



VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF PHARMACY

Hashu Advani Memorial Complex, Behind Collector Colony, Chembur (E), Mumbai – 400 074

Sindhi Linguistic Minority, Approved by AICTE, DTE, Pharmacy Council of India & Govt. of Maharashtra, Affiliated to University of Mumbai

B.Pharm Programme is accredited by NBA, New Delhi from 2016-17 to 2021-22

PERSPECTIVE PLAN 2025

ROADMAP TOWARDS EXCELLENCE

Perspective Plan- 2025

1. Preamble:

Vivekanand Education Society's College of Pharmacy (VESCOP) is one of the institutions under the umbrella of the Vivekanand Education Society (VES). The trust was founded by visionary founder Shri. Hashu Advaniji in 1962. The trust was formed with the objectives to impart primary and secondary education to everyone and especially to those who have been displaced from Sindh Province at the time of partition of India. Over years, the trust extended the objective of providing quality education in various higher education and technical education programs by maintaining ethics and transparency to make education accessible to every deserving candidate from different strata of society. The VES received Sindhi minority status in the year 2007 by virtue of which it acquired a 51% reservation quota for Sindhi community. The trust works for the moral, physical, cultural and intellectual development of learners, and tries to inculcate in them the spirit of service, self-help and sacrifice. VES has grown in leaps and bounds in these years. Currently, it runs **27** institutions in the vicinity of Chembur, a central locality of Mumbai city. Over 18 thousand students are enrolled for Pre-primary, primary, secondary, higher secondary schools, (Hindi medium & English medium), Degree & post degree colleges, Professional institution like Management studies, Engineering, Polytechnic, College of Pharmacy, Law college, Architecture College, Leadership Academy and Research Centre, Catering Craft Centre, Vocational guidance and Sports academy, to name a few. VES strictly follows and strongly believes in - No management quota, no capitation fees or donations in any form, its pure learning and sharing continuing to work for academic excellence. The institution laid emphasis on building the character and personality of students. With the changing scenarios in the field of education and to keep up with the primary objective of increasing the intellectual wealth of the country by providing quality education and building excellent technical skills, the leadership of the trust wanted to ensure that all the institution of VES are on par with the best educational colleges/universities in the country. The growing necessity for accreditation prompted some institutes including VESCOP to implement an outcome based education (OBE) system. The higher and technical VES institutions are approved by respective apex bodies.

VES College of Pharmacy was established in the year 2007 under the guidance of Shri. B. L. Boolani, Senior-most Trustee of Vivekanand Education Society. The College was established with the intention to work closely with the healthcare industry and community for solving their problems. The College has been headed by Principal, Dr. (Mrs.) Supriya Shidhaye, since July 2009. At present the College conducts B. Pharm. Course with 100 intake and M. Pharm. Courses in three disciplines i.e. Quality Assurance, Pharmaceutics and Pharmaceutical Chemistry. The College also conducts Ph.D. Programs in the branches of Pharmaceutics and Pharmaceutical Chemistry and all programs are affiliated to University of Mumbai. The College is approved by

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All India Council of Technical Education, Pharmacy Council of India & Government of Maharashtra.

2. Milestones Achieved since the inception of the institute:

The important milestones achieved by VESCOP includes

1. Graduation of first batch in 2011.
2. Launching of M. Pharm courses in Pharmaceutics, Quality Assurance and Pharmaceutical Chemistry in the years 2011, 2012 and 2013 respectively.
3. Launching of Ph. D course in Pharmaceutics and Pharmaceutical Chemistry in the years 2014 and 2019 respectively.
4. Research collaboration with Merck in the year 2014.
5. College ranking in the band of 51-75 for Pharmacy Institution since 2017 by NIRF and ranked 63rd among Pharmacy institutes across the nation at NIRF-2020.
6. NBA Accreditation for B. Pharm. from June 2016 upto 2022 as per OBE System.
7. Collaboration with Proctor and Gamble in the year 2018.
8. First rank in AICTE CII survey for Best Industry Linked Institution pan India in 2018.
9. Consistent Platinum ranking in AICTE CII Survey for Best Industry Linked Institution since 2017. VESCOP was one of the top 7 Pharmacy Institutes at National level to receive the platinum ranking in 2019.
10. National Centre of Quality Management awarded the College with top ranks in two consecutive years, 2018 and 2019 in the contest of “Best Educational Quality Enhancement Team”.
11. Permanent affiliation for B. Pharm. Course by University of Mumbai from 2019.
12. Increase in B. Pharm Uptake upto 100 students in the year 2018
13. Recognized as Scientific and Industrial Research Organization (SIRO) by Department of Science & Industrial Research (DSIR, Government of India) since 2017.
14. Recognition under the section 2f and 12B of UGC act from 2020.
15. Recognized as Band B” institution (Rank 26-50) in category of “Private or Self-financed college//institutes” in Atal Ranking of Institutions on Innovation Achievement (ARIIA) 2020 announced in the year 2020.
16. Inception of Institute Innovation Cell (IIC) in the year 2018 with 4 star rating from MHRD, Government of India.
17. Adopting National Innovation and Start-up Policy.

3. SWOC analysis

Strengths

- 1. Academic Excellence Through Learner Centric Outcome Based Education:** VESCOP has a robust academic system which is proven through consistent good results at UG and PG levels. VESCOP achieves academic excellence by virtue of dedicated faculty with a blend of industrial and academic experience.
- 2. Quality Sustenance Through Strong Administrative Systems And Established SOPs:** Systems and SOPs are in place for all important administrative procedures such as purchase of equipment, internal audit etc.
- 3. Research Ecosystem Backed With Eminent Research Advisors:** One of the strong points of VESCOP is its research culture which is not only restricted to PG but also UG students are motivated to participate in research. The outcome is various accolades at university level and state level competitions. Also College (Principal Investigator) has received research grant worth Rs.2 Crore from AICTE, SERB (DST), BIRAC, VLAIO (Belgium).
- 4. Placements And Higher Education:** Good companies recruit VESCOP students, and the college has earned an excellent reputation amongst employers regarding the quality of graduates produced by the institute. Students are also performing exceedingly well in higher education by pursuing Masters and PhD. in Pharmacy / Management in India or abroad.
- 5. Publications & IPR:** VESCOP faculty and students are consistently publishing in reputed journals. In addition, the faculty has successfully applied for patents as well. One patent is granted to VES College of Pharmacy.

Weakness

- 1. Interdisciplinary Research:** Interdisciplinary research improves the quality of the research work. Therefore, the institute needs to improve on multidisciplinary research, which is necessary for future progress. Collaboration with other streams such as engineering, management will pave way for new avenues
- 2. Commercialization Of IPR:** Commercialization of Intellectual Property Rights leads to increase in revenue which further can be utilised for advanced research.
- 3. Hospital Collaboration:** As a healthcare institute, students need to have more exposure to pharmacy's clinical aspect, which is not covered in the curriculum. Unfortunately, this part of the education is lacking due to less hospital collaboration.
- 4. Infrastructure Limitations:** College has a vertical arrangement of building with less space and restricted scope of expansion. The College has reached to saturation point with no enough space for accommodating faculty and students comfortably.

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Opportunity

1. **Offering Services To Industry:** Since college has a well-equipped, modern certified laboratory with various advanced instruments, we can offer multiple services to the industry, including consultancy, research projects, etc.
2. **Fetching More Grants:** Various funding agencies can be approached to fetch grants for utilizing technical skills and research facilities.
3. **Collaborative Projects:** Multiple departments can work together to do a collaborative project, which will give quality output in terms of publication, grants and IPR

Challenges:

1. **Restriction in rise in fees but continuous rise in recurrent expenses:** Pharmacy being a skilled based professional course, needs high recurring expenses on maintenance of equipment, instrument, consumables. Also student : teacher ratio for M. Pharm. is very low as prescribed by PCI. It is difficult to maintain balance between financial viability and sustainable research eco-system. Fees cannot be raised proportionately considering regulation by Govt. and affordability by students.
2. **Rise in Pharmacy Colleges affiliated to University of Mumbai:** Students taking admission from far off distances may opt for nearby new colleges. This may affect the quality of students admitted to college.
3. **Low Demand for M. Pharm. Programs:** Due to employability challenges flow of meritorious pharmacy graduates is more towards MBA or MS abroad than M. Pharm. in regional colleges. So filling seats for M. Pharm. with students of high merit is a challenge.

Plan to address the weaknesses and challenges

Weaknesses

1. Increase collaborations with Engineering and Management streams in research.
2. Approach various industries to augment collaboration. Also file patent along with industries for collaborative research.
3. Requesting for more space from VES Incubation Centre annex to Pharmacy College.
4. VES Research Policy to incentivize publications, PhD. Research, Industry Collaboration can help in higher outputs in research.

Challenges

1. Private University will provide scope to increase fees for B. Pharm. making it financially viable.
2. VES Incubation Centre, VESIT, VES AS College infrastructure can be shared for research.

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3. Maintaining high quality of education and research thereby keeping college in demand for students from all corners of state.
4. Working continuously on good placement for M. Pharm. though industry is offering very low starting pay for M. Pharm.

4. Vision Mission Statement

Vision

“Creating competent pharmacy professionals to positively impact healthcare of the society”

Mission

1. Maintaining quality education through competent faculty members, skilled support staff and state-of-the-art infrastructure.
2. Providing a conducive academic environment of higher standard that encourages interactive learning, builds research abilities and provides opportunities for an active professional network.
3. Inculcating the values and commitment towards better healthcare of the society.

The following objectives for the pharmacy programme at VESCOP were adopted for the graduate and postgraduate program at VESCOP with the intention to produce graduates in pharmacy who will be able to:

- a) Expand the knowledge base by pursuing higher studies in various fields of Pharmaceutical Sciences and/ or Management.
- b) Contribute to the healthcare industry through research, development and other healthcare services.
- c) Generate job opportunities through creation of startups.
- d) Serve the societal needs of health care with professional ethics and commitment.

5. Core Values

1. Transparent and ethical Governance
2. Quality education
3. Student centric initiatives
4. Professional ethics in admission for every program
5. Loyalty towards organisation
6. Gender equality
7. Integrity
8. Innovation and creativity

6. Institutional Goals

1. Academic Plan
2. Strengthening the Alumni Association
3. Research, Innovation and IPR Collaboration with National/International Organizations
4. Autonomy and Curriculum Flexibility
5. Infrastructure
6. Improvement of Institutional Social Responsibility.

7. Perspective Plan and its deployment

Goal 1: Academic Plan

Through systematic lesson plan, effective teaching learning pedagogy and regular feedback mechanism, contents of the syllabus are delivered effectively. We look forward to continue the already existing system like delivering beyond the syllabus contents, lectures of the academic and industry eminent speakers. The DISHA sessions will assist the students in selecting the right career path after graduation. The soft skill development lectures conducted under ATMAVIKAS component of Campus to Corporate transition activities will assist in personality development of students. Combined effect of all these activities will lead to enhanced placement of students.

Goal 2: Strengthening the Alumni association

VESCOP has a strong alumni association. The institute has registered its Alumni Association as per the Society's Act, 1860 and Bombay Public Trust Act, 1950. Alumni are in constant touch with faculty and current students. One of the goals of VESCOP is to get inputs from Alumni on planning the co-curricular activities to mitigate the gap between industry and academia. Alumni are invited for delivering Guest Lectures on a unique platform of TALKATHON and giving insights of their experiences to the learners. VESCOP recognizes the significant contribution of Alumni towards their Alma Mater and felicitates them with the Best Alumni Award. We look forward to the contribution of Alumni for infrastructure development. Their contribution as resource persons in seminars and workshops will assist in their engagement in alma mater and support the college as well.

Goal 3: Research, Innovation and IPR collaboration with national/international organizations

VESCOP is engaged in inculcating research aptitude in students right from the First year upto Final year by involving them in Survey based project, Digital poster club activity, Journal club activity and Live projects. We encourage UG, PG and PhD students to participate in Avishkar competitions organized by UoM. We plan to increase no. of PhD students from our institute. For quality research, funded projects are essential. We strive to fetch more research grants. The

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meaningful research will result in publication in good impact factor journals. Collaborative research projects with industry will help VESCOP to increase Industry Institute Interaction. VESCOP believes in research utilized for industry and society and is keenly interested in increasing the IPR bank of the nation. IPR awareness activities are organized by the IPR committee. VESCOP is always supportive in nurturing innovative ideas. Providing a perfect ecosystem for promoting the development of entrepreneurs is very important. VESCOP has initiated the construction of an incubation center in accordance with the AICTE MHRD guidelines.

Goal 4: Autonomy and Curriculum flexibility

VESCOP is accredited by the NBA. College participates in NIRF and AICTE CII ranking process and has achieved good ranking. NAAC accreditation will support the college to get autonomy. Though the college will be following the syllabus prescribed by PCI, it will have flexibility in conducting additional courses. College will strive to bridge the gap between academia and industry updating with current expected job requirements by introducing new programs such as Quality Assurance, Regulatory affairs, Digital marketing, Artificial Intelligence, etc.

Goal 5: Infrastructure

Currently VESCOP has a 7 storied building with vertical arrangement. Our incubation center is being built parallel to our building. VESCOP has plans to expand into this annex building. The college already has a state-of-art Central Instrument Lab and Pilot Plant; additional instruments and equipment will be added to them. As a part of our green initiative we look forward to utilizing solar energy for our energy requirement. We already have installed sensor operated tube lights at certain places in the college. We will be extending the facility to other parts of the building. College has already installed a smart class room in one of the instructional areas. We foresee to include the facility to most of the class rooms. The college has CCTV installed at various points in the building for safety and vigilance purposes. Digitization of the library is initiated and will be completed by coming year.

Goal 6: Improvement of Institutional Social Responsibility

VESCOP has as its goal to make its students aware of their social responsibility. The institute pays emphasis on participation of students and conducts various social awareness programs through its Public Health Office of the Indian Pharmaceutical Association Maharashtra State Branch - Student's Forum. Under its umbrella a number of health awareness related activities are conducted like, Blood Donation Camps, Cleanliness Drives, and other Community Outreach Programs like vaccine awareness, mental health, world health day camps. The Rotaract club of VESCOP is also very active in conducting drives for donation of clothes and food for the needy and during any national calamity. They conduct competitions in schools and orphanages for

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underprivileged children. VESCOP through the Student Council Cell will continue to take efforts to minimize plastic waste in college. VESCOP will establish Hospital connections and offer the counselling to the patients. Students will also get engaged in the Community counselling. VESCOP students also participate in DLLE (Department of Lifelong Learning and Extension, recognized as a statutory department of Mumbai University since 1974) activities each year. They undertake community and vocational career oriented projects that help in facilitating student's sensitization to socio-cultural realities. Under its banner the students carry out street plays or skit for awareness in society regarding HIV, TB etc. or address social issues like female foeticide and child labour, Noise/ industrial pollution, women achievers of INDIA, Global warming, sexual harassment, HIV/ TB awareness. Students make posters, present street plays, one act plays, write essays and debate on contemporary social issues. The students are sensitized to the status of women in Indian society through these projects. They organise an exhibition to present their work.

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ROADMAP OF VES COP

Details:	2021-2022	2022-2023	2023-2024	2024-2025
Statutory	<ol style="list-style-type: none"> 1) Applying for Accreditation of Institute by NAAC. 2) Applying for Accreditation of B. Pharm. and one branch of M. Pharm. Program by NBA. 	<ol style="list-style-type: none"> 1) Application for Permanent affiliation to University of Mumbai for M. Pharm. Programs. 2) Application for Ph.D. Branch in Quality Assurance to University of Mumbai. 	<ol style="list-style-type: none"> 1) Application to UGC for Autonomy of College. 2) If two floors from new Incubation centre available for VES COP, applying to University of Mumbai for M. Pharm. In Pharmaceutical Analysis or Pharmacology. 	<p>Merging into Private University of VES.</p> <p>Introducing Industry relevant 1 year certificate courses in area of;</p> <ul style="list-style-type: none"> • Clinical Pharmacy • Regulatory affairs. • Marketing & sales.
Research	<ol style="list-style-type: none"> 1) By taking help of "Research Promotion policy of VES", enrolling full time research scholars for Ph.D. 2) Increasing research/ review publications in the journals of high impact factor [Target of 30] 3) Working on at least two industry sponsored projects. 4) NIRF ranking target top 75. 	<ol style="list-style-type: none"> 1) Patent filing – at least one. 2) Research Grant application to various funding bodies- at least 3. 3) Research Publications - at least 40 number 4) Enrollment of Ph.D. full time scholars - at least 2. 5) Industry sponsored project - Minimum 2 6) NIRF ranking target top 75. 	<ol style="list-style-type: none"> 1) Patent filing – at least one. 2) Research Grant application to various funding bodies- at least 3. 3) Research Publications - at least 40 number. 4) Enrollment of Ph.D. full time scholars - at least 2. 5) Industry sponsored project - Minimum 2 6) NIRF ranking target top 75. 	<ol style="list-style-type: none"> 1) Patent filing – at least one. 2) Research Grant application to various funding bodies- at least 3. 3) Research Publications - at least 40 number. 4) Enrollment of Ph.D. full time scholars - at least 2. 5) Industry sponsored project - Minimum 2 6) NIRF ranking target top 50
Incubation / Start up ecosystem:	<ol style="list-style-type: none"> 1) Implementing NISP policy 2) Aiming for at least one incubatee. 3) Conducting awareness program. 4) Institution Innovation Council (IIC) - aiming at 3 star rating. 	<ol style="list-style-type: none"> 1) Aiming for at least one incubatee for pre-incubation. 2) IIC- aiming at 4 star rating. 	<ol style="list-style-type: none"> 1) Helping Incubation Manager of VES Incubation Centre to write grant to support incubation centre - at least one proposal. 2) Helping Incubation Manager for enrolling incubatee - at least 2 from VES College of Pharmacy. 3) Industry tie-up with incubation centre – at least one industry. 4) IIC – aiming at 4 star rating. 	<ol style="list-style-type: none"> 1) Atleast 2 incubatee at incubation centre. 2) Developing infrastructure at incubation centre. 3) IIC - aiming at 4 star rating



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