

CRITERIA- 7

7.3 INSTITUTIONAL DISTINCTIVENESS

Geethanjali College of Pharmacy has been established in the academic year 2007 by Teja Educational Society, Hyderabad with the motto of providing quality holistic Pharmacy education & Research focusing on the integrated personality of students.

The Institution follows a curriculum designed by JNTU-Hyderabad, and also follows the regulations of PCI & AICTE. However, the college administration focus the need of the hour in this world of globalization and competition, and plans & implements many innovative practices in the curriculum which braces the students for gaining practical skills that they may not get in an integrated program, to upgrade the educational system of B. Pharmacy, M. Pharmacy, Pharm.D&Pharm.D (PB) programsto equip the students to face the emerging challenges in the job market and visualize the career opportunities and the approach towards achieving them. It provides opportunities to the learners to move directly to the employment sector& helps them in better job placements and increases the earning package.

Add-on course is an academic initiative started in 2016 along with the regular degree master's programs to fulfil the emerging needs of the industry, meet the global requirements& bridge the gap between the pharmaceutical industry and the students in various interdisciplinary areas. Hence, various add-on courses were started which include

- Soft skills & Communication skill development, Career planning
- Advances in the drug delivery Systems
- Analytical method development & validation
- Intellectual Property Rights
- Pharmacovigilance
- Medical coding
- Statistical Analysis
- Clinical data Management
- Statistical Package for the Social Sciences (SPSS)

The students of various programs got the training in add-on courses since 2016 as every year newer formulations are brought into the market; the add-on course analytical method development & validation was added in B. Pharmacy IV year to equip the students with drug development and manufacturing skills to face the emerging challenges in the job market and visualize the career opportunities and the approach towards achieving them.

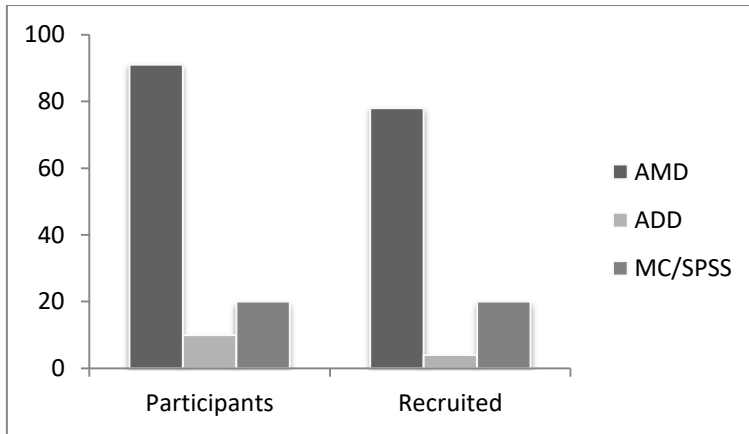
A total of 352 students took the course from 2023 to 2024, and 121 students took part in interview which helped 102 (84.29%) students to get placed in various pharmaceutical industries like Rashmi Pharmaceuticals, Pulse pharma, Virchow Biotech, TCS, Genpact, Cognizant, Vimta Labs, Dr.Macs Bio-Pharmaceuticals, AGS Health Care, Mylan Laboratories, Divis Laboratories, Gland Pharma, Med plus with an average package of 2.9 lakhs per annum. 42 students opted for higher education and other pharmaceutical domain for their carrier opportunities.

As every year newer formulations are brought into the market, the add-on course advances in drug delivery systems were added in M. Pharmacy II year especially focusing on Nanotechnology, Microchip technology, Liposomes, Microemulsions, etc. as to equip the students to face the emerging challenges in the job market and visualize the career opportunities and the approach towards achieving them.

Pharm.D course is oriented to community and clinical domain, add-on course of medical coding and Pharmacovigilance along with SPSS and CDM were added in the course of IVth, Vth and VIth year Pharm.D with internship which enabled a total of 78 students to get training from 2023-2024 of which 10 participated in interview and 4 (40%) students got placed in highly reputed organizations like Yashoda Hospitals, Prathima Hospitals, Swassa Hospital, Sprint Diagnostics, Medi cover Hospitals, Janani Hospitals, Paraxel, GVK Biosciences, PPD Pharmaceuticals, Med life with an average package of 2.8 lakhs per annum.

COMPARISON OF ADD-ON COURSES AND PLACEMENTS 2023-2024

Course name	Analytical Method Development & Validation	Advances In Drug Delivery Systems	Medical Coding
Program	IVB. Pharmacy	II M. Pharmacy	VI Pharm.D & III Pharm.D (PB)
Academic Years	2023-24	2023-24	2023-24
Batch's Enrolled	20Z	22Z	18Z
No of Participants	91	10	20
No of Recruited	78	4	20
Percentage	85.71%	40%	100 %



2023-24 ADD ON COURSE vs PLACEMENTS