwards.

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Pydah College of Pharmacy

VISION:

PYDAH College of Pharmacy envisions itself as a world-class hub for pharmacy research and technical knowledge, aiming to make a significant contribution in wisdom and humanity for the development of the apprentices into highly disciplined, internationally competent individuals with high ethical standards.

PYDAHCOP envisions itself as a centre of excellence for pharmacy education, research, and the on-going professional development of pharmacists in rural areas. The institution's many programs, which are supported by stakeholders, are helping to accomplish the objective.

MISSION:

- To create professionally competent and moral pharmacists of global standards to meet the demands of rural to global healthcare
- To motivate students to pursue pharmacy education of worldwide standards
- To provide an academic environment that is challenging
- To foster a safe, orderly and disciplined college environment
- To inspire and challenge students to set high academic and research standards and to meet high expectations
- To develop, promote and nurture ethical values

Core Values

1. Continuous Improvement of Quality

The College constantly aspires to excellence in all of its activities. It also aims to continuously develop in all areas and will measure its progress with appropriate national standards.

2. Learning and Development of Students

Being a student-centric institution, the College strives to provide quality education and environment that stimulates healthy personal development of the student.

3. Integrity and Entrepreneurship

The College strives to develop long-term relationships based on honesty, fairness and respect. It provides a safe environment that supports freedom of inquiry, protects diversity, fosters a sense of wellbeing and encourages entrepreneurship.

4. Stewardship and Service

The college aims to provide responsible stewardship of all its resources while encouraging a spirit of service to society and a life style of philanthropy.

OBJECTIVES

The Institution has a well-defined strategic plan with the following objectives.

- To improve the ambience of the institute
- To enhance the intake of admissions
- To improve student grades and encourage them to write review articles
- To provide coaching for competitive examinations like GPAT, PGECET etc.,
- To encourage students in NSS activities
- To enhance more activities for experiential learning
- To enhance placement drives for better placements in core fields of pharmacy
- To increase number of volumes in Library
- To enhance consultant projects by various government and non-government organizations
- To improve research funding from different government and non-government organizations
- To improve alumni activities
- To enhance the quality of institution in all aspects and to get accredited with NAAC
- To achieve autonomous status.
- To be the best Pharmacy college in the state of Andhra Pradesh.

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Institutional Strength:

- Professional institution recognized by Pharmacy Council of India and affiliated to Andhra University which is one of the renowned and oldest universities in India
- Well experienced management with the 60 years of service in the field of Education providing favourable intellectual working environment
- Located in campus Spread of 2 acres of lush green to provide peace of learning
- Well-connected transport facility for students and staff from various areas of city
- Highly qualified staff with high professional as well as ethical values to guide the students.
- Well-developed infrastructure facilities for curricular, co-curricular and extracurricular activities
- For student welfare mentoring system, hostel facility in the campus separately for girls and boys, special guidance for competitive exams, career counselling, personality development sessions, Industry exposure, extra and co-curricular activities, and registered NSS for imparting moral values
- Student support and placement
- Entrepreneurship development opportunities
- Laboratories with modern equipment for high quality research
- Library enriched with reference books, textbooks, national and international journals and periodicals
- Library in campus with internet facility and Wi-Fi facility
- Extended hours of library before and after college hours for students convenience
- Research publications in peer reviewed national and international journals
- Extended hours of research laboratories before and after college hours as per research work requirement
- Faculty quarters are made available in the campus based on the request and availability
- Vibrant alumni across the globe at distinguished position and registered Alumni Association

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Weakness:

- Rural location at times a weakness
- Majority students are having communication problems due to prior education in regional language
- Project funding through agencies and consultancy is yet to establish
- The faculty needs to improve from basic research to advanced research for obtaining high impact factor publications and patents
- The college needs to work more on strengthening productive activities in Alumni Association

Institutional Opportunities:

- To enhance research and developmental activities through interacting with industrial experts
- To collaborate with industry / other research laboratories / clinical trial industries for better exposure of the students
- To augment infrastructure and learning resources
- To encourage faculty for applying research grants to various funding agencies
- To encourage faculty for Ph.D. or Post-doctoral programs
- To communicate with more industries for student placement

Institutional challenges:

- Due to outskirts and rural location sometimes not getting specialised faculty
- Students from rural area, agrarian background, regional language medium education sometimes poses a challenge
- To Meet with the growing expectations of stakeholders
- To Bridge the gap between students from different background
- To fulfil the continuously changing requirements of the pharmaceutical industry

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STRATEGIC PLAN OF THE INSTITUTION

After several discussions and planning sessions and guided by the mission and vision of the Institute, quality, policy, core values, stakeholder expectations and SWOC analysis, the institution has framed the strategic goals.

Strategic Goals:

1. Improvement of Teaching & learning Process
2. Strengthening the Faculty
3. Development of infrastructure
4. Research & Development Cell
5. Student Support Activities
6. Student Career Development
7. Community engagement programs
8. Entrepreneurship cell
9. Feedback analysis
10. Autonomous Status

The components of strategic plan and their deployment is summarized as follows –

Strategic Plan	Attainment Status / Deployment
Teaching & Learning Process	
i) Revision of curriculum and syllabus as per the needs of the industry	i) The curriculum and syllabus were revised under UG & PG regulations
ii) To adopt innovative teaching aids	ii) The faculty members use in class ICT facilities and Power Point presentations for a better understanding of the topics
iii) To encourage students with self-learning and e-learning	iii) The students are encouraged to study professional courses through NPTEL portal
iv) To enhance the technical skills of the students	iv) Students are encouraged to write review articles and publish them in esteemed journals
v) To offer Interdisciplinary Courses	v) The institute encourages students to take interdisciplinary courses as part of the National Education Policy 2020

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<p>vi) Assessment and Evaluation of the students' progress</p>	<p>(NEP2020). Students have the option to choose any courses from the list of courses offered as open electives</p> <p>vi) Mentor-mentee system and Academic Monitoring Team are crucial in the assessment and evaluation of the students' progress</p>
<p>Strengthening the Faculty</p> <p>i) To ensure academic and research ambience in the institution by increase the number of Ph.D. qualified faculty</p> <p>ii) To enhance faculty participation in FDPs/ Workshops/ Seminars/ Conferences to update their knowledge with current changes in technology</p> <p>iii) To encourage faculty to publish papers in reputed journals and conferences</p> <p>iv) Encouraging the faculty to apply for patents</p> <p>v) To motivate faculty towards self-learning through MOOC Platforms like NPTEL, Courses etc.</p> <p>vi) Participation in faculty exchange programs</p>	<p>i) 10% of the faculty are qualified with PhD</p> <p>ii) More than 60% of the faculty attended various FDPs/ Workshops/ Seminars/ Conferences to enhance their knowledge</p> <p>iii) More than 20% of the faculty published papers in indexed journals</p> <p>iv) The faculty of the institution has 2 patents</p> <p>v) The college has NPTEL good number of certifications as a part of continual learning process</p> <p>vi) Faculty members are being used as a resource persons as a part of faculty exchange programs</p>
<p>Development of Infrastructure</p> <p>i) To equip all classrooms and laboratories with LCD projectors and smart board in seminar hall</p> <p>ii) To upgrade the existing internet bandwidth from 50 Mbps to 100 Mbps</p> <p>iii) To provide Wi-Fi facility in the institute</p> <p>iv) To promote research activities</p> <p>v) To establish Incubation Centre</p>	<p>i) Classrooms are equipped with LCD projectors and a smart board in seminar hall</p> <p>ii) Internet bandwidth is increased from 50 Mbps to 100 Mbps</p> <p>iii) Wi-Fi facility is provided in institute</p> <p>iv) R&D Cell is established to facilitate the research work of various departments</p> <p>v) Incubation centre is established in the institution</p>
<p>R&D Cell</p> <p>i) To enhance MoUs with esteemed institutions, industries and research organizations</p> <p>ii) To promote publication of research papers in reputed journals</p>	<p>i) PYDAHCOP has signed more than 10 MoUs with reputed institutions, industries and Research Organizations for technology transfer and knowledge sharing</p> <p>ii) Around 15 research papers were published in indexed journals</p>

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<p>Student Support Activities</p> <ul style="list-style-type: none"> i) To conduct technical events like seminars, workshops etc. ii) To encourage students to participate in Pydah Tedtalk iii) To register for internships and certification courses iv) To encourage students to participate in cultural events and sports at state and national levels 	<ul style="list-style-type: none"> i) Technical events were conducted to enhance the skills of the students ii) Students participated in Pydah Tedtalk and their idea is rewarded with cash prize iii) Students are doing internships in hospitals, industries and certification courses in NPTEL iv) Students are participating in cultural events and sports and are being awarded as well
<p>Student Career Development</p> <ul style="list-style-type: none"> i) To enhance the placement opportunities ii) To arrange for career guidance and training programs iii) To conduct awareness program on education in abroad 	<ul style="list-style-type: none"> i) Alumni of the institution is strengthened as a result there was an increase in the percentage of placements for the past 5 years ii) Experienced faculty were involved in conducting career guidance programs and coaching classes for competitive exams iii) Awareness programs were conducted in the college regarding education and working opportunities in abroad
<p>Community Engagement Programs</p> <ul style="list-style-type: none"> i) To encourage students to participate in social and community programs ii) To pay a visit to orphanages, old age homes and NGOs iii) NCC 	<ul style="list-style-type: none"> i) NSS unit of the institution regularly conducts medical camps, health awareness programs, in the surrounding villages and also arranges for blood donation camps ii) NSS unit arranged visits to old age homes and orphanages to enhance the social and moral responsibility in the students iii) A good number of students members of NCC and participated in Republic Day events
<p>Entrepreneurship Cell</p> <ul style="list-style-type: none"> i) To establish Incubation Centre ii) To pay a visit to industries iii) To encourage students and faculty to take up projects in the incubation centre 	<ul style="list-style-type: none"> i) Incubation Centre was established in the College ii) The College has arranged for industrial visits to SHELDOM laboratories and Hippo Labs. iii) Under the guidance of faculty, students are involved in start-up projects

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Feedback i) From students ii) From alumni, employers and community	 i) Student feedback helps in understanding the merits and weakness in the teaching process and make needed changes ii) It will be helpful in improving the curriculum and necessary employable skills
Autonomous institution i) Having the freedom to govern itself or control its own affairs	i. After the NAAC accreditation, need to plan to get autonomous status for the institute by the governing body and other committees.

IMPLEMENTATION AND MONITORING OF STRATEGIC PLAN

Implementation follows the Strategic development plan, which will be monitored from time to time. The Principal along with the members of Governing Body will look after the implementation of the strategic plan and its deployment. Various statutory and non-statutory committees were established and their members regularly monitor the implementation of the strategic plan and its deployment.

Implementation at institute level:

Governance & Administration	Governing Body, Administration Office
Statutory Compliance	Principal, Committee Coordinators
Infrastructure (physical)	GB (Secretary)
Infrastructure (Academics)	Principal, Professors & Associate Professors
Teaching-Learning	Principal, Professors & Associate & Assistant Professors
Research & Development	Principal, Professors
Students Development	Principal, Professors & Associate Professors, NSS activity cell
Training & Placement	Principal, TPO & Professors
Quality Assurance	IQAC

Monitoring of Strategic Plan

The implementation of the strategic plan is regularly monitored by the IQAC coordinator through regular reviews. The members of the various committees prepare a detailed progress report and present it at the review meetings. The benchmarking of quality standards and their monitoring as

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well as the evaluation of achievements is carried out independently by the IQAC. The IQAC reports the results to the principal. After a thorough analysis of the results and on the basis of the IQAC report, corrective actions, the need for further processes and the deployment of resources are recommended. All these reports are forwarded to the principal for further discussion and implementation by the Governing Body.

CONCLUSION

The elaboration of the Strategic Plan Development and Deployment is an attempt to pave a way to achieve the goals PYDAHCOP dreams of. The mere formulation of the strategic plan does not guarantee success, but it provides a guiding framework through the process of participatory brainstorming by stakeholders. Proper implantation of strategies through teamwork with good spirit leads to success and sustainability through a dynamic process over an extended period of time. It needs to be continuously evolved to incorporate lessons learned during implementation and emphasizes the role of IQAC.


Principal
PRINCIPAL
PYDAH COLLEGE OF PHARMACY
PATAVALA, KAKINADA