



# BALAJI COLLEGE OF PHARMACY

Approved by A.I.C.T.E. PCI New Delhi and Affiliated to J.N.T.U.A., Ananthapuramu

Sanapa Road, Alamuru (P), Rudrampeta, Ananthapuramu – 515002. (A.P.)



[www.balajipharmacy.ac.in](http://www.balajipharmacy.ac.in)



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## *Strategic Planning And Deployment Document*



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## *Chairman's Message*

Balaji College of Pharmacy, a non-profit making institution has been setup to promote pharmaceutical education of high standards. With the help of dedicated and experienced faculty members and state-of-the-art campus with modern teaching and research facilities, the institution offers innovative, career-oriented Under graduate and Post graduate Programs matching the requirements of the industry, hospital and society at large.

The Institute was established in 2005 with B.Pharmacy Programme and so far 15 batches of B.Pharm Students have already passed out successfully. Pharm.D course was started in the year 2014 and till now 4 batches of Pharm.D Students have already passed out successfully. Masters in Pharmacy was started for 4 departments namely, Industrial Pharmacy (2011), Pharmaceutics (2012), Pharmaceutical Analysis (2012), Pharmacy practice (2014) and Pharm.D (P.B.) in the year 2016. This is the right time that the institute should embark its journey of success in the coming years. The preparation of 'strategic planning & deployment document' is the first step towards this direction. The enthusiastic faculty members under the leadership of Principal, HODs brought out the best possible detailed strategies and its deployment plan. I am confident that this team will implement the strategic plan in its total spirit.

I congratulate the Principal, HODs, Faculty members, non-Teaching staff and students and extend my best wishes for their future journey towards elevating the institute to a higher level.

  
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## *Preface*

Strategic planning is critical for an Institution to achieve its desired Vision and Mission. Strategic planning is an ongoing process that aims to achieve institutional objectives in this cutthroat environment. The Strategic Planning and Deployment Document (SPDD) outlines the path the institution should take in order to accomplish its stated goals and objectives. It is based on an analysis of present challenges and potential future possibilities.

Its vision, mission, and fundamental values are covered in the first section, along with the institution's long- and short-term goals. Through SWOC analysis, the stakeholders (management, principal, heads of department, staff, faculty, industry, students, alumni, and parents) define and direct these. Following an analysis of the internal and external environments, the institutional goals were established through ongoing deliberation and debate with faculty members and HODs in all potential growth domains. In order to accomplish institutional strategic goals, the strategies with action plans were chosen.

Every stakeholder has been carefully considered during the creation of the Strategic Plan and Deployment Document in order to ensure that they have contributed their fair share, which is essential for any institution to succeed. A clear identification of the implementation procedures and monitoring has been made by establishing quantifiable goals that correspond with the intended results. This will turn out to be the driving force behind Balaji College of Pharmacy's attainment of its objective to develop into an Academic Excellence Institution and supply the industry and hospital with competent & youthful pharmacists.

  
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## Vision

To be recognized as an Institute of excellence, imparting quality pharmacy and healthcare education, producing competent professionals with research orientation and entrepreneurial attitude, capable of meeting the demands of the industry and serving the Society.


## Mission

**M1:** To provide a conducive environment for student centric teaching - learning process to achieve academic excellence.

**M2:** To foster among students the attitude of research, innovation and entrepreneurship.

**M3:** To establish effective Industry – Institute interaction with the Pharmaceutical and Healthcare sectors.

**M4:** To inculcate ethical and moral values among students to make them responsible to meet the needs of the society.

  
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## *Quality Policy*


The Institution has adopted a policy of growth and development, by taking up various initiatives, aimed at enhancing the quality of the Teaching - Learning process, with a committed team of faculty.

The focus is on quality improvement in areas like research, innovation, industry interaction and use of state-of-the-art infrastructure.

The various OBE practices are being implemented effectively with the involvement of all stakeholders and the effective functioning of various cells and committees in co-ordination, including the IQAC.

With the strategic planning, long term policies, quality initiatives and participation of all stakeholders, the Institution aims to relentlessly march towards academic excellence.

*Chairman*

  
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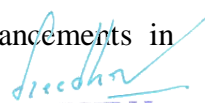
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## *Objectives of the Institution*

- To offer a thorough education in the pharmaceutical sciences, encompassing Pharmaceutical Chemistry, Pharmacology, Pharmaceutics, Pharmacognosy, Pharmaceutical Analysis, Pharmacotherapy, and pharmacy practice.
- To convey the knowledge, skills, and attitudes required for efficient pharmacy practice, so preparing students for prosperous careers as pharmacists.
- To impart among students a strong sense of social responsibility, professional ethics, and legal compliance in the practice of pharmacy.
- To enhance clinical skills through hands-on training in a variety of healthcare settings, internships, and clerkships, among other experiential learning opportunities.
- To promote pharmaceutical sciences research and innovation, as well as drug development and pharmaceutical care practice optimization.
- To encourage collaboration with other healthcare professionals to promote optimal patient care and public health outcomes
- To engage with the local community and healthcare organizations to address healthcare needs and promote health literacy and awareness.
- To promote lifelong learning among faculty and students through continuing education programs and professional development activities.
- To develop a global perspective among students by exposing them to international pharmaceutical practices, policies, and challenges.
- To nurture leadership qualities and entrepreneurial skills among students to become future leaders in the field of pharmacy.
- To maintain high standards of education, research, and practice through continuous quality improvement initiatives and accreditation processes.
- To adapt curriculum and teaching methodologies to incorporate advancements in pharmaceutical sciences, technology, and healthcare delivery systems.

  
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## *Core Values*

- Honor all students and staff
- Totally forbidden to be gender biased.
- Improve professionalism by incorporating moral principles.
- Encourage healthy competition and a sense of teamwork.
- Establish a conducive environment for a successful teaching-learning process.
- Encourage originality and inventiveness in all of your endeavors.
- Nurture equity, morality, nationalism, and unity.
- Promote religious tolerance and harmony within the community.
- Respect individual uniqueness and the dignity of work.
- Exchange of expertise, understanding, and abilities.


  
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## SWOC ANALYSIS

### *Strengths*

- Quality and experienced faculty working as a well-knit team.
- Infrastructure adequate to cater to the needs of the various programs being offered by the Institution.
- Budget allocation as per requirements to all Departments / Cells / sections.
- Ample scope for conducting extra-curricular and co-curricular activities with available facilities and infrastructure.
- Alumni association functions well contributions by alumni for growth and development of Institution.
- Promoting research culture among faculty and students , through incentives and encouragement
- Well designed FPADS to assess the performance of faculty
- Well supported delivery of university curriculum using labs and e-resources.
- High Faculty retention.
- Co-curricular, Extra Curricular activities given due prominence.
- Value added programs conducted to enhance knowledge and skills of students
- Effective Mentoring process in place.
- Well designed student feedback system used to improve performance.

  
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## *Weaknesses*

- Faculty publications in quality Journals is an area of weakness.
- Quality of students getting admission into the Institution is cause for concern.
- Rural background and location disadvantage of the Institution.
- R & D initiatives not fully established.
- Industry Interaction needs improvement.
- Funded projects are not many.
- Limited flexibility in program curriculum design and implementation.
- Lack of collaboration at national and International level with Institutions / Organizations.
- Number of patents filed and accepted (approved)

## *Opportunities*


- Increased interaction with local pharma Industry / Hospitals for better results in terms of student's development.
- Community service scope to be widened by including several activities under health service to community under pharmacy education.
- To implement the strategic plan effectively by focusing on all components.
- Improved cooperation with academicians' from Institutions of pharmacy education around.
- Getting funded projects of research from reputed organization.
- To promote and spread the startup culture among young graduates.
- Focus on Research activities & collaboration with institutes and industries
- To ensure participations more number of faculty in R & D activities.

  
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## Challenges

- To get accreditation and thereby recognition.
- To attract best quality faculty to join the team of teachers to make teaching –learning process more effective.
- To improve the quality of intake by gaining widespread acceptance among aspirants of Pharmacy education
- To go in for Ranking by NIRF in the Long run
- Improving the usage of e-resources and focusing on e-learning
- To bridge the indentified gaps in curriculum to reflect industry requirements and market conditions with support from the affiliating University JNTUA.

  
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## *Strategic Goals*


The dedicated staff at Balaji College of Pharmacy, formulated the institution's strategic goals following multiple meetings, planning sessions, and consideration of the Vision, Mission, Quality Policy, Fundamental Values, expectations from stakeholders, and SWOC analysis.

### **Short term Goals:**

- To conduct sports and cultural meets in order to improve the physical ability and talents of the students.
- To organize pharma Expo, to create awareness among faculty and students for understanding current scenario.
- To arrange a greater number of Industrial visits to nearby pharma companies.
- To conduct awareness programs and camps on health care. In nearby rural areas.
- To conduct short term refresher course for Faculty to provide training on outcome Based Education.
- To enhance the skills of Non-teaching Faculty by providing support to various skills-based training programs.
- To organize various international conferences

### **Long term Goals:**

- To strengthen training and placement cell to improve the employ ability skills of the students.
- To motivate the students to improve their career opportunities by pursuing higher education.
- To procure advanced equipments in order to strengthen the Research activities in the institution.

  
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## **Strategic Development Plan for 2024 – 2029**

The Institutional Strategic plan of Balaji College of Pharmacy is a plan to lay out foundation for the future development of the institution. The plan focuses on vision, Mission, Quality policy, Goals and fundamental values to enhance the quality of the institution and to fulfill the expected outcomes of all the stakeholders.

### **Strategic plan I:**

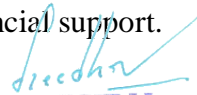
#### **“Enhancement of Student Opportunities, Skills, Knowledge, Discipline and Training”**

1. Expand the training of students in par with the advancements in Pharmaceutical Industry and Health care Facilities.
2. Develop the Professional and communication skills of the students through various skill development programmes.
3. Enhance the knowledge of students through Outcome Based Education and learner centric Teaching and learning process.
4. Imbibe proper discipline and values among student that are required for professional and personal growth through value added programs.

### **Strategic Plan II:**

#### **“Quality improvement of Faculty related to IPR, Research and Development.”**

1. Encourage the faculty to participate in various FDPs, Conferences for their professional development.
2. Increase the scope to conduct various Research activities by providing advanced Laboratory resources and active involvement of the faculty in wide areas of Research Projects.
3. Encourage the faculty to publish their research works in Indexed journals with good impact factor, carryout research to apply for various patents and grants with proper financial support.

  
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### **Strategic Plan III:**


**“Advancements to support the Enhancement of Quality and Standards of the Institution.”**

1. Develop and Improve the Laboratory Equipment and Facilities in order to carryout tremendous Research work in various thrust areas.
2. Equip the Laboratories with advanced technology in order to train the students and improve their quality as per the need of the Pharmaceutical Industry and community Health Sector.

### **Strategic Plan IV:**

**“Utilization of additional Resources for the growth and development of the Institution.”**

1. Strengthening Industry-Institute Interaction to improve placements.
2. Effective utilization of MOUs, Alumni Networking to bridge the gap between Industry and Institute.
3. Increase the frequency of Industrial visits in order to acquire the knowledge on present scenario and advancements at Industrial level.

  
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## Strategy Implementation and Monitoring

The strategic development plan's implementation proceeds after it has been approved. The strategic plan's execution will involve periodic assessments of its progress. For this reason, the implementation document clearly lays out the measurable indicators. The Principal will be in charge of the strategic plan's deployment, collaborating with the Academic Council and other staff members.

### Implementation at Institutional Level


Governance & Administration	Chairman & Members of GB, Administration Office
Branding /Expansion	GB members, Local Management Committee, PRO
Students Admissions	Principal, Administrative Officer, HODs, Admission team, Students section
Statutory Compliance	Principal, HODs, Coordinators
Infrastructure (physical)	Estate Officer
Infrastructure (Academics)	Principal, HODs
Teaching & Learning	Principal, HODs and Faculty
Research &Development	Principal, HODs, R & D Co-ordinator
Students Development	Principal, HODs
Departmental Activities	HODs and Faculty
Training & Placement	Principal, TPO & HODs
Quality Assurance	Members of IQAC

  
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## Measurable Indicators during Implementation

<b>Effective Teaching Learning Process</b>	<ul style="list-style-type: none"> <li>✓ No. of teaching aids</li> <li>✓ Syllabus completion</li> <li>✓ Mini projects, Major projects, Seminars</li> <li>✓ No. of learning resources</li> <li>✓ No. of student counseling / mentoring / training sessions conducted</li> <li>✓ Result of examinations (Pass, First classes, Distinctions)</li> <li>✓ Graduate attribute attainment levels</li> <li>✓ Student feedback</li> </ul>
<b>Leadership and Participative Management</b>	<ul style="list-style-type: none"> <li>✓ Reporting structure in place</li> <li>✓ Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management– appointments</li> <li>✓ Code of conduct-duties, responsibilities and accountability</li> <li>✓ Functioning of statutory committees – no. of meetings/ semester, minutes of meetings,</li> <li>✓ Planning &amp; implementation</li> </ul>
<b>Internal Quality Assurance System</b>	<ul style="list-style-type: none"> <li>✓ Number of IQAS initiatives/semester</li> <li>✓ Audits Reports</li> <li>✓ AQAR submission</li> </ul>
<b>Good Governance</b>	<ul style="list-style-type: none"> <li>✓ GB selection (Inclusion of Academicians &amp; Industrialist)</li> <li>✓ No. of GB meetings</li> <li>✓ Vision, Mission, Dissemination &amp; Review</li> <li>✓ Organization structure in place</li> <li>✓ Degree of decentralization</li> <li>✓ Degree of e-governance</li> <li>✓ Resource mobilization</li> <li>✓ Staff appraisal &amp; career advancement scheme in place</li> <li>✓ Service rules &amp; benefits</li> </ul>

  
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<b>Student Development and Participation</b>	<ul style="list-style-type: none"><li>✓ Number of student participation</li><li>✓ Number of sports, technical, cultural events organized</li><li>✓ Regional, National &amp; International competitions participated</li><li>✓ Regional, National &amp; International recognitions received</li><li>✓ Sports infrastructure provided</li><li>✓ Funding for sports</li></ul>
<b>Staff Development &amp; Welfare</b>	<ul style="list-style-type: none"><li>✓ Number of Staff attending training programs</li><li>✓ Staff training programs organized</li><li>✓ Sponsorships for higher education</li><li>✓ Number of staff welfare programs</li><li>✓ Staff awards/recognitions/incentives</li></ul>
<b>Financial Management</b>	<ul style="list-style-type: none"><li>✓ Annual Budget fore casting</li><li>✓ Utilization /Allocation of funds</li><li>✓ Internal &amp; External Audit</li></ul>
<b>Institute– Industry Interaction</b>	<ul style="list-style-type: none"><li>✓ No. of active MOUs</li><li>✓ No. of Initiatives / activities through MOUs</li></ul>
<b>Student Development</b>	<ul style="list-style-type: none"><li>✓ Number of career guidance trainings</li><li>✓ Number of skill development programs</li><li>✓ Number of placement drives organized</li><li>✓ Number of placement drives participated</li><li>✓ Number of placements</li></ul>
<b>Alumni – Interaction</b>	<ul style="list-style-type: none"><li>✓ Alumni database</li><li>✓ Number of interactions</li><li>✓ Support for internships/placements/projects/consultancy</li><li>✓ Contribution towards students' development</li></ul>

  
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<b>Community Services</b>	<ul style="list-style-type: none"><li>✓ Number of trainings /health-camps provided</li><li>✓ Number of social welfare programs organized</li><li>✓ Number of people benefited in each program</li></ul>
<b>Infrastructure- Physical</b>	<ul style="list-style-type: none"><li>✓ Number of buildings, classrooms added</li><li>✓ Removal of obstacles</li><li>✓ New Laboratories added</li><li>✓ New equipment added</li><li>✓ Annual budget allocated &amp;utilized</li><li>✓ Harvesting &amp; Recycling of water</li><li>✓ Renewable energy source development</li><li>✓ Green initiatives</li></ul>
<b>Infrastructure- Academic</b>	<ul style="list-style-type: none"><li>✓ Number. of Volumes &amp; Titles in library</li><li>✓ Number of National &amp; International journals</li><li>✓ Digital Library</li><li>✓ Smart Classroom</li><li>✓ ICT enabled classrooms</li></ul>

  
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## *Monitoring of Strategic Plan*


The Principal, the Academic Council, and other committees will periodically examine the strategic plan's execution to ensure it is proceeding as planned. The comprehensive progress report will be written by the section leaders and presented during the review sessions. The independent IQAC will be responsible for benchmarking quality standards, monitoring them, and evaluating attainment. The results will be reported by the IQAC to GB and the Academic Council. The IQAC report and a detailed examination of the results will be used to inform the suitable recommendations for remedial actions, additional processes, and resource deployment. All of these reports will be sent to the Board of members of Sri Balaji Educational Society (SBES) for additional deliberation and action.

  
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## *Conclusion*

The *Strategic Planning & Deployment Document* is an initiative to establish a route for Balaji College of Pharmacy to attain its desired outcomes. While creating a strategic plan alone does not guarantee success, it does offer a framework for collaboration that is the result of stakeholders participating in a participatory brainstorming process. Success and sustainability over an extended period of time are achieved through a dynamic process that involves the appropriate implementation of initiatives through teamwork with good spirit. It highlights the importance of IQAC in guaranteeing the quality of execution and proposes constant evolution to integrate the lessons learned throughout implementation.

  
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