

GOKULA KRISHNA COLLEGE OF PHARMACY

HEI CODE: C-26844

NAAC SSR

CYCLE I



6 : GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.2 Strategy Development & Deployment

6.2.1 Institutional Perspective Plan

6.2.1 Institutional Strategic Plan



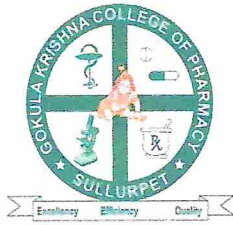
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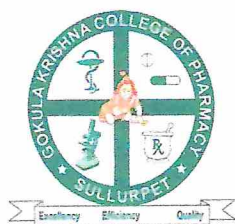
STRATEGIC PLAN

S.NO.	CONTENT	PAGE NO.
1	Preamble	2
2	Vision, Mission & Quality Policy	3
3	Core values	4
4	Objectives	6
5	SWOC analysis of the institution	7
6	Strategic plan of the institution	11
7	Implementation	19
8	Conclusion	21


PRINCIPAL



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1. PREAMBLE:




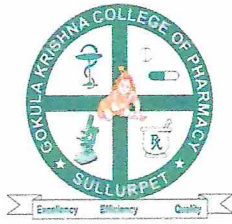
Gokula Krishna College of pharmacy is established in the year 2007 which is sponsored by Sri Krishna Educational Society, Hyderabad. Gokula Krishna College of pharmacy runs under the direction and guidance of three great visionaries, President Sri G.Brahmaiah Garu, secretary Sri M.M.Kondaiah Garu, and treasurer Sri C.Srinivasa Babu Garu.

Gokula Krishna College of Pharmacy, Sullurpeta is located at 4km away from Sullurpeta town, 18km away from SHAR, 80km away from Nellore, Chennai and Tirupati. GKCP is located at foot prints of Lord Chengalamma Parameswari.

The college is approved by AICTE and PCI, New Delhi. We are running undergraduate and postgraduate courses at UG and PG level and track record of outstanding performances of its pass-outs in different spheres. Many of them are occupying key positions in many private and public sector undertaking in India and abroad and have brought glory to the college. In a world




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where technology is changing very fast, it is indeed a challenging task to cater to the needs of industry for proficient manpower.

2. Vision, Mission & Quality Policy:

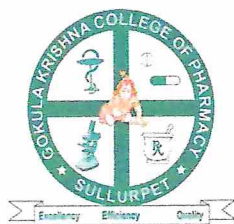


Gokula Krishna College of Pharmacy: Advancing Pharmaceuticals and Healthcare

Established in 2007 by the Sri Krishna Educational Society, Gokula Krishna College of Pharmacy provides quality professional education with a focus on interdisciplinary research and collaboration. Our goal is to produce competent professionals who contribute to the field through patient care, public health initiatives, and research.



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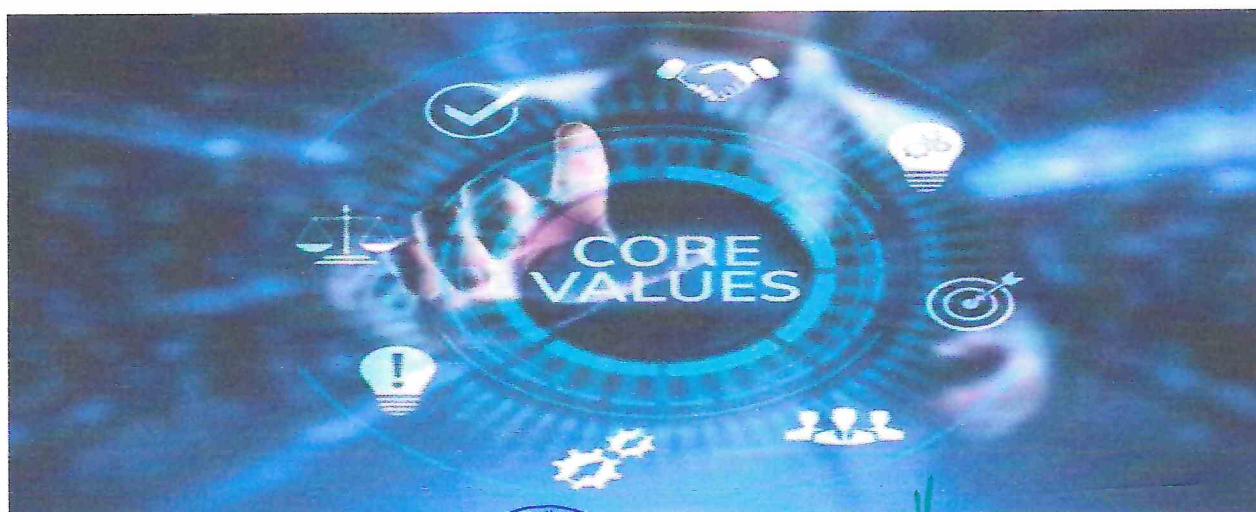
VISION:

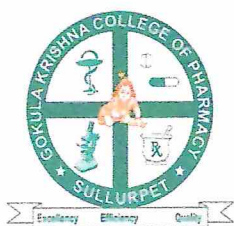
We at Gokula Krishna College of Pharmacy will impart futuristic technical education and instill high patterns of discipline through our dedicated staff, who shall set global standards, making our students technologically superior and ethically strong, who in turn shall improve the quality of the human race.

MISSION:

Our mission is to educate students all over the state and even the country, including those from local and rural areas, so that they become enlightened individuals, improving the living standards of their families, industry, and society. We will provide individual attention, world-class quality education, and character building.

3. CORE VALUES





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Professional ethics:

We are committed to the highest standards of honesty, fairness, respect, and professional and scholarly ethics. We value the dignity and worth of all people. We expect all of our conduct to be based on integrity, mutual respect, and civility and that conduct is driven by the highest ethical standards.

Research culture:

We value and promote multidisciplinary research, creativity, innovation, experimentation and critical thinking. We value learning and the pursuit of knowledge as lifelong processes of transformational personal and professional growth.

Continuous improvement:

We value continuous improvement through the assessment of student learning outcome, program effectiveness, and our decision making processes. We utilize these assessments to improve the quality of our courses, programs and practices.


Team work:

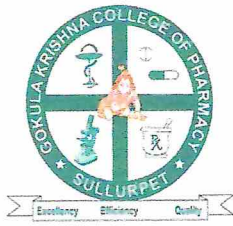
We encourage faculties, students, administrative and supporting staff for togetherness, cooperative and coordinative culture by creating a positive environment to meet teaching and learning objective.

Academic excellence:

The institute has been always trying to achieve desired academic excellence.




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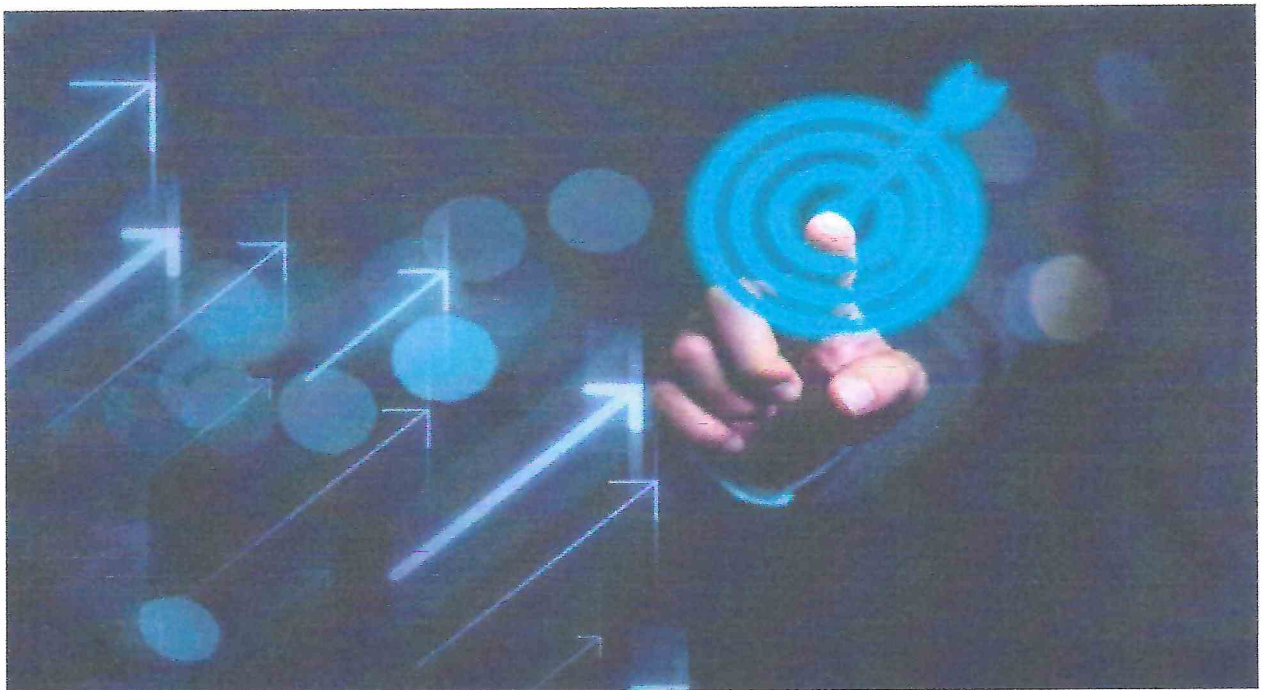
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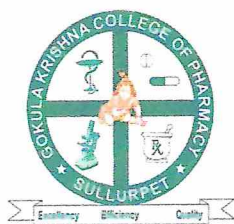
4. OBJECTIVES:



The institution has a well defined strategic plan with the following objectives:

- Ensures goal congruence.
- To serve as an actionable way to reach institution goals.
- To articulate a shared vision, mission and values.
- To track, evaluate and modify plans to provide clear direction for the future of the institution.
- To create a space for collaborative implementations.
- To get a research funding from different government and non- government organizations.





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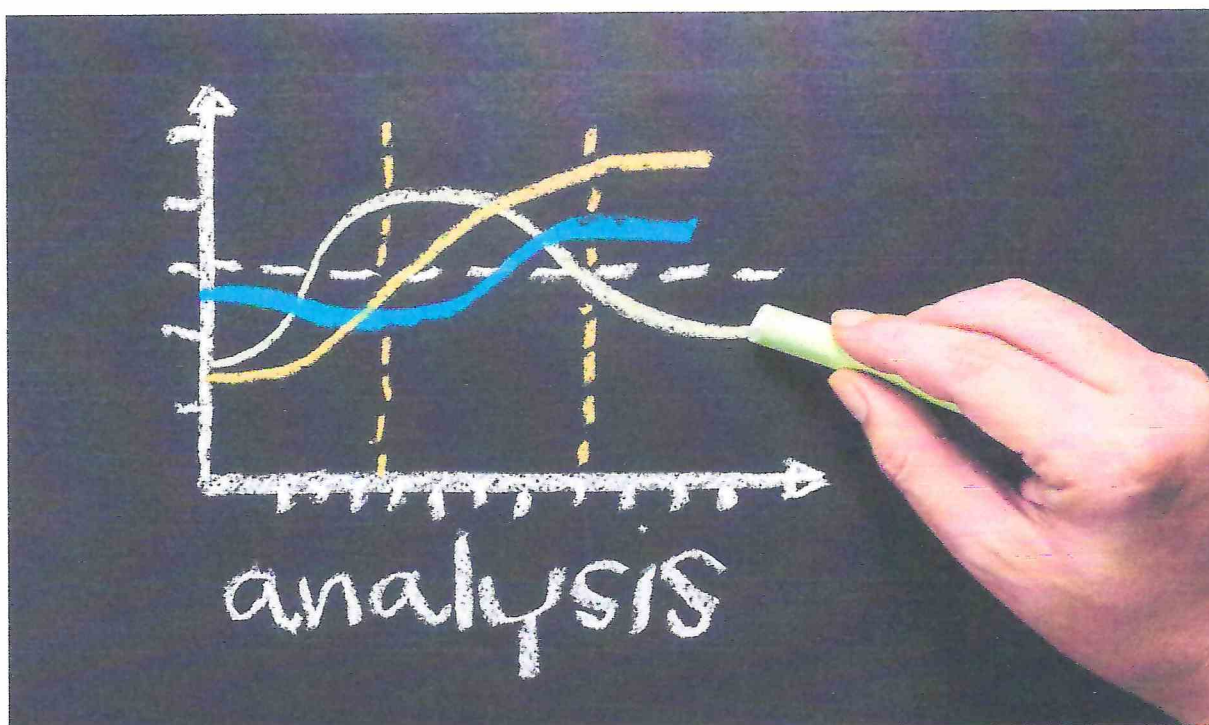
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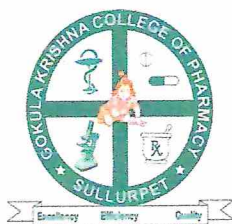
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- To activate Alumni activities.
- To enhance the quality of institution in all aspects and to get accredited with NAAC, NBA, & NIRF.
- To achieve autonomous status.
- To be the best Pharmacy college in the state of Andhra Pradesh.
- To provide a quality educational program to students that offers knowledge in pharmaceutical sciences.

5. SWOC Analysis of the Institution:



Narayana
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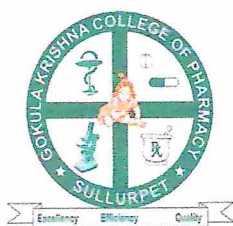
Institutional Overview: Strengths, Weaknesses, Opportunities, and Challenges

Strengths:

- Recognized as a professional institution by the Pharmacy Council of India and affiliated with Jawaharlal Nehru Technological University (JNTUA), one of India's oldest and most prestigious universities.
- 24 years of experience in the field of education, plus the leadership of a nationally recognized head of the institution, creates an ideal intellectual working environment.
- The 30-acre lush green campus provides a peaceful atmosphere.
- Well-connected transport facilities ensure easy access for students and staff from various areas.
- Highly qualified staffs with professional and ethical values guide the students.
- The college has excellent infrastructure facilities for curricular, co-curricular, and extracurricular activities.
- Student welfare is a top priority, with separate hostel facilities for girls and boys, special guidance for competitive exams, career counseling, personality development sessions, industry exposure, extracurricular activities, and a registered NSS for imparting moral values.
- Student support and placement services are provided.
- Entrepreneurship development opportunities are available.




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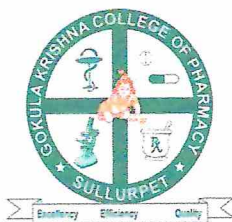
- Advanced research is facilitated by modern laboratory equipment.
- The library is well-stocked with reference books, textbooks, national and international journals, and periodicals.
- The library is equipped with internet and Wi-Fi facilities.
- Extended library hours before and after college hours for students' convenience.
- Research publications in peer-reviewed national and international journals.
- Faculty quarters are available on campus based on request and availability.
- Vibrant alumni across the globe are in distinguished positions and registered with the Alumni Association.

Weaknesses:

- The rural location can be a drawback at times.
- Most students struggle with communication due to prior education in regional languages.
- Project funding through agencies and consulting is yet to be established.
- Faculty needs to improve from basic research to advanced research to obtain high-impact publications and patents.
- The college needs to work more on strengthening productive activities in the Alumni Association.



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Opportunities:

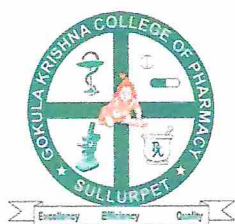
- Enhance research and developmental activities through interacting with industrial experts.
- Collaborate with industry, other research laboratories, or clinical trial industries for better exposure of the students.
- Augment infrastructure and learning resources.
- Encourage faculty to apply for research grants from various funding agencies.
- Encourage faculty for PhD or post-doctoral programs.
- Communicate with more industries for student placement.

Challenges:

- Recruiting specialized faculty is becoming a tough challenge since the institute is located on the outskirts of rural locations.
- Students from rural areas, agrarian backgrounds, and regional language medium education sometimes pose a challenge.
- Meeting the growing expectations of stakeholders.
- Bridging the gap between students from different backgrounds.
- Fulfilling the continuously changing requirements of the pharmaceutical industry.




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6. 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.

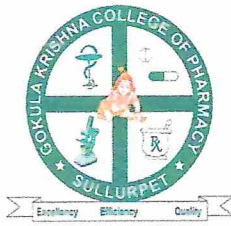


Strategic Goals:

- Improve the process of teaching and learning
- Strengthening the faculty
- Infrastructure Development
- Student support activities
- Student career development
- Community engagement programs



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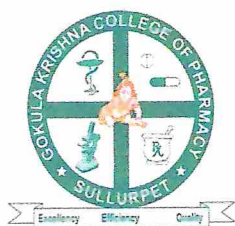
- Feedback analysis
- Planning for NAAC accreditation
- Achievement of autonomous status
- Permanent Affiliation
- Institute accreditation from NBA
- Reinforcement of research publications, Inventions and Patents
- To avail research funding from government and non-government organizations
- Strengthen of R&D cell
- Establishment of incubation center
- Avail the best NIRF ranking
- Strengthen of Entrepreneurship cell
- Intensify alumni involvement in all aspects of institution development.

The components of strategic plan and their deployment are summarized as follows;

Strategic goals	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 R15, R19 and R23 UG, R17 & R21 PG regulations.




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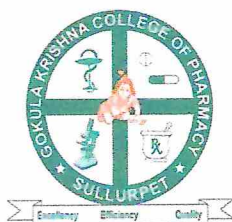
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<p>ii) To adopt innovative teaching aids</p> <p>iii) To encourage students with self-learning and e-learning.</p> <p>iv) Assessment and evaluation of the Student's progress.</p>	<p>ii) The faculty members use in class ICT facilities and Power Point Presentation for better understanding of the topics.</p> <p>iii) The students are encouraged to study professional courses through NPTEL portal.</p> <p>iv) Mentor-mentee system and Academic Monitoring Team are crucial in the assessment and evaluation of the student's progress.</p>
<p>Strengthening the Faculty</p> <p>i) To ensure academic and research ambience in the institution by increase the number of PhD qualified faculty.</p> <p>ii) To enhance faculty participation in FDPs/ workshops/ seminars/ conferences to update their knowledge in 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</p>	<p>i) 9.6% of the faculties are qualified with PhD and 12.9% pursuing.</p> <p>ii) More than 80% of the faculty attended various FDPs / workshops/ seminars/ conferences to enhance their knowledge.</p> <p>iii) More than 50% of the faculty published papers in indexed journals and reputed conferences.</p> <p>iv) The faculty of the institution has a</p>



Kavay

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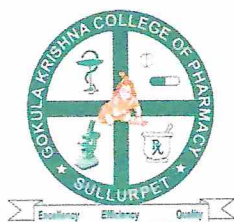
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<p>for patents.</p> <p>v) Participation in faculty exchange programs.</p>	<p>total of 3 patents.</p> <p>v) Faculty members are being used as a resource persons as a part of faculty exchange program.</p>
<p>Development of Infrastructure</p> <p>i) To equip all classrooms and laboratories with LCD projectors.</p> <p>ii) To upgrade the existing internet bandwidth from 50Mbps to 200 Mbps</p> <p>iii) To provide Wi-Fi facility in the institute</p> <p>iv) Installation of CCTV cameras</p>	<p>i) 100% of the classrooms are equipped with LCD projectors.</p> <p>ii) Internet bandwidth is increased to 200Mbps.</p> <p>iii) Wi-Fi facility provided in the institute.</p> <p>iv) Installation of CCTV cameras is an important part of maintaining a safe and safe and secure environment for everyone.</p>
<p>Student Support Activities</p> <p>i) To conduct technical activities like seminars, workshops etc.,</p> <p>ii) To register for internship/ industrial training and add-on certification courses.</p> <p>iii) To encourage students to participate cultural events and sports</p>	<p>i) Technical events were conducted to enhance the skills of the students</p> <p>ii) Students are doing internships in industries and add-on certification courses</p> <p>iii) Students are participating in cultural events and sports and are being awarded as well</p>





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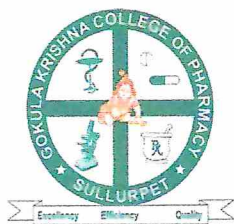
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<p>Student Career Development</p> <p>i) To enhance the placement opportunities</p> <p>ii) To arrange for career guidance and competitive training programs</p> <p>iii) To conduct awareness program on education in abroad</p>	<p>i) College providing 80% placement for students</p> <p>ii) Experienced faculty were involved in conducting career guidance programs and coaching classes for competitive exams</p> <p>iii) Awareness programs were conducted in the college regarding education and working opportunities in abroad</p>
<p>Community Engagement Programs</p> <p>i) To encourage students to participate in social and community programs</p> <p>ii) To pay a visit to nearby villages and schools</p>	<p>i) NSS Unit of the institution regularly conducts medical camps, health awareness programs in the surrounding villages and also arranges for blood donation campaigns.</p> <p>ii) NSS Unit arranges to visit nearby villages and schools to enhance the social and moral responsibilities in the students</p>



Navya



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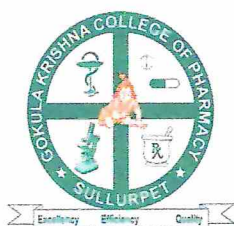
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<p>Feedback from Stakeholders</p> <p>i) From students</p> <p>ii) From alumni, employers and Parents</p>	<p>i) Student's feedback helps in understanding the merits and weakness in the teaching process and to make needed changes.</p> <p>ii) It will be helpful in improving the curriculum and necessary employable skills.</p>
<p>NAAC accreditation (2023-24)</p> <p>i) Planning for NAAC accreditation</p>	<p>i) Quality improvement of institutions of higher education.</p> <p>ii) It will be helpful to do periodic assessment and accreditation of institution.</p>
<p>Achievement of autonomous status</p> <p>i) To achieve autonomous status to college by the end of 2024-25</p>	<p>i) Academic freedom</p> <p>ii) Choice-based credit system</p> <p>iii) Institution can train and guide young students to excel and develop a spirit of competition</p>
<p>Permanent Affiliation (2024-25)</p>	<p>Permanent affiliation aims to</p> <p>i) Improve the educational experiences and delivery methods and also the teaching and learning processes in the institution.</p>





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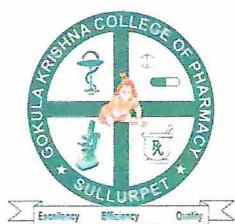
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	ii) The institution becomes more reputable
Institute accreditation from NBA (2025-26)	i) To asses and accredit the technical education program ii) To promote quality conscious system of technical education iii) To contribute to the domain of knowledge in quality parameters, assessment and evaluation
Reinforcement of research publications, Inventions and Patents	It plays a pivotal role in motivating researchers so as to improve their research outcomes and enhance economic development.
To avail research funding from government and non-government organizations	It will be helpful to the institutional faculties as researchers to thrive more towards the path of development
To strengthen R&D Cell i) To enhance MOU's with esteemed institutions, industries. ii) To promote publication of research papers in reputed journals.	i) GKCP has signed more than 20 MOUs with esteemed institutions, industries and for technology transfer and knowledge sharing. ii) Around 29 research papers were published in indexed journals in last five years.



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	iii) Research and development activities are functioning through R&D cell
Incubation Center i) To establish incubation center	i) Under the guidance of faculty, students are involved in start-up projects to inculcate establish incubation center
Avail the best NIRF ranking	Institution is striving for continuous improvement in teaching, research and outreach.
Strengthen Entrepreneurship Cell i) To Strengthen Entrepreneurship development cell	i) The college has established Entrepreneurship development cell
Alumni interaction i) To improve Alumni participation in holistic development of the institution	i) Formation of alumni association, participation, and registration ii) Promote financial contributions in the terms of student scholarships, infrastructure augmentations.




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7. IMPLIMENTATION AND MONITORING OF STRATEGIC PLAN



Implementation develops 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 complaints	Principal, Committee coordinators





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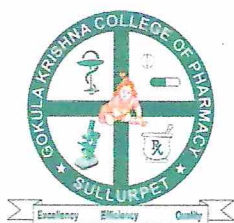
Infrastructure (physical)	GB, Secretary
Infrastructure (Academics)	Principal, Professors & Associate professors
Teaching-Learning	Principal, Professors, Associate professors & Assistant professors
Research & Development	Principal, R&D Department
Students development	Principal, Professors & Associate professors, NSS Activity cell
Training and placements	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 bench marking 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.




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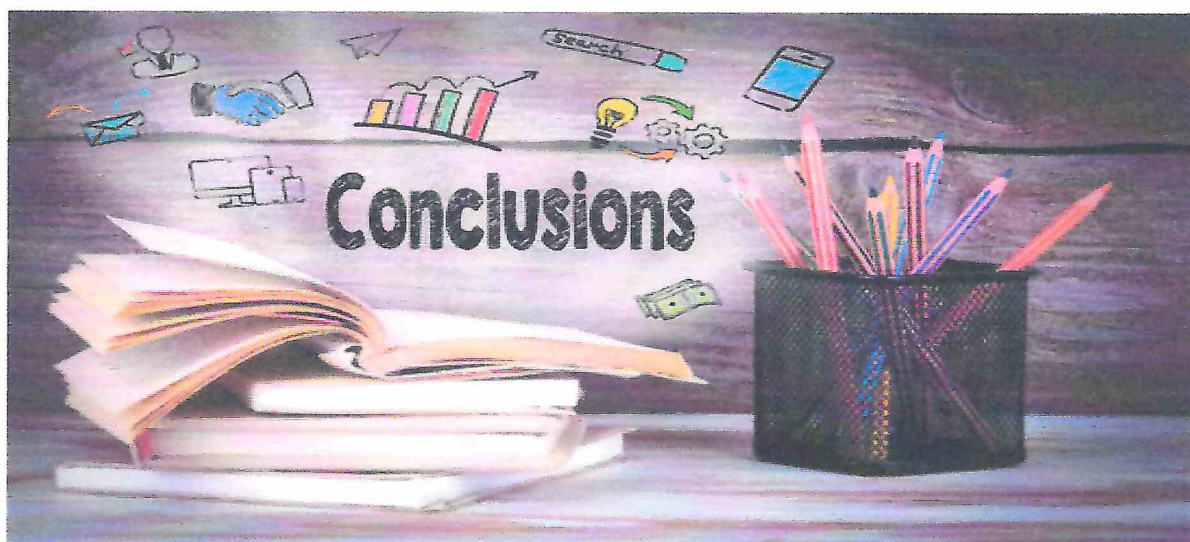
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CONCLUSION



The elaboration of the strategic plan development and deployment is an attempt to pave a way to achieve the goals GKCP dreams of. The mere formulation of the strategic plan doesn't guarantee success, but it provides a guiding framework through the process of participatory brainstorming by stakeholders. Proper implementation of strategies through team work 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 in ensuring the quality of implementation.

PRINCIPAL

