



## ANNAMACHARYA COLLEGE OF PHARMACY

New Boyanapalli, Rajampet - 516126, Y.S.R. Kadapa District. A.P., India

### Strategy Development and Deployment

Annamacharya College of Pharmacy identified the following strategies in achieving its goals. These strategies are developed from the institutional policies and procedures for performing specific functions of the organization. Each process is regularly reviewed by a monitoring mechanism.

**1. Strategy to develop competences to serve the ever-changing needs of the industry & society and strategy to empower the faculty, staff and aspiring pharmacists with essential pharmacy knowledge and skills:**

- Applying the innovative teaching learning methods.
- Arranging industrial visits, industrial trainings and guest lecture for students.
- Training the students in health care and community services
- Organizing orientation programs, courses related to the curriculum.
- Use of teaching aids such as Models, Multimedia Presentations, NPTEL video lectures etc.
- Providing individual attention and hands on experience
- Create opportunities for new learning by organizing Seminars/Conferences/ Workshops.

**2. Strategy to strengthen collaborative research and consulting environment with industry and other institutes:**

- Establishing research labs in departments imparting PG programmes.
- Encouraging the faculty for research publications.
- Motivating the students for research by organizing Seminars/Conferences and also presenting papers in conferences.
- Appreciating the research of students/ faculty.
- Forming MoUs with industries and other institutes.
- Faculties are being motivated to undertake consultancy works.

**3. Strategy to inculcate social and ethical values:**

- Establishing NSS cell and organizing various social programs/ activities.
- Establishing community and ethical value based cells and organizing awareness programs on various ethical issues through these cells.
- Associating with Local Bodies and assisting/ supporting them with for the well being of local peoples.

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#### 4. Strategy to implement Green Initiatives in the Campus:

- With the help of NSS cell of the college, various activities are organized to have a plastic-free campus.
- Planting trees in the college campus was done by the students as a responsibility towards Mother Nature
- The entry of outside vehicles/automobiles into the college campus can be restricted/limited so that the college will be free from air-pollution and accidents can also be avoided to a great extent.
- Encouraging the stakeholders to use public transportation system.
- Protecting the natural water bodies in and around the college campus & proper maintenance of rain water harvesting system is to be implemented.
- Proper maintenance of waste management system will help the campus to look neat, clean & provide a pleasant feeling.

#### 5. Strategy to improve Placement Activities:

- The college Training and Placement Cell prepared an Action Plan to improve the training and placement activities
- The Action Plan includes:
  - i. Conducting Mock Interviews for Final Year students.
  - ii. Preparation of list of possible Placement drives that can be brought to the campus
  - iii. identifying & recording the current position of pass out batch students.



  
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