



SRI VENKATESWARA COLLEGES
SRIKAKULAM

SRI VENKATESWARA

COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

STRATEGIC PLAN (2018 - 2028)

SVC
www.svcetcherla.com

SRI VENKATESWARA COLLEGE OF PHARMACY, ETCHERLA, SRIKAKULAM



SRI VENKATESWARA COLLEGES
SRIKAKULAM

SRI VENKATESWARA

COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

S.No.	Content	Page.No.
01	Preamble	01
02	Vision, Mission & Quality Policy	02
03	Core Values	03
04	Objectives	03
05	SWOC analysis of the institution	04, 05
06	Strategic Plan of the Institution	06-09
07	Implementation	10
08	Conclusion	11

SRI VENKATESWARA COLLEGE OF PHARMACY, ETCHERLA, SRIKAKULAM



SRI VENKATESWARA COLLEGES
SRIKAKULAM

SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

PREAMBLE

ABOUT SRI VENKATESWARA COLLEGE OF PHARMACY

As There is a huge demand for pharmacists in India as well as abroad, Vikas Educational Society started D.Pharm course in the Year 2003 and spreaded Its tentacles in UG (B.Pharm) Level in the year 2004 and PG (M.Pharm) level in the year 2009 and Pharm. D. Course in 2014.

LOCATION

Sri Venkateswara College of Pharmacy is located adjacent to NH-5 and just 6KM from Srikakulam town and is well connected to all towns through the state managed public transport and is accessible to students and parents The surroundings of the institute are very inspiring and healthy environment, as it is situated amidst green trees

FACILITIES

- Well Established and adequate spacious class rooms and labs with Latest and sophisticated Equipment and furniture
- Internet facility with 10-100 Mbps speed to get access to e-learning library with a large no. of text books, reference books and national & International journals
- Separate hostels for boys and girls with all the amenities.
- Well hygienic canteen
- Facilities for indoor and outdoor games are available

The institution offers a Bachelor's Degree in Pharmacy (B. Pharm), Master's degree in pharmacy (M. Pharm) and Pharm D (Doctor of Pharmacy). The Pharm D students gain their hospital experience at Govt. General Hospital, Srikakulam.

All of the Institution's processes are decentralized. The Governing Body delegates all the powers to the Principal as required, who along with the team formulates common working procedures and entrusts implementation through various Committees, thus ensuring good governance.



SRI VENKATESWARA COLLEGES
SRIKAKULAM

SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

VISION:

Emerge as a center of academic and research excellence in pharmaceutical education with global recognition and developing dynamic, competent, ethical valued and knowledgeable professionals to lead the nation to a better future.

MISSION:

Providing quality based education, student-centered teacher-learning processes and state of the art, infrastructure for professional aspirants hailing from both rural and urban areas.

Imparting pharma technical education that encourages independent thinking, develops strong domain of knowledge, hones contemporary skills and positive attitudes towards holistic growth of young budding professionals.

The Sri Venkateswara college of pharmacy has designed its governance by keeping its vision and mission. To realize its vision, the Institution with sufficient efforts is operating through its mission. Good governance, quality academic processes, best infrastructure, best library are the key factors that bring the best out of the stakeholders. Various academic administrative and cultural committees are formed to ensure good governance in the Institution. Good governance requires the transparency of information regarding academics and management to all the student community, teaching & non-teaching faculty. The Institutions academic committee formed by the principal, all heads of the departments and senior faculty are members in committee. It contributes expert advice in the implementation of academic procedures, policies, regulations prescribed by the university. Sri Venkateswara college of pharmacy thoroughly reviews the curriculum for every academic year. The college maintains an IQAC as a quality parameter and quality enhancement measure. In supervision of IQAC, various departments and committees like Career Guidance, Anti-Ragging, Research and development cell and women empowerment cell etc. reinforce the curriculum by incorporating updated information and updated social issues. Institute collects the feedback physically from stakeholders viz. Students, Parents and Teachers on Curriculum which is prescribed by the university, further college website invites alumni stakeholder to provide feedback through online.

QUALITY POLICY

Sri Venkateswara College of Pharmacy strives to update the quality education as continual process to sustain exemplary standards in Pharmaceutical education and research meeting challenging requirements.



SRI VENKATESWARA

COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

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



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

- ✓To improve research funding from different government and non-government organizations
- ✓To improve Alumni activities
- ✓To enhance the quality of institute in all aspects and to get accredited with NAAC, NBA & IGBC
- ✓To achieve autonomous status
- ✓To be the best Pharmacy college in the state of Andhra Pradesh.

STRENGTH, WEAKNESS, OPPORTUNITY AND CHALLENGES (SWOC)

Strengths:

- ☺ The college is present in lush green pollution free campus with excellent infrastructure
- ☺ Supportive and progressive management, qualified & experienced faculty with high retention rate
- ☺ Good coordination and integration among teaching and non-teaching faculty
- ☺ College is ISO 9001:2015 certified
- ☺ Admissions rate is 100%
- ☺ The college has ICT enabled classrooms
- ☺ Laboratories are well equipped with sophisticated equipment
- ☺ Library is enriched with very good reference books and latest versions of IP and BP
- ☺ Encouragement and sponsorships for skill development programs for faculty by the management
- ☺ Student centric teaching-learning integrated with mentoring and counseling
- ☺ Appreciable number of research and review publications in various national and international journals in past five years from both faculty and students
- ☺ Active involvement of college in extension and outreach activities
- ☺ Excellent academic report for the past five years
- ☺ In-campus hostel and hospital facility for students
- ☺ Availability of transport from all the corners of the city.

SRI VENKATESWARA COLLEGE OF PHARMACY, ETCHERLA, SRIKAKULAM

--4--



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

Weakness

- ⊗ No freedom to change the curriculum or academic schedules as we are affiliated to the University
- ⊗ Majority of students have communication problems, as most of the admissions are from rural Background.
- ⊗ Lack of Project Funding through agencies and consultancy
- ⊗ Industry - institution interaction is not up to the mark
- ⊗ The Faculty lack in having appreciable count of the patents.

Opportunities:

- ❖ The Alumni network of the ASSVCP (Alumni Association Sri Venkateswara College of Pharmacy) is widespread and is a valuable resource enabling the college in its networking
- ❖ Through its research, development and extension activities, the college has unique potential to positively impact the growth of the region
- ❖ Students at the college gain expertise in organizing and carrying out projects involving participatory development
- ❖ The college encourages the students to participate in the national level workshops and Seminars
- ❖ Students are encouraged in Extra-curricular courses as per the current needs of the Pharma Industry and new pharmacy regulations
- ❖ As the college is a part of Group of Institutions, interdisciplinary activities can be enhanced
- ❖ The college also has Memorandum of Understanding (MoU) with various industries and reputed institutions.

Challenges

- It is challenging to collaborate with national and international organizations for academic and research activities in the thrust areas of pharmacy
- As a private college, there are challenges to get the consultancy and funded projects
- The current stagnation in the job market has depressed placement opportunities for the students. However, the R&D Cell and Incubation Centre of the institution continues to enhance the research activities and networking with potential employers for recruitment opportunities and schemes for incubation of business ideas.



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

STRATEGIC PLAN OF THE INSTITUTION

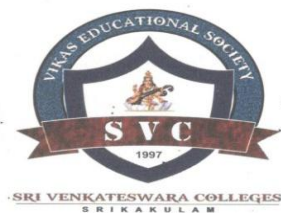
After several discussions and planning sessions and guided by the mission and vision of the Institute, quality policy, core values, stakeholder expectations and SWOC analysis, the institution has framed the strategic goals.

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

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 R17 UG, R17 PG, R22 UG regulations
ii) To adopt innovative teaching aids	ii) The faculty members use in class ICT facilities and PowerPoint 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



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

v) To offer Interdisciplinary Courses

v) The institute encourages students to take interdisciplinary courses as part of the National Education Policy 2020 (NEP2020). Students have the option to choose any courses from the list of courses offered as open electives

vi) Assessment and Evaluation of the students progress

vi) Mentor-mentee system and Academic Monitoring Team are crucial in the assessment and evaluation of the students progress

Strengthening the Faculty

i) To ensure academic and research ambience in the institution by increase the number of PhD qualified faculty

i) 25% of the faculty are qualified with PhD and 20% are pursuing

ii) To enhance faculty participation in FDPs/ Workshops/ Seminars/ Conferences to update their knowledge with current changes in technology

ii) More than 80% of the faculty attended various FDPs/ Workshops/ Seminars/ Conferences to enhance their knowledge

iii) To encourage faculty to publish papers in reputed journals and conferences

iii) More than 50% of the faculty published papers in indexed journals and reputed conferences

vi) To motivate faculty towards self-learning through MOOC Platforms like NPTEL, Coursera etc.

vi) The college has achieved good number of NPTEL certifications as a part of continual learning process

v) Participation in faculty exchange programs

v) Faculty members are being used as a resource persons as a part of faculty exchange programs

Development of Infrastructure

i) To equip all classrooms and laboratories with LCD projectors and smart board in seminar hall

i) 60% of the classrooms are equipped with LCD projectors and a smart board in seminar hall

ii) To upgrade the existing internet bandwidth from 50 Mbps to 100 Mbps

ii) Internet bandwidth is increased from 50 Mbps to 100 Mbps

iii) To provide WiFi facility in the institute

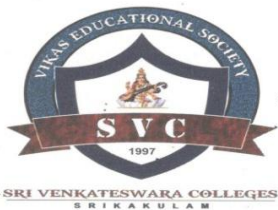
iii) WiFi facility is provided in the institute

iv) To promote research activities

iv) R&D Cell is established to facilitate the research work of various departments

v) To establish Incubation Center

v) Incubation Center is established in the institution



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

R&D Cell

i) To enhance MoUs with esteemed institutions, industries and research organizations

ii) To promote publication of research papers in reputed journals

Student Support Activities

i) To conduct technical seminars, workshops etc. events like

ii) To encourage students to participate in Satyasai Trust Merit test

iii) To register for internships and certification courses

iv) To encourage students to participate in cultural events and sports at state and national levels

Student Career Development

i) To enhance the placement opportunities

ii) To arrange for career guidance and training programs

iii) To conduct awareness program on education in abroad

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

i) SVCP has signed more than 25 MoUs with reputed institutions, industries and Research Organizations for technology transfer and knowledge sharing

ii) Around 100 research papers published in indexed journals were published in indexed journals

i) Technical events were conducted to enhance the skills of the students

ii) Students participated in Satyasai trust merit test 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

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



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

Community Engagement Programs

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

Entrepreneurship Cell

i) To establish Incubation Center

ii) To pay a visit to industries

iii) To encourage students and faculty to take up projects in the incubation center

Feedback

i) From students

ii) From alumni, employers and community

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

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, orphanages and Akshaya Patra Foundation 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

i) Incubation Center was established in the College

ii) The College has arranged for industrial visits to MSN laboratories and Pharmatrain

iii) Under the guidance of faculty, students are involved in start-up projects

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



SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

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, R&D Department
Students Development	Principal, Professors & Associate Professors, NSS activity cell
Training & Placement	Principal, TPO & Professors
Quality Assurance	IQAC team

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 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.



SRI VENKATESWARA COLLEGES
SRIKAKULAM

SRI VENKATESWARA COLLEGE OF PHARMACY

(Affiliated to Andhra University, Visakhapatnam)

Approved by P.C.I., New Delhi & A.I.C.T.E., New Delhi

Email:svcp.etcherla@gmail.com, Website:www.svcpharmacy.in

STRATEGIC PLAN DEVELOPMENT AND DEPLOYMENT

CONCLUSION

The elaboration of the Strategic Plan Development and Deployment is an attempt to pave a way to achieve the goals SVCP 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 implementation 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 the IQAC in ensuring the quality of implementation.

SVC
www.svcretcherla.com