



ROYAL COLLEGE OF PHARMACY AND HEALTH SCIENCES

ANDHAPASARA ROAD, BERHAMPUR-760 002, Dist. GANJAM, ODISHA, INDIA

(Approved by P.C.I., A.I.C.T.E. and Govt. of Odisha)

Phone : (0680) 2260024, Fax (0680) 2260025

e-mail: royalberhampur@yahoo.com

Website: www.royalcollegeofpharmacy.in

7.2.1: Best practices successfully implemented by the Institution:

Royal College of Pharmacy and Health Sciences implements many Best Practices to help students and staff members of the college for their all round development and make them more useful and effective citizens of the country with good human values and adequate skills & knowledge. The following are the practices implemented by the college:

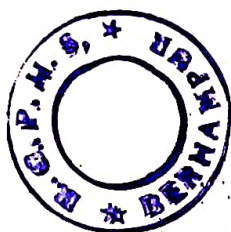
BEST PRACTICE – I

MEETING COMMUNITY REQUIREMENTS OF MEDICINES AT AFFORDABLE PRICES

BEST PRACTICE - II

INSPIRON FOR TRAINING, PLACEMENT, ENTREPRENEURSHIP AND START-UP

These practices were organized in the college during the last 5 years as described hereunder:



Director

Royal College of Pharmacy and
Health Sciences, Berhampur (Gm.)

ROYAL COLLEGE OF PHARMACY AND HEALTH SCIENCES, BERHAMPUR.

BEST PRACTICES FOLLOWED IN THE COLLEGE

BEST PRACTICE – I

1 Title of the Practice

**MEETING COMMUNITY REQUIREMENTS OF
MEDICINES AT AFFORDABLE PRICES**

2 Objectives of the Practice

- To serve society through community services.
- Make sure that all especially, the poor have access to medicines at affordable prices.
- Encourage use of generic medicines.
- Create more job opportunities.

3 The Context

Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) deals with supply of medicines and surgical items to all at affordable prices. So, far there are more than 8800 PMBJKs centres across the country where quality generic medicines & surgical products are dispensed. The PMBJK was started in 2017 in college. P

It was also intended to create awareness about generic medicines through education and publicity to counter the perception that quality is synonymous with high price only.

Further, testing of medicines sold at PMBJK in the college laboratories and comparing them with the branded medicines to create awareness and confidence among the students and staff was also aimed.

4 The Practice

- The store is opened from 10.00 am to 5.00 pm and even at on calls.
- During Covid when people were in real need we carried out on call services.
- Free blood sugar testing and free blood pressure measurement campus are conducted at times.
- Through the store we try to train our students for possible entrepreneurship.
- Products from PMBJK were tested for their quality in the laboratories of the college and comparing with branded products.

5 Evidence of Success

- Praise received from local people indicate the way of our functioning.
- The sale of few products like mouth rinses, anti-septic solution,

- multi vitamins, sanitary napkins etc. depicts the way people are adopting to generics.
- Since inception our purchase stands at a value of Rs. 182906 till date while sales are at Rs. 200758/- indicating that people are slowly moving towards generic system which are at affordable cost.
- PMBJK products tested in the college laboratories complied with the quality standards, creating confidence about the generic products.

6 Problems Encountered and Resources Required:

- Processing of drug license took some time
- Creating awareness among public took time
- Faced problems initially in convincing people about the quality of medicines sold and it was resolved soon.
- Accommodation, finance, equipment etc. were provided by the college and hence, there were no issues regarding resources.

7 Notes

- Keeping present scenario in mind our institute believes that in future, for the sake of health care management basically considering economic status generics will be more in demand thus we try to keep abreast with the same.
- The students and staff of the college are greatly benefitted in several ways, like getting exposure to medical store environment, patient counseling, storage of medicines, accounting practices etc. besides getting medicines at lower prices.

BEST PRACTICE - II

1 Title of the Practice

INSPIRON FOR TRAINING, PLACEMENT, ENTREPRENEURSHIP AND START-UP

2 Objectives of the Practice

- To serve as a bridge between the aspirants and potential employers and help students have experience about the work environment of the industries, medical stores, or other professional units.
- To create awareness about the current challenging market scenario.
- To fulfill the staff requirements of potential employers with the primary goal to contribute towards health care as well as economic growth.
- To help students learn about the entrepreneurial skills so that they can contribute to the society by acting as a job provider.

3 The Context

Most of our students are from rural areas belonging to middle or lower economic strata. These students mostly join with the aim of getting good jobs after completion of their course. So, our Training and Placement cell always keeps an eye on the students and their needs and train them in recruitment protocols.

Even the sub cell of Entrepreneurship and Start up Cell inspires students to develop creative thinking so that they start to learn about creation of new jobs.

4 The Practice

- Every year after the Orientation Program, briefings from the Director and Principal to the students on the various career paths open to Pharmacy professionals, the Training and Placement Officer (TPO) explains the T&P cell activities and procedures followed in the college.
- The T&P cell lists out the organizations that would impart the hands on training to the students. They collect the list of interested candidates opting to receive training in various departments based on their interest like Production, QA and QC, packing, microbiology unit etc.
- Students are given special training through T&P cell, skill development professional for communication and CV building ideas along with personality development, so that the students can professionally present themselves.
- T&P cell takes all steps and measures for on campus and off campus drives throughout the year by consulting with the HR managers or other key persons of the industry.
- CVs of the candidates that meet the requirements of the positions that are open are shared with the company after institutional short-listing and interviews arrangements are done.
- Some times pre interview talks are arranged with the company experts to give idea about the company to the students. The entrepreneurial skills are developed through various programs for all admitted batches of the students.

5 Evidence of Success

- The placement of the students in numerous pharmaceutical giants like Cipla, Dr. Reddy's Laboratories, IPCA, Laurus labs, Solaris, Cognizant, Macleods, Fresenius Kabi, Zydus Cadila, Tropiox Pvt. Ltd. Lupin, Apollo, Hetero Drugs, Sun Pharma, Bharat Biotech etc. speak about the success of the efforts laid by T&P.
- Being inspired by entrepreneurship few of our students have started their own firms and are now generating scopes for employment opportunities for others.

6 Problems encountered and Resources Required

- Lack of well-established pharmaceutical industries in the state.
- Lack of communication ability of students due to low confidence in English language.
- Frequent change of mind set of a students for selection of job positions.

7 **Notes**

- Keeping present scenario in mind our institute believes that in future, emphasis should given for jobcreators. In order to fulfill this, the Entrepreneur and Start up-Cell initiatives have become more proactive.
