



# STRATEGIC DEVELOPMENT PLAN 2023-2028

# 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



**Dear Patrons,**

It is my privilege to share our strategic direction for East Point College of Pharmacy, a hub of excellence in pharmaceutical education and innovation. As we embark on this journey, our commitment remains unwavering to foster a dynamic learning environment that nurtures academic excellence, innovation, and ethical leadership.

In an ever-evolving landscape, our focus lies in pioneering advancements in pharmaceutical education, leveraging cutting-edge technology, and embracing interdisciplinary collaboration. Our mission is to empower students with not only theoretical knowledge but also practical skills that align with industry demands.

With a vision to produce future-ready pharmacists, we prioritize holistic development, encouraging critical thinking, problem-solving, and an entrepreneurial mindset. Our faculty, renowned for their expertise, is dedicated to cultivating a culture of academic rigor and fostering a passion for lifelong learning.

As we stride forward, our strategic roadmap encompasses robust industry partnerships, research-driven initiatives, and a student-centric approach that caters to diverse aspirations and talents.



I invite each stakeholder to join hands in this transformative journey, where together, we aim to set new benchmarks, drive innovation, and inspire excellence in pharmaceutical education.

Let us collectively forge ahead, charting a course that not only meets the demands of the present but also anticipates and shapes the future of pharmaceutical education.

Warm regards,

Dr. Anna Balaji

Principal, East Point College of Pharmacy

## Overview

Strategic development plan is a continuous process which focuses on fulfilling institutional strategic goals and departmental goals for an influential environment. Each department has been provided with a tailored vision and mission geared towards enhancing the capabilities of both students and staff members. Strategic development planning is an ongoing endeavor, meticulously designed to achieve both institutional strategic objectives and departmental goals within an ever-evolving environment. It takes into account the resources at hand, the current landscape of the institution, and external factors that significantly influence growth. Through the Strategic Development Plan (SDP), the institution conducts a thorough analysis of its present situation, forecasts potential future scenarios, and envisions the trajectory it aims to pursue. By aligning with its vision and mission, adhering to core values, and upholding quality policies, the SDP serves as a roadmap for navigating towards success.

The initial phase of the Strategic Development Plan involves a comprehensive review of the institution's vision, mission, quality policy, and core values, conducted in collaboration with various stakeholders including management, leadership, Heads of Departments (HoDs), faculty, staff, students, and parents. Through this inclusive process, a SWOT analysis is conducted to assess internal strengths, weaknesses, as well as external opportunities and threats. This analysis informs the establishment of institutional goals and strategies.

The strategic timeline is structured to address short-term goals achievable within one year, mid-term goals spanning 2 to 3 years, and long-term goals set for 4 to 5 years. These objectives are meticulously crafted to ensure alignment with the institution's overarching vision and mission. The final outcomes of this process are deliberated and endorsed by the council, following a thorough examination of all pertinent factors, thereby ensuring a well-informed and strategic approach to institutional development.

The process entails breaking down institutional strategic goals into actionable strategies for comprehensive planning and execution. Stakeholders collaborate on defining departmental goals aligned with the overarching institutional objectives. Implementation plans, including detailed financial budgets and timelines, are developed and disseminated to all departments. A dedicated

SDP implementation plan is meticulously maintained, with progress overseen by department heads and institutional leadership.

The implementation of the SDP is poised to significantly boost East Point College of Pharmacy capacity to deliver favorable outcomes to all stakeholders involved. With this initiative, the institution is poised for substantial growth, emerging as a beacon of excellence in technical and management education for generations to come. This trajectory ensures the fulfillment of its mission and vision, solidifying its position as a leader in the field.

## Vision and Mission of the Institution

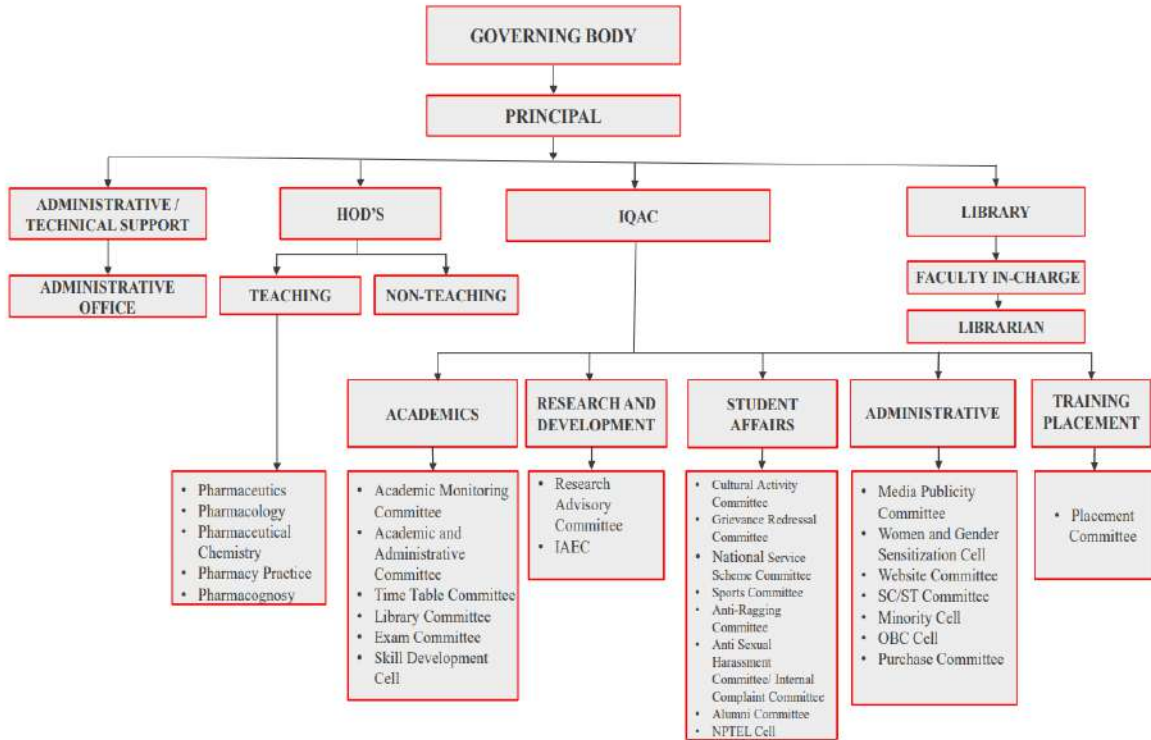
### Vision of the Institution

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

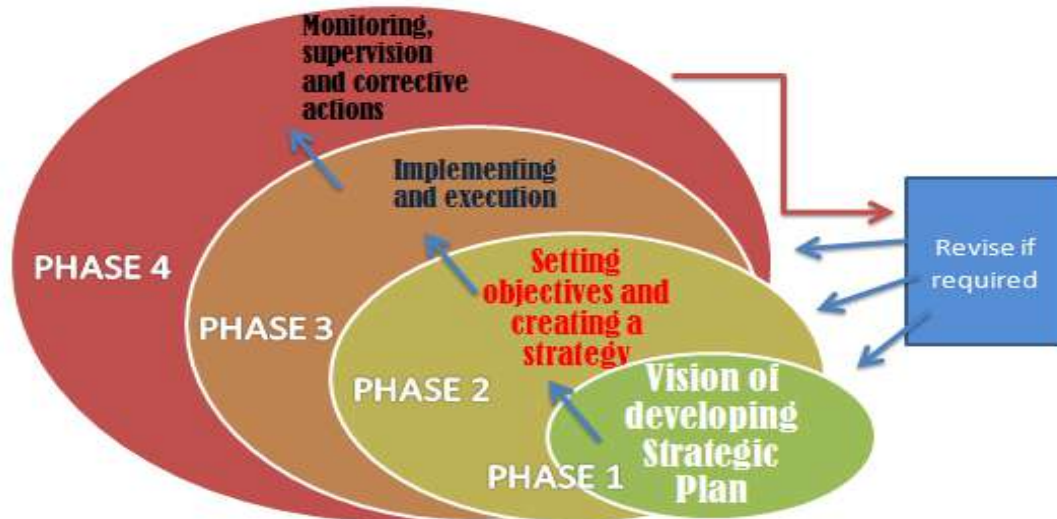
<b>M1</b>	Create pharmacy graduates through <b>quality education</b>
<b>M2</b>	Promote innovation, <b>creativity</b> , and excellence <b>in teaching</b> , learning, and <b>research</b>
<b>M3</b>	<b>Inspire</b> integrity, teamwork, critical thinking, <b>personal</b> development, and ethics in <b>students</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 S	Dr Anna Balaji	Dr Chandrakala V	Pharmaceutics
			Dr Sivasankar P	Pharmacology
Mr Tathagata Dey			Pharmaceutical Chemistry	
Mr Rajiv Gowda			Dr Kannan R	Pharmacy Practice
			Mrs Soosamma John	Pharmacognosy





Goals	Strategies
<b>Short Term Goals</b>	
NAAC accreditation	1. By the year 2024 -2025 we will try to become a NAAC accredited college.
Adherence to academic calendar.	1. All the events will be conducted as per academic calendar.
Increment in M.Pharm seats.	1. By the year 2024-2025- Increase the intake of master in pharmaceuticals seats from 9-15. 2. By the year 2024-2025- Increase the intake of master in pharmacology seats from 12-15.
New Program-M.Pharm in Pharmaceutical Analysis.	1. By the year 2025-2026 – we will try to start M.Pharm in Pharmaceutical analysis with 15 seats.
Increment in Diploma seats.	1. By the year 2025-2026 – Increase the intake of Diploma in pharmacy from 60 to 100.
New Program- Pharm D Post Baccalaureate.	1. By the year 2025-2026 we will try to start Pharm D PB with 10 seats.
NCP Program	1. By the year 2025-2026 we will try to organize NCP program.
Summer Research Projects	1. By the year 2025 we will try to start Summer Research Projects for 3 <sup>rd</sup> year and final year students.
<b>Long Term Goals</b>	
Excellence in research	1. To obtain funded projects for government and other organizations which will provide students and faculties to do better research work.
Funding & Economic Development	1. To identify alternative funding streams, improve internal financial management tools and enhance instructional delivery models to increase revenue and reduce costs. 2. To manage our financial resources to ensure the University's long-term sustainability 3. To contribute in economic development and strengthen community partnerships.
Faculty with PhD	1. At least 5% faculties will be motivated to join PhD program so at the end of 5 years 50% of faculties will complete PhD.
Memorandum of Understanding with the NGO	1. At least 1 MOU per year with the NGO.
Memorandum of Understanding with the Industries to facilitate	1. At least 5 MOU per year with the industries.



**EAST  
POINT** COLLEGE OF  
PHARMACY

East Point Campus, Jnana Prabha, Virgo Nagar Post,  
Bengaluru – 560049, Karnataka

experimental and instrumental learning.	
Memorandum of Understanding with foreign organisation	1. At least 1 MOU per year with the foreign organization.
Research Tie up with international institutions	1. At least 1 MOU per year with the international institution.
INSA	1. By the year 2026-2027 we will try to get projects for students under INSA.
R& D	1. Establishment of centre of excellence by 2025-2026.