❖ Sponsored by **Atluri Mastan Reddy Educational Society** in the year 2004.

❖ It is born out of the benign vision of Sri Atluri Srinivas Reddy Garu**,** an eminent Educationist and Philanthropist.

❖ It is located at Petlurivaripalem Village, Narasaraopet, Palnadu District, Andhra Pradesh.

❖ The institution is spread over 2.0 Acres with built up area of 4767 Sq. mt.

❖ The college has approved Research and Development Centre.

❖ It is permanently affiliated to Acharya Nagarjuna University, and also has approved Animal Facility by CPCSEA.

Our Vision:

❖ Our institution vision is to emerge as a world class centre excellent in pharmacy education and to produce competent pharmacists meeting the global standards who are psychologically strong, socially conscious and emotionally balanced with ethical values.

Our Mission:

❖ Our Mission is to provide an affordable high-quality student - centered education to the aspirants of rural areas.

Quality Policy:

We aim to achieve holistic expansion among the stake holders with global and human out look through

❖ Self-evaluation and continuous improvement.

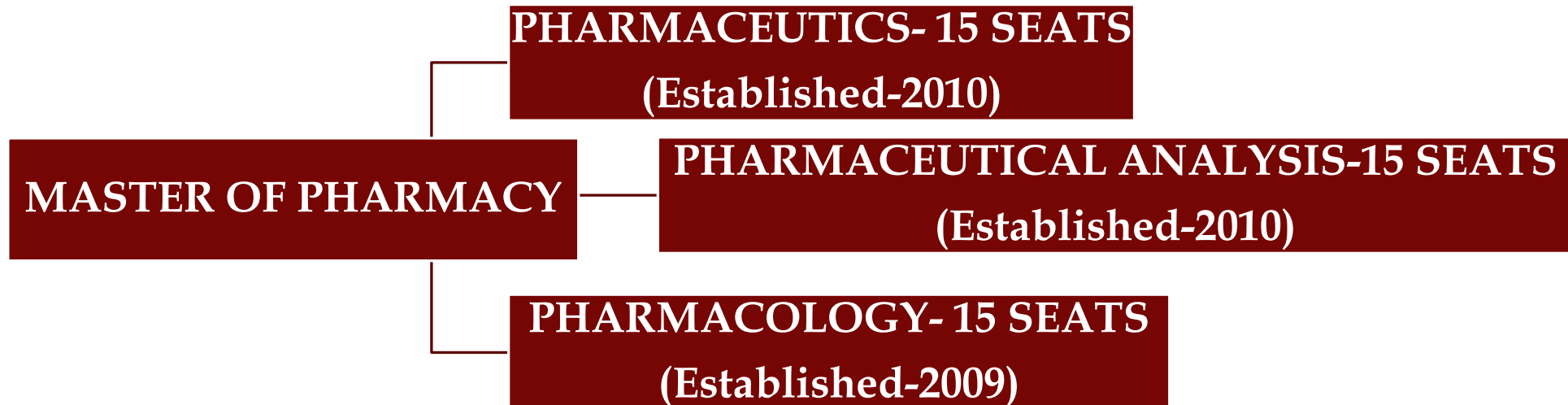❖ Imparting academic integrity and quality research.

❖ Mentor approach.

GOVERNING BODY MEMBERS

S. NO	NAME OF THE GOVERNING BODY MEMBER	DESIGNATION
1	A SRINIVASA REDDY	PRESIDENT
2	B RAMANUJA REDDY	VICE PRESIDENT
3	A SANTHI	SECRETARY
4	A MAHALAKSHMAMMA	JOINT SECRETARY
5	V ANASUYA	TREASURER
6	K KRISHNA REDDY	EXECUTIVE MEMBER
7	P V PADMAVATHI	EXECUTIVE MEMBER
8	Dr P BHARGHAVA BHUSHAN RAO	PRINCIPAL

COURSES

BACHELOR OF PHARMACY-100 SEATS
(Established-2004)

DOCTOR OF PHARMACY-30 SEATS
(Established-2010)

MASTER OF PHARMACY

PHARMACEUTICS- 15 SEATS
(Established-2010)

PHARMACEUTICAL ANALYSIS-15 SEATS
(Established-2010)

PHARMACOLOGY- 15 SEATS
(Established-2009)

CURRICULAR PLANNING & IMPLEMENTATION

❖ **The Institution is affiliated to ACHARYA NAGARJUNA UNIVERSITY and follows the curriculum as prescribed by Pharmacy Council of India. (PCI)**

❖ **The institution offers UG Course (B Pharmacy) 1 PG (M Pharmacy with 3 Specializations - Pharmaceutics, Pharmaceutical Analysis and Pharmacology) and Pharm D.**

❖ **Curriculum is delivered effectively Without deviating university designed Academic calendars, through Lesson plans, Learning material, and Student performance index.**

| **Well-Defined** Curriculum Planning | ➤ | **Effective** Curriculum Delivery | ➤ | **Flexible** and **Enriched** Curriculum | ➤ | **Continuous** Internal Assessment | ➤ | **Consistent** Feedback System |
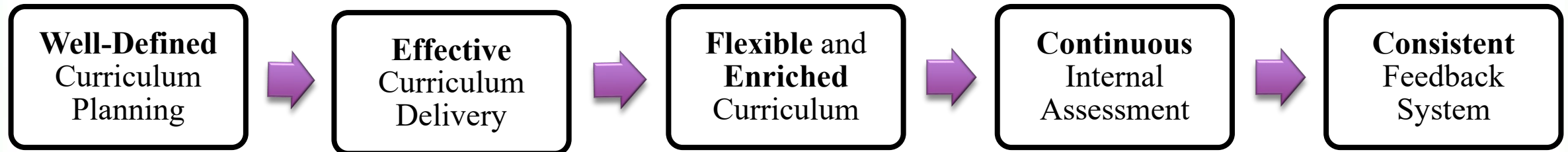
INSTITUTION EXAMINATION COMMITTEE

Semester (B. Pharm & M. Pharm)/ Annual exam system (Pharm. D)

Mid exam time tables (3 mids for Pharm. D & 2 mids for B.Pharm & M.Pharm)

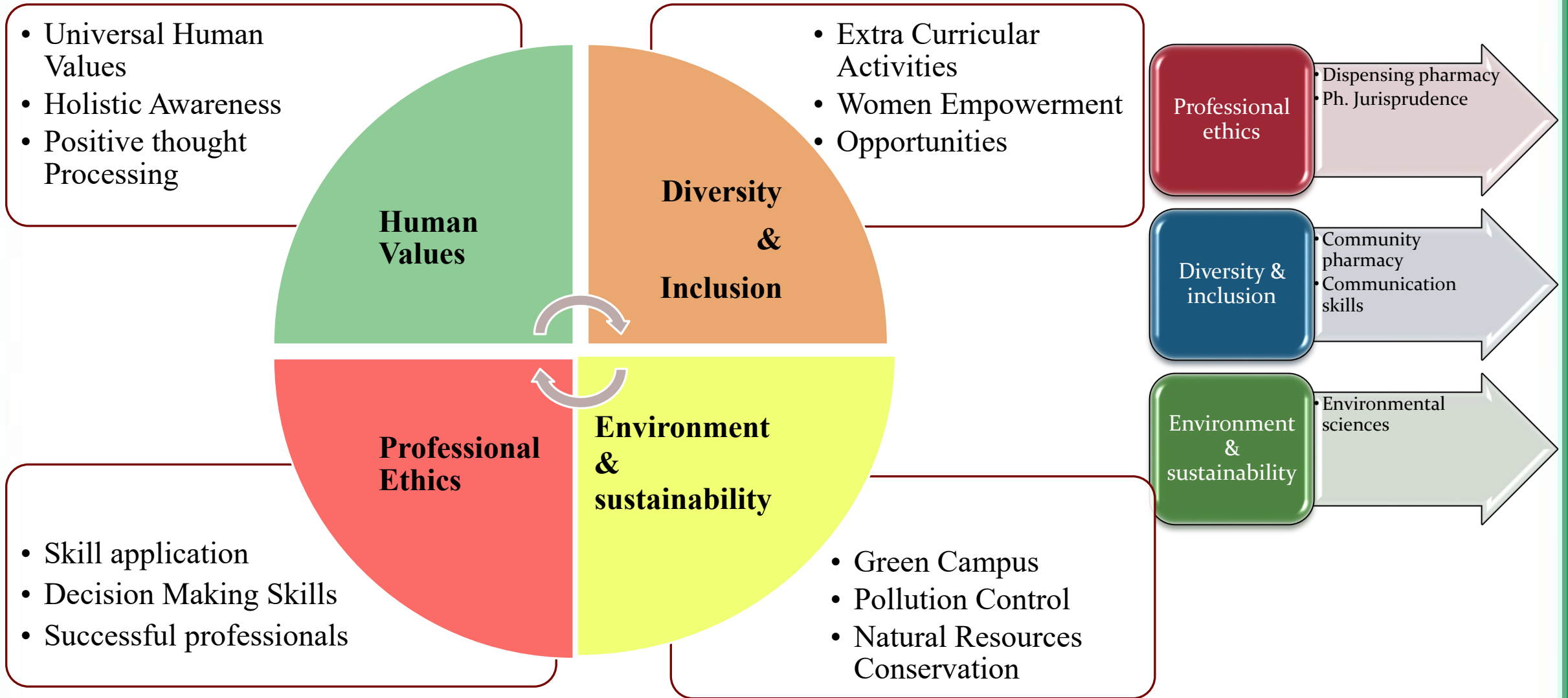Question paper collection (2 sets for each mid)

Seating arrangement & invigilator duties

Evaluation of answer scripts & collection of marks award statement, uploading to university portal.

CURRICULUM ENRICHMENT

Our students participating in health camps and social welfare activities

Our students Industrial visits
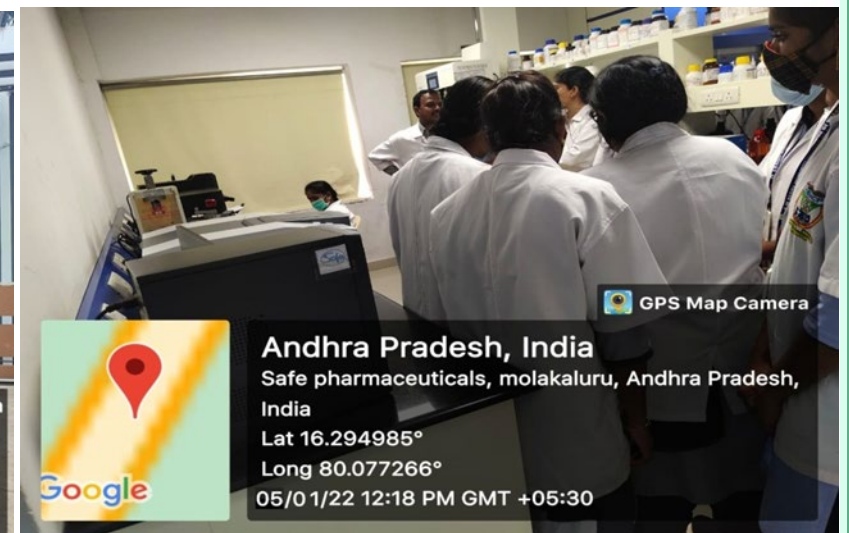
FEEDBACK SYSTEM

COLLECTION OF FEEDBACK FROM STAKEHOLDERS

STUDENTS, TEACHERS, ALUMNI AND EMPLOYERS

FEEDBACK ANALYSIS

ACTION TAKEN REPORT

COMMUNICATION WITH THE AFFILIATED UNIVERSITY

CATERING TO STUDENT DIVERSITY

Programs for fresher's

Orientation Program

Bridge Course

Personality Development Programme

Teaching & Learning Process
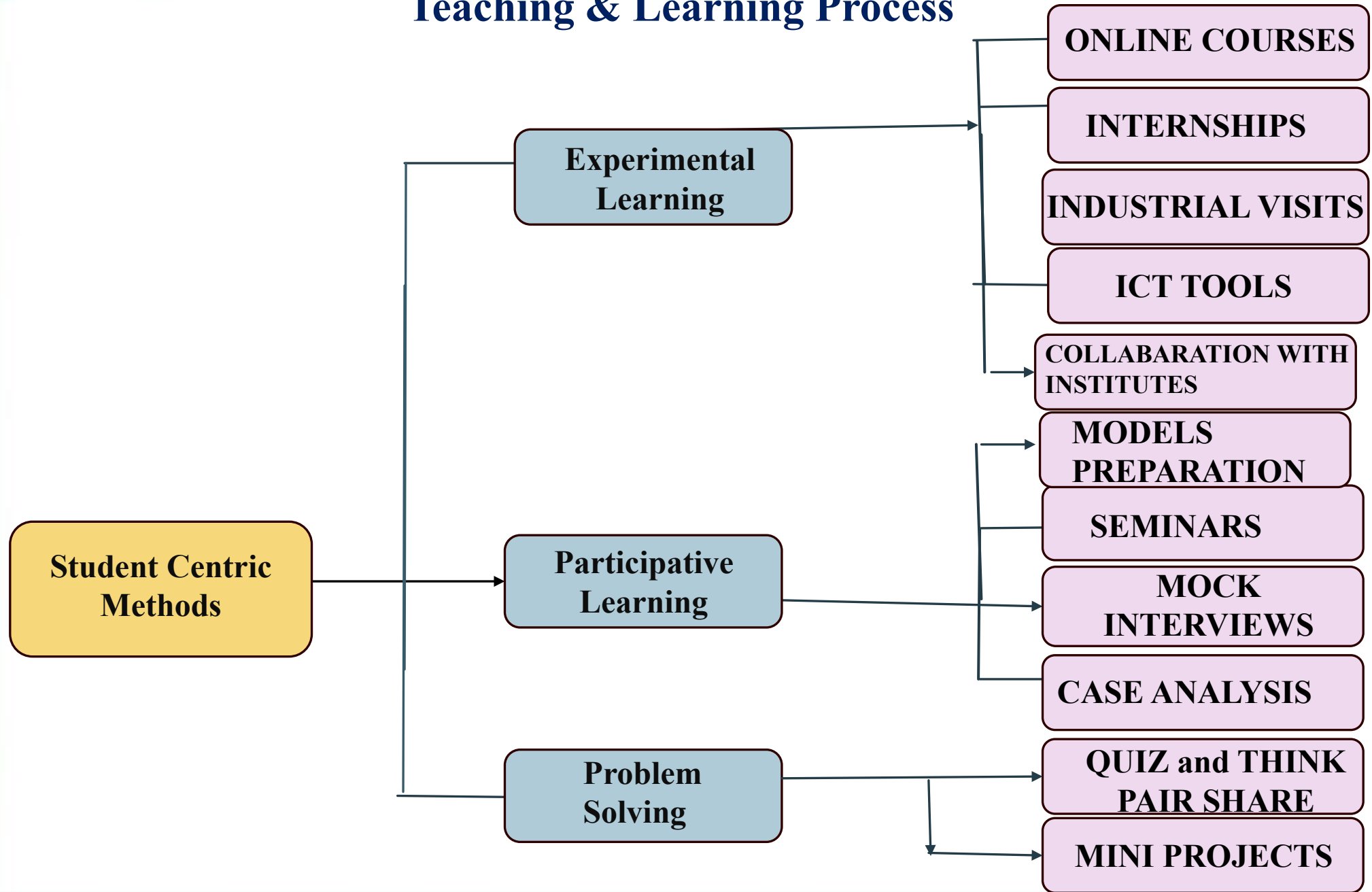
```
Student Centric Methods
    ├── Experimental Learning
    │       ├── ONLINE COURSES
    │       ├── INTERNSHIPS
    │       ├── INDUSTRIAL VISITS
    │       ├── ICT TOOLS
    │       └── COLLABARATION WITH INSTITUTES
    ├── Participative Learning
    │       ├── MODELS PREPARATION
    │       ├── SEMINARS
    │       ├── MOCK INTERVIEWS
    │       └── CASE ANALYSIS
    └── Problem Solving
            ├── QUIZ and THINK PAIR SHARE
            └── MINI PROJECTS
```
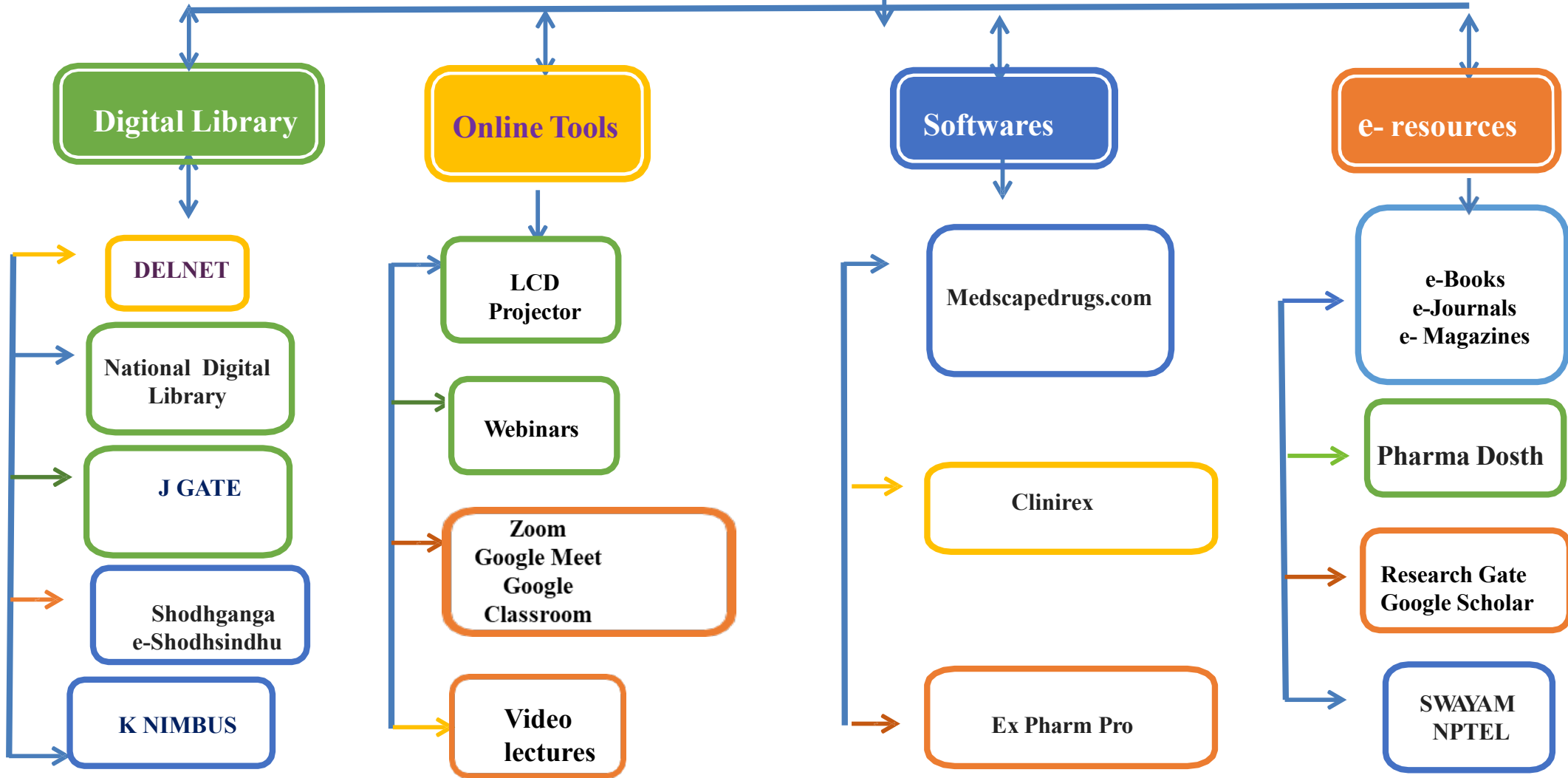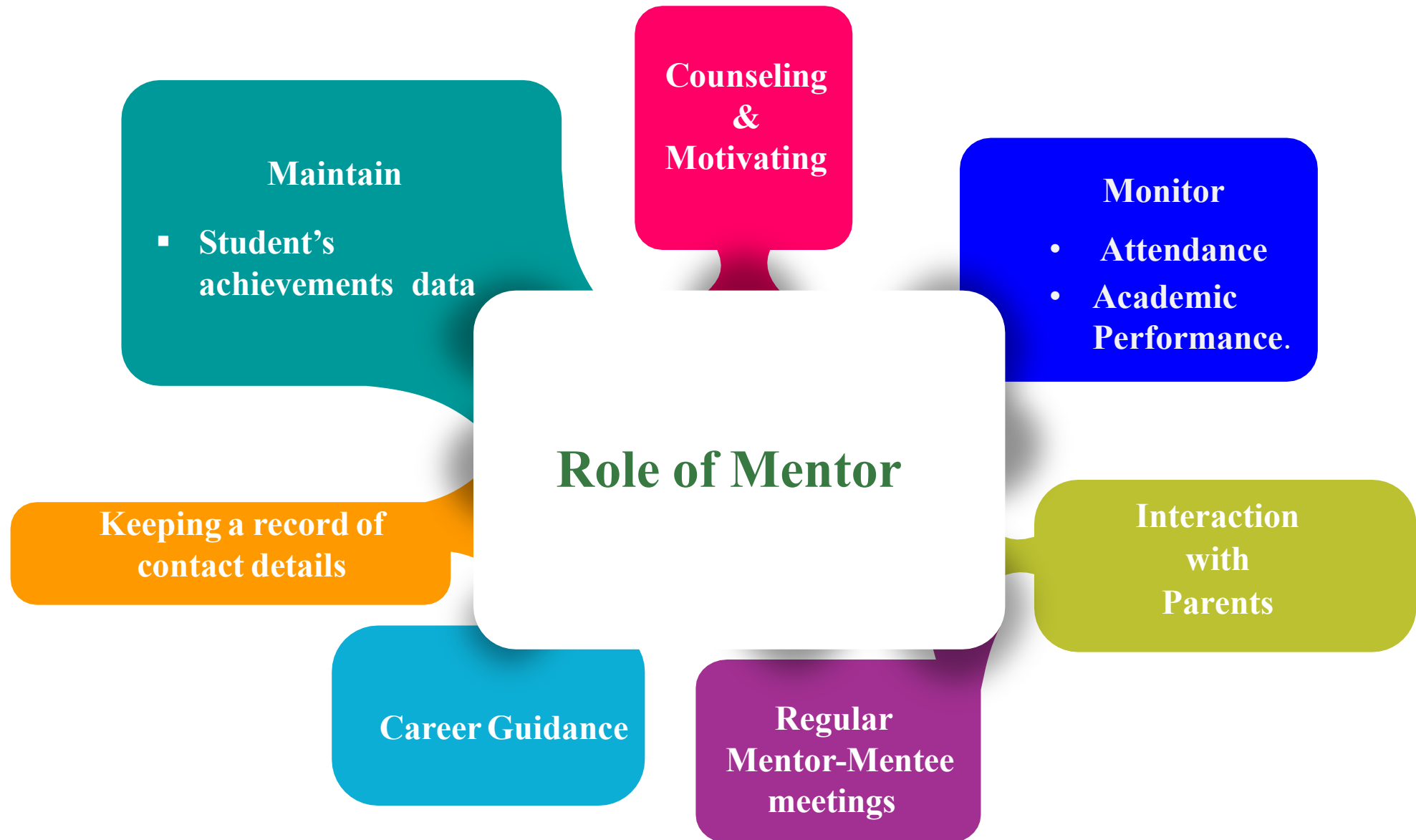
Experience of Full Time Teachers at AMRMCP

FULL TIME TEACHERS

49

01 — Above 10 Years of Experience in AMRMCP

14 — 5-10 years

11 — 3-5 years

10 — 1-2 years

13 — BELOW ONE YEAR

Evaluation Process & Reforms

AMRMCP EXAM Cell

Exam Schedules are Prepared as per ANU Academic Calander

Displayed in Notice Board

Evaluation of Answers Scripts

Answers Scripts are shown to students for self Assessment

Discrepancy in Evaluation

Aggregate of Internal Marks

Displayed Marks in Notice Board

Totalling of Marks

Problems resolved by Faculty/HOD
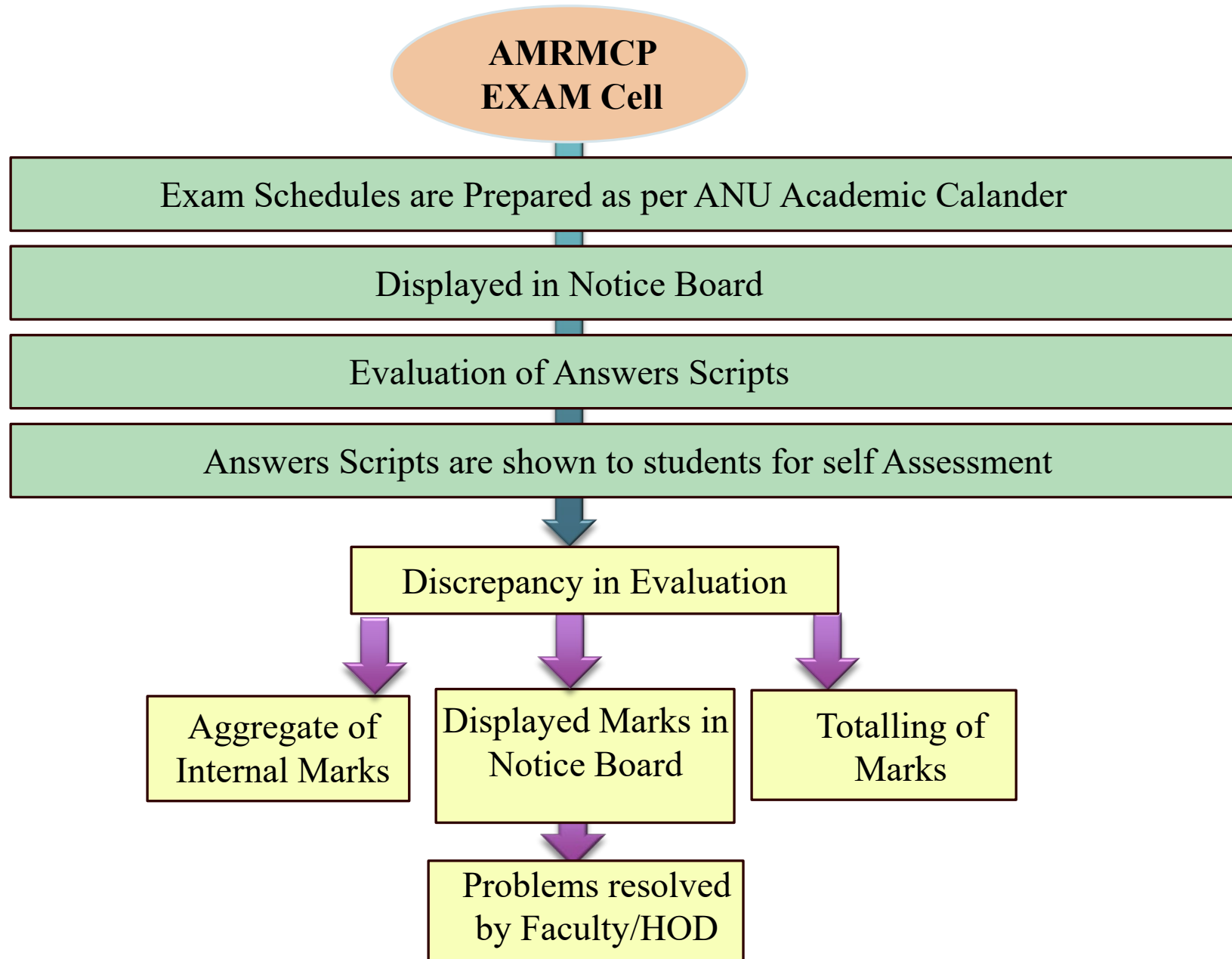
Student Performance & Learning Outcomes

COMMUNICATION OF COS AND POS

- Display Boards (Labs)

- In College Premises

- Website

- Student Orientation Programs & Faculty Meetings.

Attainment of COs & POs

Attainment

Direct Assessment
- **Internal Mid Examinations**
- **Semester End Examinations**
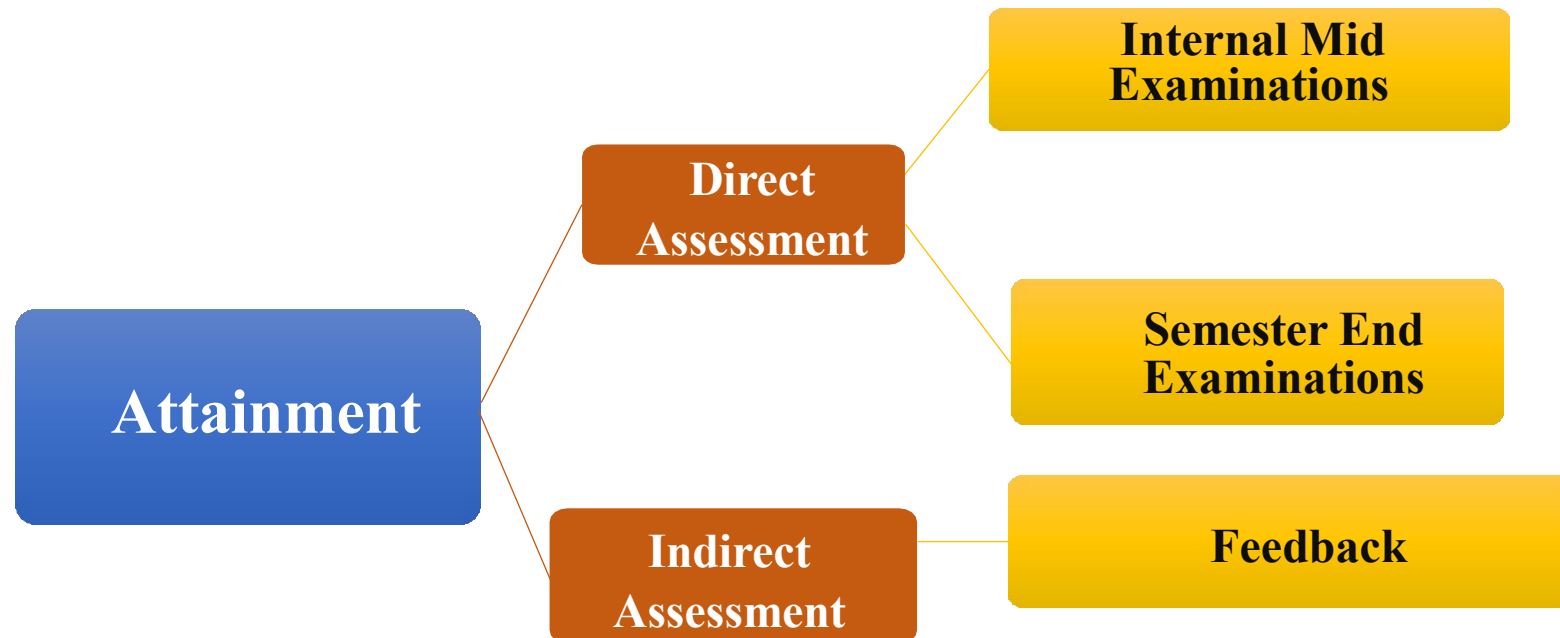
Indirect Assessment
- **Feedback**

EXTENSION ACTIVITIES

S.NO	LIST OF EVENTS
1	AIDS AWARENESS RALLY
2	BLOOD DONATION CAMP
3	CANCER AWARENESS RALLY
4	FIRE SAFETY PROGRAMME
5	WORLD HEPATITIS DAY
6	WORLD PATIENT SAFETY DAY
7	WORLD ENVIRONMENT DAY
8	WORLD PHARMACIST DAY RALLY
9	SANITARY NAPKINS AWARENESS PROGRAMME
10	ROAD SAFETY DAY

AIDS AWARENESS RALLY

BLOOD DONATION CAMP

CANCER AWARENESS RALLY
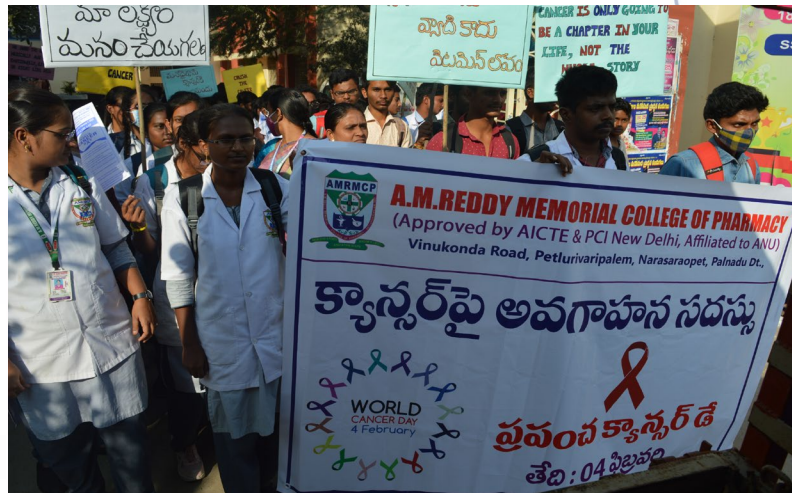
FIRE SAFETY AWARENESS

PATIENT SAFETY AWARENESS

WORLD ENVIRONMENT DAY

WORLD PHARMACIST DAY

SANITARY AWARENESS CAMP

Medical Camps

ROAD SAFETY DAY

Petlurivaripalem, Andhra Pradesh, India
5283+32F, Petlurivaripalem, Andhra Pradesh 522601, India
Lat 16.165252° Long 80.002595°
04/02/23 02:20 PM

Petlurivaripalem, Andhra Pradesh, India
5283+32F, Petlurivaripalem, Andhra Pradesh 522601, India
Lat 16.165247° Long 80.002528°
04/02/23 02:20 PM

Collaboration Activities with Industries & Colleges

PHYSICAL FACILITIES

The Institution has adequate infrastructure and other facilities for

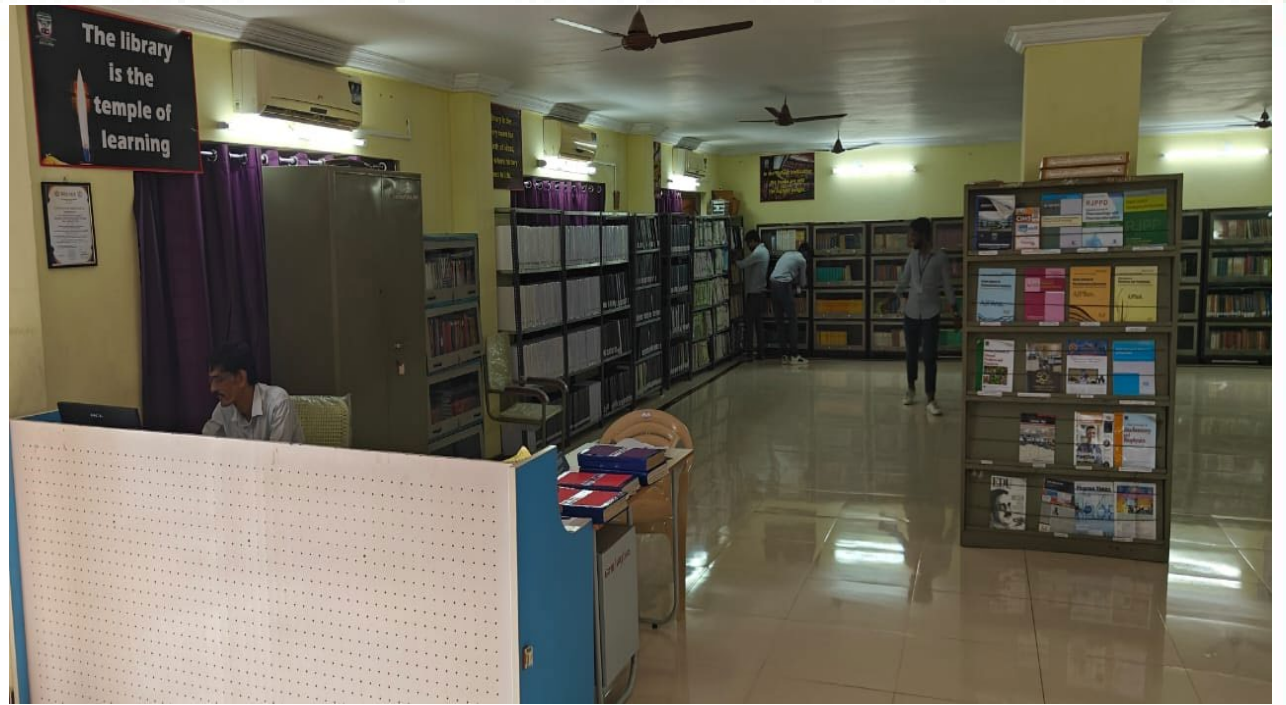➢ **Teaching – learning, viz., classrooms, laboratories, computing equipment etc**

➢ **ICT – enabled facilities such as smart class, LMS etc.**

➢ **Classrooms**

➢ **Laboratories**

➢ **Seminar Halls**

➢ **Training and Placement**

➢ **Transport Facility**

➢ **Library**

➢ **Sports Facilities**

ఉద్యోగాలకు విద్యార్థుల ఎంపిక

ఉద్యోగాలు సాధించిన విద్యార్థులతో ప్రిన్సిపల్ తదితరులు

నరసరావుపేట అర్బన్, న్యూస్టుడే: ఎం.రెడ్డి స్మారక ఫార్మసీ కళాశాలలో నిర్వహించిన ప్రాంగణ ఎంపికల్లో 46 మంది ఫార్మసీ విద్యార్థులు ఉద్యోగాలు సాధించారని ప్రిన్సిపల్ డాక్టర్ పి.భార్గవ భూషణ్‌రావు పేర్కొన్నారు. కళాశాలలో చెన్నైకు చెందిన ఎస్‌పోర్ట్స్ సంస్థ ప్రాంగణ ఎంపికలు నిర్వహిం చిందన్నారు. వివిధ కళాశాలకు చెందిన 116 మంది విద్యార్థులు హాజరయ్యారు. వారికి సంస్థ ప్రతినిధులు రాతపరీక్ష, మౌఖిక పరీక్షలు నిర్వహించి 46 మందిని ఎంపిక చేశారు. ఉద్యోగాలు సాధించిన విద్యార్థులను కళాశాల కార్యదర్శి అట్లూరి శాంతి శ్రీని వాసరెడ్డి, డీన్ లక్ష్మీ తదితరులు అభినందించారు.

LIBRARY AS A LEARNING RESOURCE

➢ *Library is automated with digital facilities using Integrated Library Management System (ILMS), adequate subscriptions to e-resources and journals are made.*

➢ *The library is optimally used by the faculty and students*

❖ **Name of the ILMS software: Del plus issued by DELNET**

❖ **Nature of Automation: Fully automated**

❖ **Version: 2.0**

❖ **Year of automation: 2023**

Student Grievances and Redressal Mechanism

Anti- Ragging Cell

S No	NAME OF THE STAFF MEMBER	DESIGNATION
1	Dr. P. Bharghava Bhushan Rao	Chairperson
2	Dr. G. Kiran	Convenor
3	J. Lakshmi prasanna	Member
4	G. Sandeep Kumar	Member
5	G. Venkateswarlu	Member
6	K. Bala nagi reddy	Police Member
7	K. Venkat Rao	Student Member
8	T. Sahitya	Student Member

Women Grievances Redressal cell

S No	NAME OF THE STAFF MEMBER	DESIGNATION
1	V. Geetharani	CHAIR PERSON
2	R. Padma	Convenor
3	R. Sunitha	Member
4	K. Revathi sushma	Member
5	K. Narsu kumari	Member
6	J. Lakshmi prasanna	Member

Sexual Harassment Grievance cell

S No	NAME OF THE STAFF MEMBER	DESIGNATION
1	V. Geetharani	CHAIR PERSON
2	R. Padma	Convenor
3	R. Sunitha	Member
4	K. Revathi sushma	Member
5	K. Narsu kumari	Member
6	J. Lakshmi prasanna	Member

Hearty Congratulations to GPAT& PGCET 2023 QUALIFIERS

G. Anjali
H.T No : AP07010249
GPAT_AIR : 10115
PGCET : 146

Mr. A. Srinivas Reddy
Chairman

Smt. A. Santhi
Secretary

V.Suguna
H.T No :8161010268
PGCET : 197

SK. Haseena Begum
H.T No :8166010679
PGCET : 328

G. Swapna
H.T. No: 8161010065
PGCET : 328

V. Sai Leela
H.T.No : 8161010267
PGCET : 369

AMRMCP

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
NAAC
EXCELLENCE • CREDIBILITY • RELEVANCE

ESTD : 2004

A. Asha
H.T No: 8163010011
PGCET : 913

N. Aravind
H.T No: 8163010321
PGCET : 913

K. Hema Latha
H.T No: 8161010108
PGCET : 1362

AM REDDY
MEMORIAL COLLEGE OF PHARMACY
(Approved by AICTE & PCI, New Delhi, Reg. of Govt. of A.P & Affiliated to ANU)
Vinukonda Road, Petlurivaripalem, Narasaraopet(M)
For Contact Details: 08647-247193/194, 087907 66323 Fax : 247192
website: www.amreddypharmacy.com, email:principalamrmcp2004@gmail.com

Training and Placement Cell (TPC)

A.M.REDDY MEMORIAL COLLEGE OF PHARMACY
SPONSORED BY ATLURI MASTAN REDDY EDUCATIONAL SOCIETY, REG. NO. 450/2003
APPROVED by PCI, New Delhi.
Permanently Affiliated to Acharya Nagarjuna University, Certified by ISO : 9001-2015

Students Placed in Episource

G Swapna | SK Haseena Begum | K Hemalatha | Y Jaya Lakshmi prasanna | B Neelaveni | B Maneesha | CH Vennela | D Vasanthi

N Manisha | V Sai Leela Reddy | S Prathyusha | A NAVEENA | U VANI | G Anjali | S Venga muni | SK Nagoor Basha

M Dinesh | R HYMAVATHI | Nanda Kishore

A.M.REDDY MEMORIAL COLLEGE OF PHARMACY
SPONSORED BY ATLURI MASTAN REDDY EDUCATIONAL SOCIETY, REG. NO. 450/2003
APPROVED by PCI, New Delhi.
Permanently Affiliated to Acharya Nagarjuna University, Certified by ISO : 9001-2015

Our Students Who Got Selected in Various Companies Both of Campus and on Campus

Awards and Medals in Sports and Cultural Activities

Students Representation in Various Committees

ALUMNI ASSOCIATION

organizing Alumni meets

Guidance for Competitive Examinations

To organize the activities in better way

Updating alumni database

Donate Books to poor students

- Seminars
- Workshops
- Lectures

Notable Alumni

Dr . A SAI BALAJI

M. Pharm., Ph. D.

Pharmacology, Cancer biology.

E-mail: balaji@iict.res.in

Mobile: +91- 9620748005

Current affiliation: Scientist.

Department : Applied Biology

Organization: CSIR-Indian Institute of

Chemical Technology

Our Vision

❖ Our institution vision is to emerge as a world class centre excellent in pharmacy education and to produce competent pharmacist meeting the global standards who are psychologically strong, socially conscious, and emotionally balanced with ethical values.

Our Mission

❖ Our Mission is to provide an affordable high-quality student-centred education to the aspirants of rural areas.

Quality Policy

❖ We aim to achieve holistic expansion among the stake holders with global and human out look through

1. Self-evaluation and continuous improvement.

2. Imparting academic integrity and quality research.

3. Scholar practitioner and mentor approach.

Decentralization & Participating Management

External Representation
Student Representation
Parent Representation
Non- Teaching Staff Representation
Teaching Staff Representation

External Representation	Student Representation	Parent Representation	Non-Teaching Staff Representation	Teaching Staff Representation
• IAEC • IQAC • ARC	WGRC NSS Transport ARC ICC EC GRC IQAC DAC CC LC AC PCC DAC R&D	• IQAC	• Maintenance	ALL Committees

STRATERGY DEVELOPMENT AND DEPLOYMENT

To provide Quality Education to the Students

- Implementation of New Teaching-learning Strategies
- Creating a Platform to students in order to enhance Hands on Experience
- Health Care and Community Services
- Organising Seminars,Conferences & Workshops.

Welfare Schemes for Students

- Encourage Merit Students.

Skill based Education

- Skill Development Programmes
- Awareness Programmes

Creating Awareness on Environmental Education

- Green Initiatives
- Ban on Single Use Plastic
- Pedestrian Friendly Pathways
- Rain Water Harvesting
- Energy Conservation

Social Responsibility and Extension Activities

- Safe use of Medicines
- Health Awareness Programmes & Health Camps

Curriculum Enrichment

- Presentations & Publications
- FDPs
- Industrial visit

Implementation of e-governance software

❖ **e-governance software helps in the process of**

➢   **Administration**

➢   **Finance and Accounts**

➢   **Student Admission and Support**

➢   **Examination**

➢   **Transport communication data**

➢   **Correspondence to parents**

Faculty Empowerment Strategies

Welfare Measurements for Teaching and Non Teaching Staff

Medical Leave
Maternity Leave
Paternity Leave
Casual Leave
Study Leave
Earned Leave

Financial Support to attend Workshop/ Seminar/ Conferences

Professional Membership

PhD / Research work

Group Insurance for Staff

Distribution of Commodities for Non Teaching Staff

Transportation for Needy

PF for Staff

Performance Appraisal System

Category-I

Teaching- Learning & Evaluation

- Students' Feedback
- Academic Performance
- Mode of Teaching
- University Results
- Curriculum Enrichment

Category-II

Co-curricular & Professional Activities

- Contribution to Community
- Administrative Activities
- Organizing Seminars/ Workshops
- FDPs
- Swayam Courses
- Contribution to Institution

Category-III

Research Contribution

- Research Guidance
- Scientific Publications
- Patents, Books/ Chapters
- Review of Scientific Articles
- Editorial Roles
- Research Projects
- Fellowship/ Awards

Financial Management & Resource Mobilization

➢ Day to Day financial transactions are maintained by an accounts In-charge.

➢ Accounts In-charge prepares all financial statements & submits them to statutory bodies likes PCI, NIRF, AFRC & ANU as and when required.

Internal Audit

Annadevara Foundation

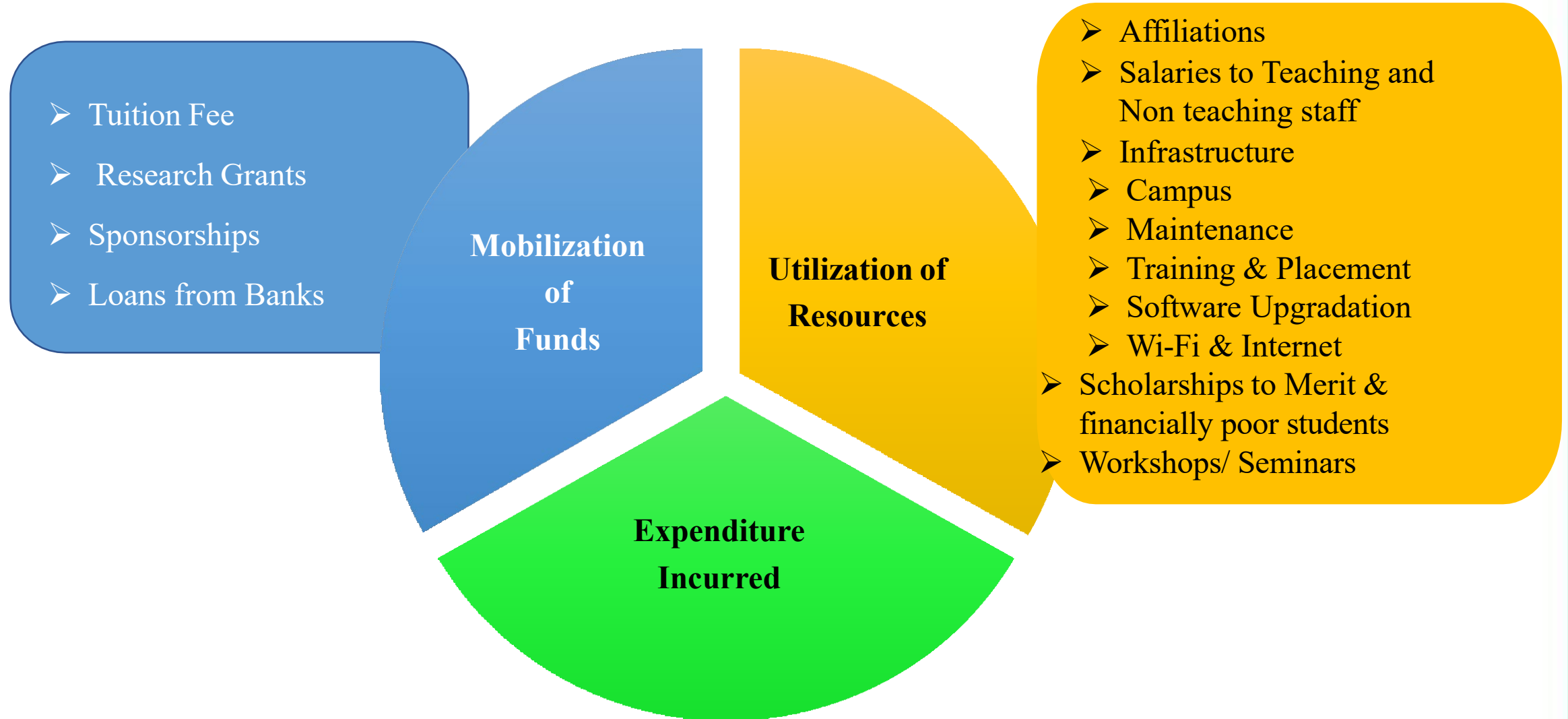| External Audit |
| :---: |

Annadevara Associates

✓ Budget versus Actual Performance
✓ Revenue and Expenditure
✓ Fixed Assets and Purchases
✓ Systems Analysis and Compliances

✓ Source of Income Verification
✓ Reconciliation of Fee amount Receivable and Amount received
✓ Expenses Vouching

Mobilization & Optimal Utilization of Resources

> ➢ Tuition Fee
>
> ➢ Research Grants
>
> ➢ Sponsorships
>
> ➢ Loans from Banks

Mobilization of Funds

Utilization of Resources

> ➢ Affiliations
> ➢ Salaries to Teaching and Non teaching staff
> ➢ Infrastructure
> ➢ Campus
> ➢ Maintenance
> ➢ Training & Placement
> ➢ Software Upgradation
> ➢ Wi-Fi & Internet
> ➢ Scholarships to Merit & financially poor students
> ➢ Workshops/ Seminars

Expenditure Incurred

Internal Quality Assurance Cell

Objectives

➢ Ensuring continuous improvement in all the operations of the institute.

➢ Ensuring quality and integrity to stake Holders.

➢ Developing a strategic action plan to improve the academic and administrative performance of the institute.

➢ Implementing various measures for upgrading the quality of the institute and implementing best practices is required.

Functions

➢ Collecting feedback from stakeholders of the institute on quality initiatives.

➢ Creating awareness of various quality parameters.

➢ Documenting various programs/ activities that lead to quality improvement.

➢ Organizing workshops and seminars on quality development for the faculty and students.

➢ Working continuously for the adoption of pedagogical advancement strategies to match the changing needs of students & industry.

Quality Assurance Initiative

INITIATIVES

IQAC Mandated using ICT tools in teaching

Seminars on Outcome based education & Attainment Analysis

Collaborative programmes through MoUs

Encouraged for active participation of staff in Research

Digitalizing Library and subscription of more e-resources

OUTCOMES

Staff started using LCD projectors, Google class room etc..

CO – PO Mapping and Attainment Analysis are accomplished through curriculum.

Increased MoUs from Industries and Institutes.

Increased Research Paper and book chapter publications

Automated with Delnet, J-Gate, Micromedex and Clinirex.

IQAC

Quality Assurance Initiative

Quality Assurance Initiatives

- ISO 9001:2015
- NIRF
- Collaboration with Institutions and Industries.
- IQAC

Programs on Gender Equity and Women empowerment

Dry Waste & Wet Waste

Available Water Conservation Facilities

Green Campus Initiatives

Best Practice-I
Mentoring System for students

Objective

To Minimize dropouts, improve performance and reduce stress of the students through personal counseling

Context: To achieve emotional stability and promote clarity in thinking and decision making for overall progress .
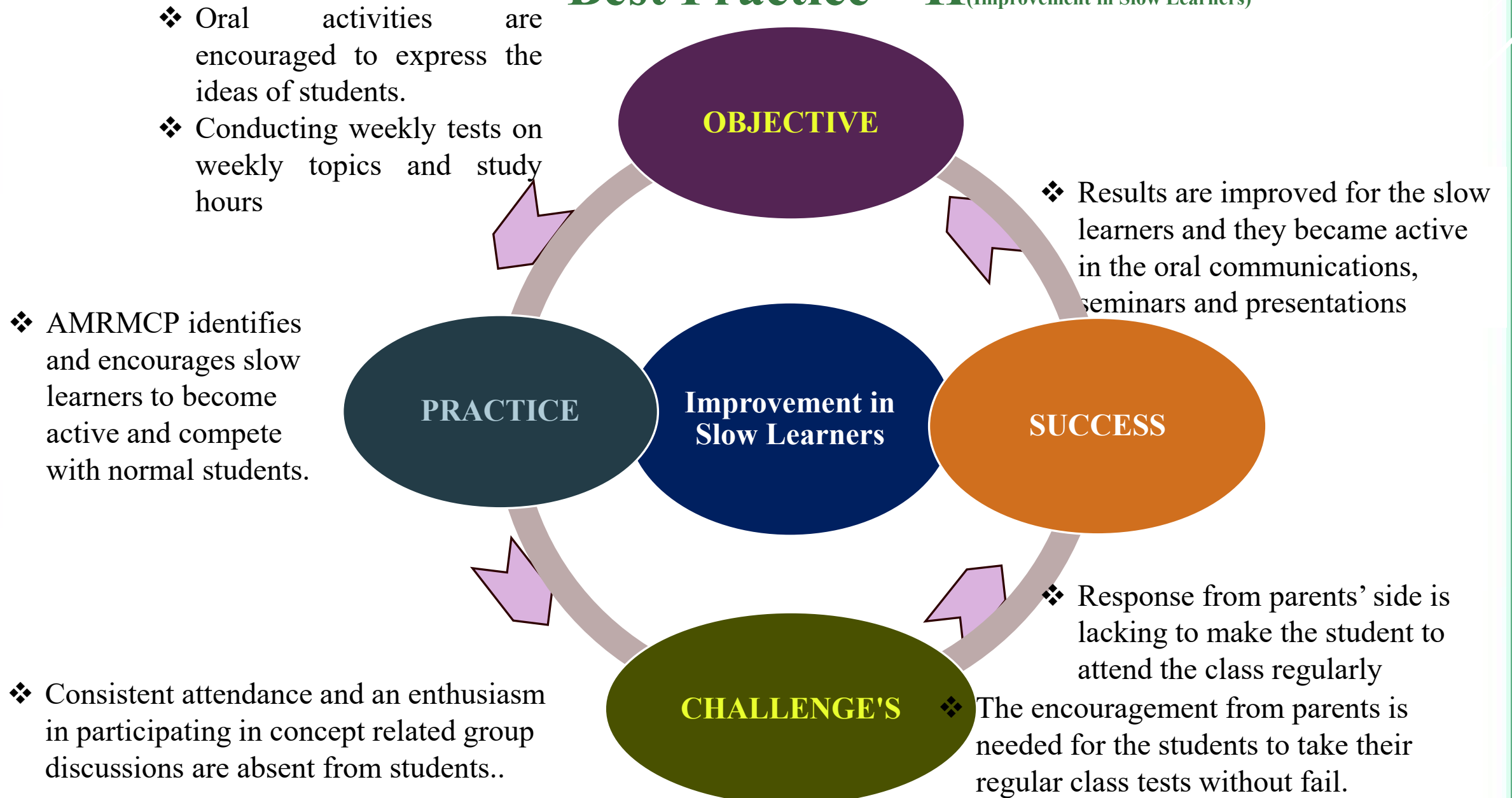
Evidences of Success

• Includes better results in examination.
• students are more relaxed and have healthy relationship with the staff.

Challenges Encountered

• The desired to help students beyond teaching hours

Best Practice – II (Improvement in Slow Learners)

- ❖ Oral activities are encouraged to express the ideas of students.
- ❖ Conducting weekly tests on weekly topics and study hours

OBJECTIVE

- ❖ Results are improved for the slow learners and they became active in the oral communications, seminars and presentations

- ❖ AMRMCP identifies and encourages slow learners to become active and compete with normal students.

PRACTICE

Improvement in Slow Learners

SUCCESS

- ❖ Response from parents' side is lacking to make the student to attend the class regularly

CHALLENGE'S

- ❖ The encouragement from parents is needed for the students to take their regular class tests without fail.

- ❖ Consistent attendance and an enthusiasm in participating in concept related group discussions are absent from students..

National Educational Policy- *A boon to budding pharmacists*

➢ **National Education Policy (NEP)-2020**, a striving policy of Government of India to revamp the entire education system in India is now under implementation stage at each level including higher education institutions in India.

➢ The fundamental principle underlying this approach is that cultivating higher-order cognitive capacities such as critical thinking and problem-solving, along with social, ethical, and emotional capacities and attitudes.

Key Components

1. Multiple entry and exit
2. Multidisciplinary components
3. Language learning and communication skills
4. Practical and hands-on training
5. Problem solving and critical thinking
6. Continuous assessment mode
7. Social connect and visits