



भारत 2023 INDIA  
वैश्वीय कुटुम्बकम्  
ONE EARTH • ONE FAMILY • ONE FUTURE


OFFICE OF THE DIRECTOR/PRINCIPAL  
GOVT. COLLEGE OF PHARMACY, ROHRU  
Tehsil Rohru, District Shimla, Himachal Pradesh- 171 207  
(NAAC B++ Accredited and ISO 9001:2015 Certified Institute)  
Recognized by PCI; Approved by AICTE, New Delhi; Affiliated to HPTU, Hamirpur  
Ph. No. 01781 - 241306; E-mail: [gcprohru@gmail.com](mailto:gcprohru@gmail.com); web: [www.gcprohru.ac.in](http://www.gcprohru.ac.in)

## 6.2 - Strategy Development and Deployment

### **6.2.1 – The institutional Strategic/perspective plan is effectively deployed**

#### **Supporting Documents**

Kindly find below the attached documents for the required information for the assessment period authenticated by the Director/ Principal on the letterhead of HEI.

  
Director/Principal  
Govt. College of Pharmacy Rohru  
Disst. Shimla HP-171207



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## 6.2.1 – The institutional Strategic/perspective plan is effectively deployed

### *Vision*

To emerge as a center of excellence in the field of pharmaceutical sciences by providing globally acceptable theoretical, practical and moral learning to develop excellent health care professionals, entrepreneurs, and researchers.

### *Mission*

- ✓ To sincerely adopt the curriculum of the Himachal Pradesh Technical University, Hamirpur while incorporating necessary amendments as per the dynamic changes and requirements of industry, academics, and research.
- ✓ To provide a constructive environment to students for research and development in different disciplines of Pharmaceutical Sciences and Technology.
- ✓ To empower students to become skilled and trained professionals in the discipline of Pharmacy.
- ✓ To enable students for intellectual achievements in terms of academics, research, innovation, and product development.
- ✓ To instill moral, personal, and professional ethics in the students.

  
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## Govt. College of Pharmacy, Rohru

### District Shimla Himachal Pradesh

#### Vision

*“To emerge as a centre of excellence in the field of pharmaceutical sciences by providing globally acceptable theoretical, practical and moral learning to develop excellent healthcare professionals, entrepreneurs, and researchers”*

Our aim here at the Govt. College of Pharmacy, Rohru is to emerge as a centre of excellence in the field of pharmaceutical sciences in India and to achieve recognition at the national level for excellence in quality Pharmacy Education and Research by 2025. The institute is committed to delivering high-quality pharmacy education, experimental training, research exposure, and opportunities for physical, mental, and overall personality development to its students and faculty. Govt. College of Pharmacy, Rohru is devoted to creating a human resource of exceptional leadership quality, moral intellect, and professional thinking to serve national needs.

#### Mission

**M1:** To sincerely adopt the curriculum of the Himachal Pradesh Technical University, Hamirpur (PCI, CBCS, and NS) while incorporating necessary amendments as per the dynamic changes and requirements of industry, academics, and research.

**M2:** To provide a constructive environment to students for research and development in different disciplines of Pharmaceutical Sciences and technology.

**M3:** To empower students with the necessary skills for becoming skilled and trained professionals in the pharmacy discipline.

**M4:** To enable students for intellectual achievements in terms of academics, research, innovation, and product development.

**M5:** To instil moral, personal, and professional ethics in our students.

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## Govt. College of Pharmacy, Rohru District Shimla Himachal Pradesh

### Institutional Core Values


- **Ethics:** To maintain the highest levels of ethical standards in teaching, learning, research, and service to humanity.
- **Creativity:** To develop a human resource with the highest level of creative potential by nurturing critical thinking, and problem-solving skills within social, ethical, and emotional capacities.
- **Sensitivity:** To remain sensitive to the key stakeholders such as institute, industry, Government, society, and country.
- **Accountability:** To take accountability and responsibility for achieving common goals and objectives of the Institute and Government.
- **Awareness:** To develop social and moral awareness with a prime focus on serving humanity by contributing towards developing and maintaining a healthy environment, serving social causes, etc.
- **Responsibility:** To take up the responsibility to fulfil the regional mandate and requirements of the institute/ local community and work for the overall upliftment of the rural populace especially the weaker section of the society to enable them to escape poverty.

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### Programme Educational Outcomes (PEOs)

<b>PEO1</b>	To develop graduates as competent professionals, who will be capable of utilizing and practicing professional aspects of pharmacy in academics, research institutions, self-practice, hospitals, government and non-government organizations, and the corporate sectors.
<b>PEO2</b>	To develop graduates with the capabilities to integrate the knowledge of basic sciences and pharmaceuticals to modify treatment approaches that reflect the breadth and scope of pharmacy practice and demonstrate clinical competency in evaluation, treatment planning, and implementation.
<b>PEO3</b>	To develop graduates with high morals and ethics with excellent leadership skills to sustain continual professional development through lifelong learning activities and to have the knowledge to support their endeavours.

### Programme Specific Outcomes (PSOs)

<b>PSO1</b>	Perform research on various disease pathophysiology, herbal and synthetic medicinal aspects, and implement the pharmaceutical knowledge in the drug discovery process.
<b>PSO2</b>	Graduates would be able to handle prescriptions, perform patient counselling, and study the effect of drugs on biological systems along with compounding, dispensing, selling, and marketing pharmaceutical drugs/products.
<b>PSO3</b>	Graduates would be able to use their expertise in various sectors of pharmaceutical product management like production, QA, QC, regulatory affairs, etc.

  
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**PO1: Pharmacy Knowledge:** Possess knowledge and comprehension of the core and basic knowledge associated with the profession of pharmacy, including biomedical sciences; pharmaceutical sciences; behavioural, social, and administrative pharmacy sciences; and manufacturing practices.

**PO2: Planning Abilities:** Demonstrate effective planning abilities including time management, resource management, delegation skills and organizational skills. Develop and implement plans and organize work to meet deadlines.

**PO3: Problem analysis:** Utilize the principles of scientific enquiry, thinking analytically, clearly and critically, while solving problems and making decisions during daily practice. Find, analyze, evaluate and apply information systematically and shall make defensible decisions.


**PO4: Modern tool usage:** Learn, select, and apply appropriate methods and procedures, resources, and modern pharmacy-related computing tools with an understanding of the limitations.

**PO5: Leadership skills:** Understand and consider the human reaction to change, motivation issues, leadership and team-building when planning changes required for fulfilment of practice, professional and societal responsibilities. Assume participatory roles as responsible citizens or leadership roles when appropriate to facilitate improvement in health and well-being.

**PO6: Professional Identity:** Understand, analyze and communicate the value of their professional roles in society (e.g. health care professionals, promoters of health, educators, managers, employers, employees).

**PO7: Pharmaceutical Ethics:** Honour personal values and apply ethical principles in professional and social contexts. Demonstrate behaviour that recognizes cultural and personal variability in values, communication and lifestyles. Use ethical frameworks; apply ethical principles while making decisions and take responsibility for the outcomes associated with the decisions.

**PO8: Communication:** Communicate effectively with the pharmacy community and with

  
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society at large, such as, being able to comprehend and write effective reports, make effective presentations and documentation, and give and receive clear instructions.

**PO9: The Pharmacist and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety and legal issues and the consequent responsibilities relevant to the professional pharmacy practice.


**PO10: Environment and sustainability:** Understand the impact of the professional pharmacy solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

**PO11: Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change. Self-asses and use feedback effectively from others to identify learning needs and to satisfy these needs on an ongoing basis.

### **Institutional SWOC Analysis:**

#### **Strengths:**

- ✓ Highly qualified and experienced government-appointed faculty.
- ✓ ISO certification, ensuring quality standards.
- ✓ State-of-the-art laboratories and AICTE-approved IT infrastructure.
- ✓ Strong teamwork among faculty and staff.
- ✓ Industry-oriented skill-based curriculum meeting PCI standards.
- ✓ Curriculum enrichment with value-added courses.
- ✓ Holistic student development through co-curricular activities.
- ✓ Excellent sports facilities on a spacious campus.
- ✓ Compliance with structured service and financial rules.
- ✓ Effective stakeholder feedback system.
- ✓ High number of GPAT qualifiers.
- ✓ Reputation as the most preferred B. Pharm. institute in the state.

  
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- ✓ Well-placed alumni in academia and pharmaceutical industry.
- ✓ Faculty's excellent publications.

#### **Weaknesses:**

- ✓ Remote location compared to other institutes.
- ✓ Rigidity in academic structure due to PCI regulations.
- ✓ Limited consultancy services due to geographical constraints.
- ✓ Distance from industries and R&D organizations.
- ✓ Delay in teacher appointments by the Public Service Commission.

#### **Opportunities:**


- ✓ Initiation of postgraduate courses.
- ✓ Collaboration with industry and R&D organizations.
- ✓ Establishment of consultancy for pharmaceutical industries.
- ✓ Obtaining funding from DTE, UGC, DST, etc.

#### **Challenges:**

- ✓ Location presents significant challenges.
- ✓ Submission of proposals for obtaining funds.
- ✓ Maintenance of research laboratories and projects.

#### **Strategic Goals**

Following the comprehensive analysis of the institution's vision, mission, quality policy, core values, environmental factors, and SWOC analysis, the next step involves the formulation of High-Level Goals (HLGs), also known as Institution Strategic Goals (ISGs). These goals serve as the overarching objectives that guide the institution's strategic direction and efforts towards achieving its vision and fulfilling its mission.

  
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