



# STRATEGIC DEVELOPMENT PLAN 2018-2023

# Founder: Late Dr. S.M. Venkatpathi



The late Dr. S.M. Venkatpathi, the Esteemed Founder Chairman of MG Charitable Trust, acted as a beacon of guidance, skillfully igniting significant progress when needed. He laid the foundation for the Group of Institutions, nurtured their evolution, and envisioned them as essential components of a flourishing society.

His foresight positioned the East Point Group of Institutions as a dynamic hub for knowledge cultivation and a bastion of humane principles. Dr Venkatpathi meticulously oversaw the development of infrastructure, human capital, and a value framework conducive to academic distinction, resulting in the annual graduation of thousands of students and profoundly shaping their career paths.

## Principal's Message



Pharmacy, a branch of health sciences, encompasses various aspects such as drug cultivation, collection, storage, analysis, formulation, and understanding their mode of action, pharmacological screening, and interactions. It also delves into diseases, their diagnosis, and prevention.

Through this course, individuals acquire the necessary skills to practice pharmacy across different settings including hospitals, community pharmacies, healthcare departments, pharmaceutical industries, and research academia. Upholding high professional standards is paramount in these roles. Pharmacists play a pivotal role in educating and advising physicians, nurses, and other healthcare professionals regarding medication therapy decisions.

I urge my fellow pharmacists to strive for excellence in all aspects of their work and to advocate for good ethical practices while fulfilling their professional obligations.

**With Best Wishes**

**Dr Jagadeesh Singh S.D, M.Pharm, Ph.D.  
PRINCIPAL**

## Overview

Strategic development plan is a continuous process which focuses on fulfilling institutional strategic goals and departmental goals for an influential environment.

### Vision and Mission of the Institution

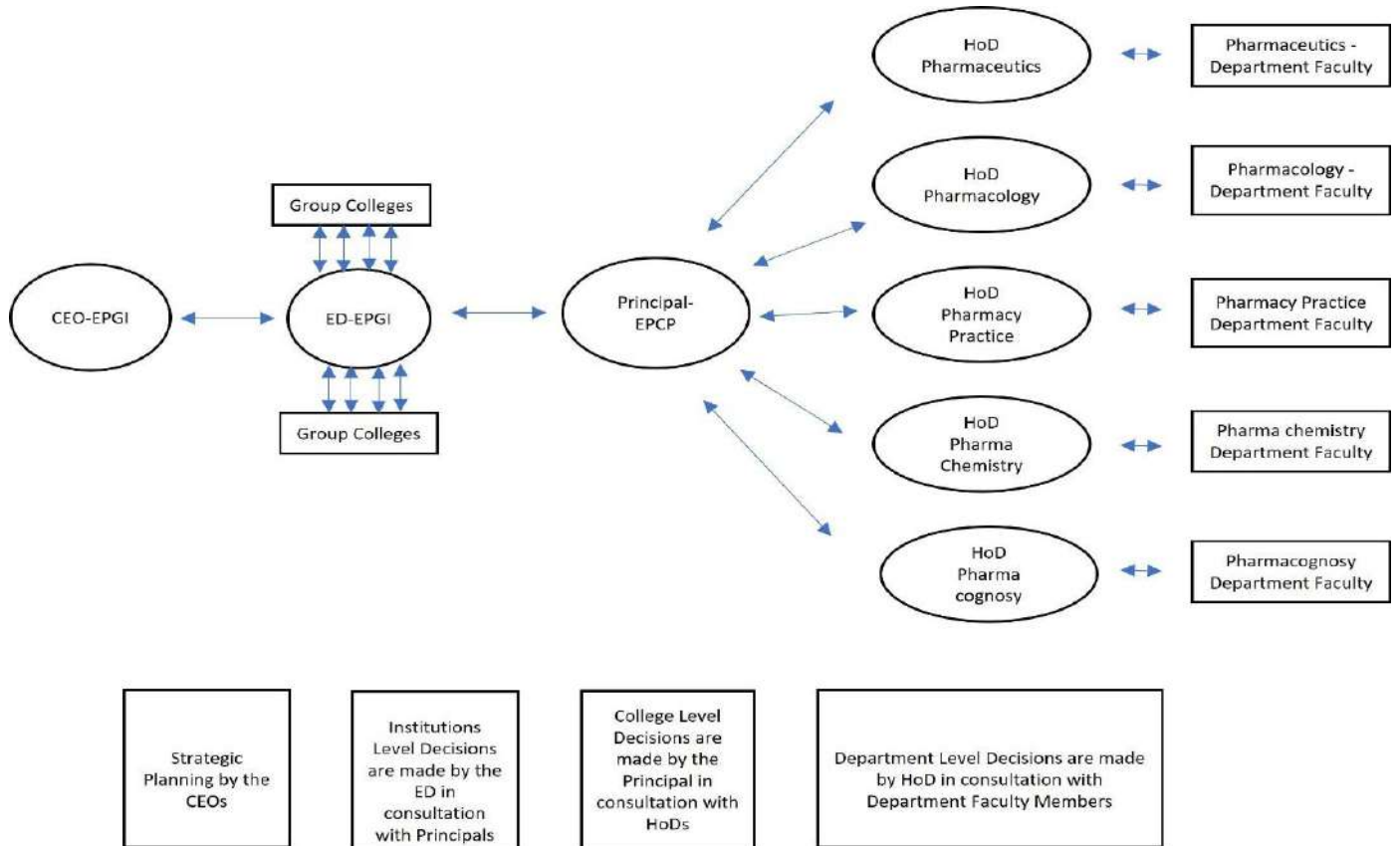
#### Vision of the Institution

The East Point College of Pharmacy aspires to be a globally acclaimed institution, **recognized** for **excellence in** pharmaceutical education, research and nurturing students for **holistic development**.

#### Mission of the Institution

<b>M1</b>	Create pharmacy graduates through <b>quality education</b>
<b>M2</b>	Promote innovation, <b>creativity</b> , and excellence <b>in teaching</b> , learning, and <b>research</b>
<b>M3</b>	<b>Inspire</b> integrity, teamwork, critical thinking, <b>personal</b> development, and ethics in <b>students</b> and lay <b>the</b> foundation for lifelong learning
<b>M4</b>	<b>Serve</b> the <b>healthcare, technological, scientific</b> , and <b>economic</b> needs of then <b>society</b> .

# Strategic Management Framework



As per the above chart following are the members who can make administrative decisions at their levels in EPCP

CEOs	Senior Vice President	Principal	HoD's	Department
Mr Pramod Gowda	Dr Prakash SV	Dr Jagadeesh Singh SD	Dr Chandrakala V	Pharmaceutics
			Dr Arul Selvam	Pharmacology
Mr Tathagata Dey			Pharmaceutical Chemistry	
Dr Kannan R			Pharmacy Practice	
Mrs Soosamma John			Pharmacognosy	
Mr Rajiv Gowda				

Goals	Strategies	Status
<b>Short-Term Goals</b>		
Providing quality of education	1. New initiatives in curriculum formulation, textbook and instructional materials development, teacher training, examination, assessment, monitoring and supervision for the students from the academic year 2021-22.	Achieved
Strengthen basic education	1. By teacher training use of information and communication technologies Ex. ICT models- Publishing programs, Presentation software (Keynotes, Media shout, PowerPoint presentation), Spreadsheets, Blogging. 2. Improved examination and assessment system strict monitoring and supervision. 3. To create an effective environment of high-quality research for faculty and undergraduate students by 2023-2024. 4. Promoting culture of research and innovation 2022-24.	Achieved
Character building with ethical values relevant to all human beings	1. Community Service participation Ex.NSS camps 2. Leadership Education Ex. Introducing the society influenced persons. 3. Diversity Education.	Achieved
Faculty participation in FDP's	1. Faculty will be promoted to attend FDP programs.	Achieved
Purchasing subscriptions of new software's.	1. New softwares subscriptions will be taken to ensure students grow with new technologies.	Achieved

Long-Term Goals		
Excellence in research	<ol style="list-style-type: none"> <li>1. To enhance faculty and student-faculty collaborative research, scholarship and creative activities that are externally validated through peer review and supported by grants.</li> <li>2. To create public and private partnerships through which faculty and students will engage in research, scholarship and creative activities.</li> <li>3. To provide incentives and support for embedding research, scholarship and creative activities for all students, particularly those from underrepresented groups.</li> <li>4. To cultivate international student and faculty exchange programme.</li> <li>5. To develop specific hand holding mechanisms and competitions for promoting innovation among student communities.</li> </ol>	Achieved
ICT integrated campus and Smart learning resources	<ol style="list-style-type: none"> <li>1. To develop venture for Open Distance Learning (ODL) and online programmes.</li> <li>2. To equip class-room with smart learning resources.</li> <li>3. To develop hybrid and blended learning environment for teaching and learning.</li> <li>4. To incorporate technology- driven teaching methods and approaches to learning.</li> <li>5. To augment innovation activities and foster the entrepreneurial environment for staff and students</li> </ol>	Partially Achieved
Upgrading the animal house	<ol style="list-style-type: none"> <li>1. The animal house will be upgraded by the year 2022.</li> </ol>	Achieved
New HPLC instrument will be purchased.	<ol style="list-style-type: none"> <li>1. For the upgradation of faculty and students with industrial technologies.</li> </ol>	Achieved
Upgrading the existing laboratories.	<ol style="list-style-type: none"> <li>1. The laboratories will be equipped with new instruments and infrastructure.</li> </ol>	Achieved
Funding & Economic Development	<ol style="list-style-type: none"> <li>1. To identify alternative funding streams, improve internal financial management tools and enhance instructional delivery models to increase revenue and reduce costs.</li> <li>2. To manage our financial resources to ensure the University's long-term sustainability.</li> <li>3. To contribute in economic development and strengthen community partnerships.</li> </ol>	Yet to achieve.