



JNTUH COLLEGE CODE: U2

EAMCET CODE: SDIP

# SREE DATTHA INSTITUTE OF PHARMACY

( Approved by AICTE & PCI, New Delhi, Affiliated to JNTUH, Hyderabad, T.S)  
Nagarjuna Sagar Road, Sheriguda (V), Ibrahimpatnam (M), R.R.Dist., Greater Hyderabad-501510. T.S  
Ph.:+91-8801099936/35, 9393808082,  
Email: principalsdip@sreedattha.ac.in, www.sreedattha.ac.in

## PREFACE

M/s Vijayanthi Educational Society Sree Dattha Institute of Pharmacy, an unaided religious non-minority private Institution was founded in Hyderabad in 2005 by the Founder Secretary, Hon'ble G. Panduranga Reddy. Since its inception, the college has created a niche as one of the premier institutes of pharmaceutical education in the region of Hyderabad. Our college is affiliated to Jawaharlal Nehru Technological University Hyderabad (JNTUH). The college is approved by All India Council for Technical Education (AICTE) and Pharmacy Council of India, New Delhi.

There are numerous achievements to the credit of our college and it enjoys a reputation of center of academic excellence. This was possible only due to the vision of the Hon'ble Founder Secretary, G. Panduranga Reddy, who thinks that, "Development of Techno – entrepreneurial society" is the key to achieve "VISION 2030.

In order to achieve new horizons in the pharmaceutical education, the strategic plan is proposed for stepwise growth of the institution in the form of STRATEGIC PLAN- document, which is developed as result of SWOC analysis of the college. The proposed strategic plan document focuses on entrepreneurship, innovations, research, international collaborations and very strong industry relations to develop globally competent pharmacists. This strategic plan document also includes the detail action plan with implementation schedule for various major activities for institutional development and resource mobilization.

I convey deep appreciation to all my colleague staff members without their support and sincere contribution, the successful implementation of this STRATEGIC PLAN 2023-2024 will not be possible.

Thank you.

Dr. B. Chandrashekar

Principal





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## STRATEGIC PLAN

### 1.0 Preamble

The college has prepared a strategic plan as proposed by the principal in co-ordination with Management, CDC/LMC and GB. The plan is prepared by considering the following aspects:

1. Assessment, Baseline- Where we are?
2. Components- Where we want to be?
3. Down to specifics- How we will do it?
4. Evaluate- How are we doing?

**1. Assessment:** The assessment was based on institutional background followed by an environmental scan and SWOC analysis.

**2. Baseline:** The institution's past developments, present situation and future prospects, all significant issues and capabilities as well as any gaps were considered to set the baseline.

**3. Components:** The college STRATEGIC PLAN-2019-24 and mission was set taking into consideration the views of all stake holders, care was taken to imbibe values and guiding principles of the founder and mentors. The college conducts both undergraduate and postgraduate programs in Pharmacy. The program educational objectives were prepared using major and specific goals and due consideration has been given to the desired graduate attributes and program outcomes.

**4. Down to specifics:** To overcome hurdle in the implementation, the strategic plan clearly states the action plan, initiatives, targets, standards for performance and specifications as performance indicators.

**5. Evaluate:** Periodic evaluation is mandatory to keep the plan on track so as to meet the desired targets. Performance management tools, effective review process, feedback mechanisms and corrective and preventive actions are necessary. An inbuilt design system providing space for appropriate revision in plan is incorporated.



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**2.0 Background of the institute**

Sree Dattha Institute of Pharmacy was established in the academic year 2005 by the dynamic leadership of Hon'ble Founder Secretary G. Panduranga Reddy. It is one of the premier institutes established in Sheriguda, Ibrahimpatnam, R.R. District, Telangana state. The sprawling campus has modern buildings blended with traditional architecture and sprawling greenery in the campus. It is strongly convinced that establishment of excellent technical institutions is the solution to the problem of development of techno-economic society. SDIP provides right curriculum and innovative teaching methodologies and there is a series of vibrant education and leadership strategies for gaining unbeatable competitive advantage from countrywide experts for a matchless growth beyond the ordinary.

SDIP provides students a vibrant academic experience that adheres to stringent international quality standards, imbibes life skills among its students, and prepares them to not only take on competitive careers but also succeed in life.

The campus is an exemplary model of unity in diversity, with over 3,000 boys and girls of diverse caste, class, creed and religion. Our college is affiliated to Jawaharlal Nehru Technological University Hyderabad (JNTUH). The college has got all necessary approvals from AICTE New Delhi. Investment in human potential has helped college to create skilled and devoted team. The college has well experienced and dedicated staff members.

Students- Guardian relationship scheme, students committee, students' welfare etc. are the schemes run for the wellbeing of the students. Care taking faculty members enjoys all such activities with students. College is situated in a wi-fi campus, the college has got spacious, well equipped and technically sound laboratories with inbuilt stores for chemicals and glassware, Class rooms with audiovisual effects are provided to make teaching effective and communicative. A separate computer Lab with LAN and internet facility is available with sufficient number of computers. Spacious library with continuous influx of Pharma books and journals is available for the student's service.

The College has produced more than seven 2000 undergraduates and postgraduate students from various Pharmacy programs. As educators we play a crucial role in implementing a framework which ensures educational equity to the socially and culturally diversified student body.







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Hon'ble Founder Chairman G. Panduranga Reddy envisioned a corporate culture and his efforts fructified with the signing of MOU with Global Hospital, Hyderabad to avail services for training of our Pharm.D & Pharm.D(PB) students to practice Hospital and Clinical related services effectively, associated with Hitech Institute of Advanced Pharmaceutical sciences, Banjara Hills, Hyderabad to make our B.Pharmacy students perfect in learning advanced Industrial Technologies for facility sharing, entrepreneurship, collaborative research, training and placement of students.

Research projects are underway in significant areas of pharmacy sciences and various fields in pharmacy. Faculty has published several research publications in National and International journal of repute. The faculties also provide research consultancies and training to various companies.

Campus has excellent sport complex with many playgrounds to develop state & national level Sports champions. Faculty members and students have fetched laurels to the college through many prizes and awards in sports, co-curricular and extra-curricular activities at intercollegiate, state level. At present, the college symbolizes the meaning of quality education and professional achievement. The campus boasts of every possible amenity. The imposing main building with spacious well-ventilated, beautifully furnished classrooms, the ultramodern laboratories with the latest equipment and all possible accessories ensure the highest degree of professionally imparted pharmacy education. The achievements and standards set by the college have bestowed on it a reputation that has moved beyond India.

### 3.0 Major Achievement since the inception of the institute:

- MOU with MAHSA University, Malaysia.
- Animal House approved by CPCSEA & IAEC.

### 4.0 S-W-O-C analysis of the institute

#### STRENGTHS

- Supportive management emphasizing conducive environment for academic excellence.
- Highly Qualified and experienced faculty.
- Industrial interactions and MOU with reputed Industries.





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- Strong research culture with publication of faculty, PG students in reputed peer reviewed Journals.
- Well-developed and maintained infrastructure with hostel and transport facility.
- Facilities like ICT enabled 'smart classroom' and 'video conferencing room' to promote teaching – learning environment.
- Highly sophisticated instruments such as HPLC, UV- visible spectrophotometer, extruder spheronizer, multi station motor driven tablet press, programmable dissolution test apparatus to promote research activity.
- Library with vast collection of books, journals, e-resources and 'book bank facility'.
- Excellent academic record bringing laurels to institute.
- Well developed 'mentoring system' for overall development of students.
- Assistance to students for fetching 'government/ non-government scholarships.
- Research papers published in peer reviewed national and international journals with high impact factor.
- Good number of books published by faculty members.
- Diligent Training and Placement Cell.

## WEAKNESS

- Weak communication skills of students
- Limited Industry – Institute interactions
- Less number of patents
- No curriculum autonomy.







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## OPPORTUNITIES

- Organizing a greater number of national and international seminars, workshops and conferences.
- Motivation of faculty members to avail a greater number of research grants and funds.
- Start Ph. D. Centre to upgrade qualification and strengthen research activity.
- Improvement in consultancy and collaborative work.
- Development of leadership qualities to become Successful entrepreneur.
- Strengthening of Center for IQAC.
- Introduction of new Add on certificate programs and courses considering needs of Industries and soft skills.

## CHALLENGES

- To fulfill expectations of stakeholders.
- To inculcate research and entrepreneurship skills in students so as to prepare socially responsible pharmacy professionals.
- To create awareness about Pharmacy profession amongst society
- To cope up with new technologies and advancements in the ever-evolving pharmacy field.
- Continue to advance with excellence in the unpredictable and challenging technical market scenario.

## 5.0 VISION AND MISSION OF THE INSTITUTE

### 1. Vision of the Institution:

To develop this Institute as one of the premier institutions in dynamic equilibrium with its social, ecological and economic environment, serving continuously to excellence in education, research and pharmaceutical service to nation.





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## 2. Mission of the Institution:

1. To provide high quality enterprising students with excellent pharmaceutical and technological skills.
2. To create and sustain a community of learning in which students acquire knowledge and learn to apply it professionally with due consideration for ethical and economic issues.
3. To pursue Research and disseminate research findings.
4. To help in building national capabilities in pharmaceutical sciences, education and research.

The detailed Strategic plan and mechanism for financial mobilization and resource deployment for effective implementation during the ensuing 11 year period is explicated in the College VISION-2030 document the link for which has been uploaded herewith.

## 6.0 Core Values

1. Quest for Excellence
2. Professional ethics
3. Secular environment
4. Professionalism
5. Culture for promotion of research and innovation
6. Continual quality improvement system
7. Transparency

## 7.0 Institutional Goals:

1. Faculty and staff development for leadership stated in mission and vision;
2. Strengthening the Internal Quality Assurance Cell for institutional development
3. Establish Research and Development and Incubation cell at institute







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4. Accreditation/reaccreditation and ranking of institute by NAAC, NBA, NIRF etc.
5. Entering in to partnership/collaboration with national/international organizations/universities for research, continuing education and consultancy facilities.

## 8.0 Planned Initiative and programs/projects:

- Strengthening Internal Quality Assurance Cell
- Research collaboration with national/international organizations/industry
- Research center leading to Ph. D.
- Research proposals to UGC, ICMR, DBT, AICTE
- Workshops/conferences for promotion of research
- Setting up of Intellectual property right cell
- Accreditation/reaccreditation by NBA, NAAC
- Award of Autonomous status / Deemed-to-be university status to the institute
- Dual degree program/ International program
- Continuous professional development cell.

## 9.0 Activities for Strategic plan (Long-term plan)

S.NO	ACTIVITY PROPOSED	DEPLOYMENT OF RESOURCES STRATEGIC
1	Strengthening Internal Quality Assurance Cell	Internal resources
2	Research collaboration with national/international organizations/industry	Collaboration/partnership with industry/organization
3	Research center leading to Ph. D.	Collaboration/partnership with



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		industry/organization
4	Research proposals to UGC, ICMR, DST, DBT, AICTE	Collaboration/partnership with industry/organization
5	Workshops/conferences for promotion of research	Collaboration/partnership with industry/organization
6	Setting up of Intellectual property right cell	Collaboration/partnership with industry/organization
7	Accreditation/reaccreditation by NBA, NAAC	Internal resources
8	Award of Autonomous status / Deemed-to-be university status to the institute	Internal resources
9	Dual degree program/ International program	AICTE
10	Continuous professional development cell	AICTE

## 10.0 Strategic for Implementations of the programs/projects

The following strategies will be employed to attain the goals and vision of the institute.

- Deputing teaching/non-teaching staff to the training programs and conference/seminar
- Developing a more interactive Knowledge Management (KM) portal of the institute to address the developmental agenda of the institute
- Making the alumni network stronger
- Conducting the workshops and conferences in collaboration with partner organizations/industries
- Research proposal to the funding agencies (one project per teacher)
- Developing and submitting the proposals to the funding bodies/authorities for grant or approval.







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- Joining the national/international programs on academic/research collaborations
- Obtaining the certification for capacity building and extending the facilities and support services

## 11.0 Strategic for mobilization of the sources

The following will be the sources of funding and mobilization of resources for the strategic plan Vision-2030

- Excess/balance from the budgetary provisions
- Research funding
- Collaborations with industry/organization
- Conduct of training/conferences/workshops/Testing and consultancy
- Saving in the expenditures
- Alumni contribution
- Promoter's contribution

## 12.0 Tool for Evaluation and Monitoring:

The following strategies will be followed for evaluation and monitoring of the strategic plan-

- Formation of evaluation & monitoring committee by involving external experts from industry and academic (5- member committee)
- Development of tools and formats for collection of data and analysis of data
- Half yearly and annual review against project benchmarks and project plan
- Publication of half yearly and annual reports
- Publication project performance report (project-wise)

