



SULTAN-UL-ULOOM COLLEGE OF PHARMACY

(Estd. by Sultan-ul-Uloom Education Society)

Approved by AICTE & Pharmacy Council of India

Affiliated to Jawaharlal Nehru Technological University, Hyderabad

B.Pharm Program Accredited by NBA

Recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Institutional Best Practices

Best Practice 1.

1. Title: Nurturing Young Innovative Entrepreneurs / Aatmanirbhar Youth:

2. Objectives:

Nurturing Young Innovative Entrepreneurs /AatmnirbharYouth Practice at the college aims to promote self-reliance and entrepreneurship skills amongst the students from idea generation to establishing business model. Its objectives include providing a platform for students encouraging innovation and creativity and learnto apply business skills, fostering a sense of responsibility and leadership and promoting sustainable development. The practice also aims to empower students to create their own opportunities and convert them from **job-seekers** to **job-givers** and contribute to the economy. Through this practice, students are encouraged to think outside the box, develop critical thinking skills and gain practical experience in business and entrepreneurship. Ultimately, the goal is to prepare students for success in a rapidly changing and competitive global economy.

3. The Context:

Challenge 1: Lack of awareness and interest: One of the major challenges is generating awareness and interest among students in entrepreneurship. Many students are unaware of the opportunities available in entrepreneurship and thus are not interested in pursuing it as a career.

Challenge 2: Limited resources: Another challenge is the limited human resources available for entrepreneurship education and support. The government is also not providing sufficient funds and facilities or staff to provide comprehensive training and mentorship to students.

Challenge 3, Cultural and Societal Pressure: The social stigma and lack of equal opportunities attached to women entrepreneurs.

Challenge 4, Regulatory and legal issues: Entrepreneurship involves compliance with regulatory and legal requirements, which can be complex and time consuming.

Challenge 5, Sustainability: The practice needs to promote sustainable and socially responsible entrepreneurship, which considers its impact on the environment and society. This requires focus on ethical business practices, social responsibility and environmental sustainability.

4. The Practice:

Constraints and limitations of Indian Higher education;

1. **Curricular Gaps:** The curriculum is framed by JNTUH with few curricular gaps that are essential for industry requirements and advancements. It fails to keep up with rapidly changing fields and emerging technologies. As a result, graduates may lack the necessary skills and knowledge to meet the demands of the job market.
2. **Exam-oriented syllabus:** Indian students are often taught to focus on passing exams, rather than on learning and gaining knowledge. This can lead to a shallow understanding of the subject matter and make it difficult for students to apply their knowledge in real-world settings.
3. **Inadequate Infrastructure:** Institutions cannot afford to procure the dynamically changing equipment and infrastructure of industries, thus students may not have access to advanced technologies and infrastructure. This can make it difficult for students to get the education they need to succeed.
4. **Inadequate funds:** An institution cannot have enough funds to continuously replace instruments and equipment in the same pace as industry does. This can lead to industry-obsolete facilities and lack of resources for students.

The Aatmnirbhar Youth Practice introduces a distinctive approach to higher education in India, with the primary goal of instilling self-reliance and entrepreneurial skills in students. Aligned with the Government of India's vision of fostering an Aatmnirbhar Bharat, this initiative focuses on cultivating entrepreneurship throughout the nation.

The college has established an Institution Innovation Council (IIC) recognized by Ministry of Education of India (MoE), Government of India. The IIC helps higher educational institution in participating Innovation and Entrepreneurship initiatives of Ministry and thus:

1. The Institution has adopted National Innovation and Startup Policy (NISP)
2. Trained Innovation ambassadors at Sultan-ul-Uloom College of Pharmacy.
3. Participated in Smart India Hackathons
4. Facilitated innovation and patent filing

IIC focuses on conducting webinars and seminars where the experts and young entrepreneurs are invited to motivate the faculty and students to foster their innovation and entrepreneurship skills.

Sultan-ul-Uloom College of Pharmacy has also established the SU Knowledge Hub, an academic start-up incubator. Students have access to workshops, experts, advisors, funding opportunities and a community of like-minded peers to explore their ideas and accelerate venture building.

At SU Knowledge Hub, students are guided by patient, supportive technical mentors with strong backgrounds and leadership skills. They provide constructive feedback and promote open communication.



Students benefit from SU Knowledge Hub's strong industry connections, providing access to information, resources and growth opportunities, its scalable infrastructure provides students with the resources and support they need to succeed, nurturing collaboration and entrepreneurial spirit.

This program provides students with a valuable platform to acquire and apply business skills. By emphasizing the importance of innovation and creativity, it nurtures an environment that encourages students to think outside the box. Furthermore, the initiative aims to foster a sense of responsibility and leadership among participants, while also promoting sustainable development.

One of the key advantages of this initiative is its ability to empower students. By equipping them with the necessary skills and knowledge, it enables them to create their own opportunities instead of solely relying on traditional employment options. This shift towards self-employment and entrepreneurship can contribute significantly to the country's economy, fostering growth and reducing unemployment rates.

Despite these constraints, the Aatmnirbhar Youth Practice stands as a remarkable initiative in higher education. By addressing these limitations and working towards overcoming them, the initiative can effectively promote self-reliance and entrepreneurship skills among Indian students, fostering a culture of innovation, economic growth and sustainable development in the country.



Establishment of the SU Knowledge Hub



5. Evidence of Success

The program has effectively nurtured an entrepreneurial mindset among students and provided them with the necessary skills, knowledge and opportunities to pursue entrepreneurial ventures and opportunities for creating jobs.

List of Innovations generated/developed/ completed/ implemented include:

1. SERGENT- a PRODUCT INNOVATION, TECHNICAL INNOVATION SU- Innovation cell- Mohammed Safi-Ur -Rehman and Juveria Siddiqua
2. SAS –Anjum Ahmedi, Ayesha Ambareen
3. SAFETY squad—Syed Faizan
4. Rx care –Shaik Asra Fatima & Afreen Sultana
5. PHARM X : Sania Mahveen & Azagari Begum
6. ADJUVAT : Syeda Juveria Tarooz & Sumayya
7. COLLABORATIVE: Adiba Nazim, Safia Nazneen
8. Dr. ANTIBIOTICS: M A Mushtaq & Zulfiquar Kagalwala
9. ALPHA CARE: Ruqya Movya & Saba Naaz

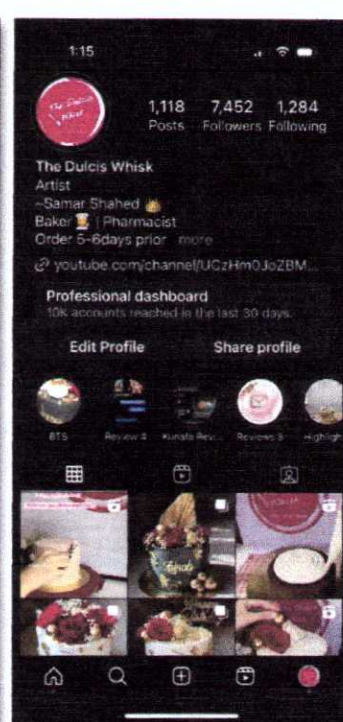
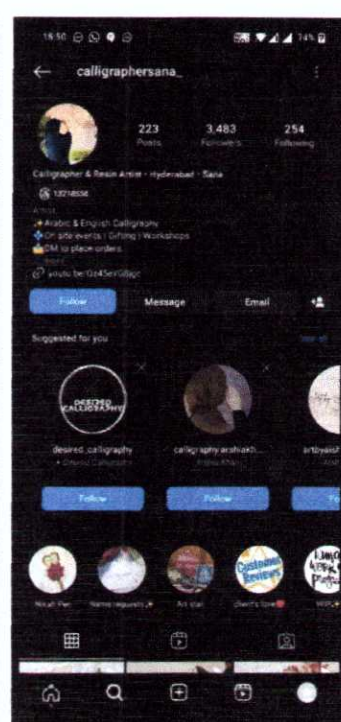
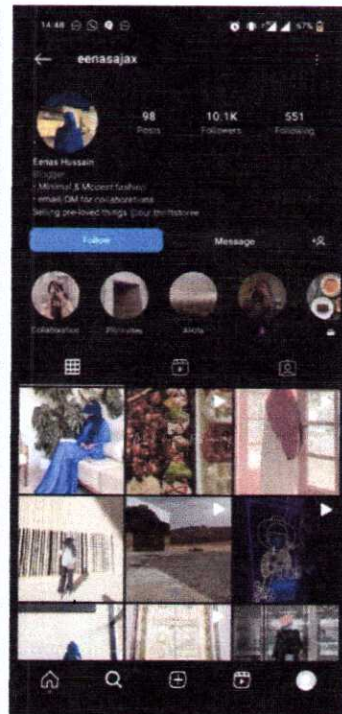
There are several students who have ventured into various entrepreneurial pursuits.

- Nawal, a Pharm.D graduate, runs a business called Calligraphy by Nawal, where she sells customised necklaces and resin art, including resin invites, bookmarks, and trays.
- Rana Siddiqui, also a Pharm.D graduate, operates Cakesmith, a dessert business that specializes in custom cakes and treats for different occasions.
- Eenas Hussain, another Pharm.D graduate, is a minimal and modest fashion blogger known as Eenas blogger. She has a significant following on Instagram and collaborates with various modest clothing brands.
- Fazeela Khan, a PharmD graduate, is the owner of Cookie Monster, a dessert business specializing in brownies and cookies.
- Sana, who has a B.Pharm degree, runs Sana Calligraphy, a platform that offers workshops to learn brush calligraphy and sells customized mugs and gifts.
- Samar Shahed, an M. Pharm graduate, owns The Dulcis Whisk, a dessert business that focuses on custom cakes.
- Maryum S, a PharmD graduate, runs Brownies by Maryum, a dessert business that sells healthy alternatives and gluten-free brownies.
- Afia Khan, with a B.Pharm degree, started Sugar Rush, an intercity startup that offers a variety of delicious and visually appealing cakes.
- Sumaiya Fatima Moosa, a B.Pharm graduate, operates Hyderabad Flavors, a social media platform that shares recipes, reviews, and rates restaurants.
- Sofia Ahmed, a PharmD PB, is known as Mehndi by Sophiya, a self-taught makeup artist providing bridal henna, bridesmaids henna, Arabic henna, Qafeef henna, party henna, and Indian and Marwari henna services.



- MahwishKhanam, an M.Pharm graduate, owns Loops of Thread, a hand embroidery business that creates art in the form of wall hanging loops and glass frames.
- SidrahFirdous, a B.Pharm graduate, established Hattatlik.sedra, a startup selling customized Arabic calligraphy artwork.
- Khateejatul Kubra Nooreen, also a B.Pharm graduate, runs Craftoor, a startup that sells artistic gifts and co-founded the Mashaal women's safety program.
- AliyaRazvi, a Pharm.D graduate, founded AliyaRazvi Artist, a startup that sells artwork and customized phone cases.
- ShaistaSumayya, a PharmD graduate, is the owner of 21st Century Brownies, a dessert business specializing in custom cakes, cupcakes, and brownies.
- Ayesha Mohsin, also a PharmD graduate, established Sasha Resin Store, an exclusive resin store offering customization options.
- Shuja Ahmed, a PharmD graduate, founded True Path Official, an educational startup that creates awareness with the assistance of educational professionals.
- SyedaShafiaAmeen, a Pharm.D graduate, owns Resin Hues, a store specializing in resin products for home decor, jewelry, and photo frames.
- Bismah, pursuing B.Pharm. degree, developed PharmaVerse, an application that delivers dermatological products to customers' doorsteps.
- Syed Muteeb Ahmed, a B.Pharm graduate, started GenPharma, a startup focusing on popularizing the usage of generic medicine.
- Asma Fatima, a PharmD graduate, established Cute Stationery and More, a startup selling aesthetically pleasing and functional stationery items for school children.
- Aisha Baig, a B.Pharm graduate, is the creator of Art by Aisha Baig, an art page dedicated to spreading the beauty of Islam through beautiful art pieces and calligraphy.
- Mohammad Anwar, a PharmD graduate, founded MTBR Co., which provides billing paper rolls to restaurants, departmental stores, and pharmacies.
- Alina Mustafa, a Pharm.D graduate, is the founder of Alinamustafa Couture, an exclusive clothing brand selling customized traditional outfits.
- HafsaHussaini, a PharmD graduate, runs Hafway Through, a freelance writing service catering to businesses and companies.
- AtikaSiddiqua, a PharmD graduate, owns Ayako, a creative venture that creates digital art, graphic designs, and logos for small businesses.

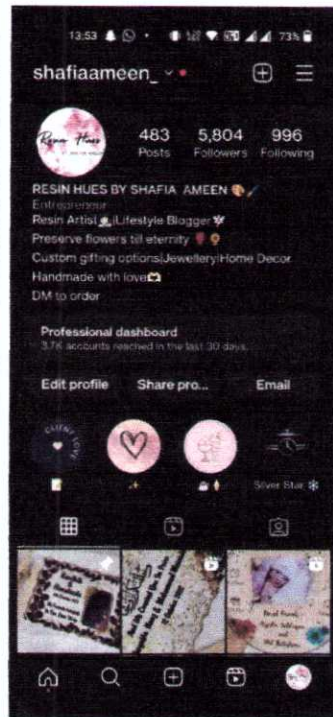
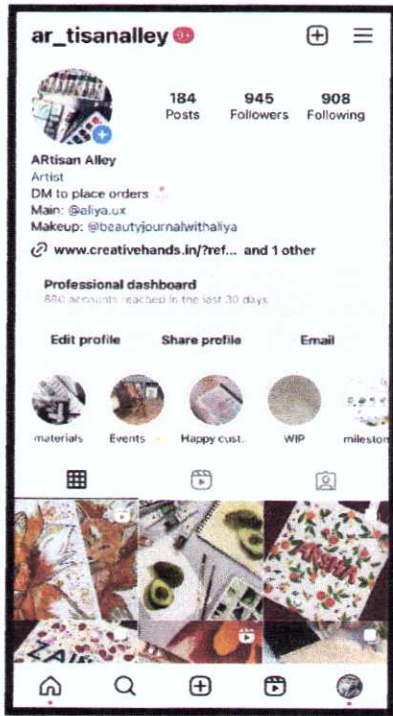
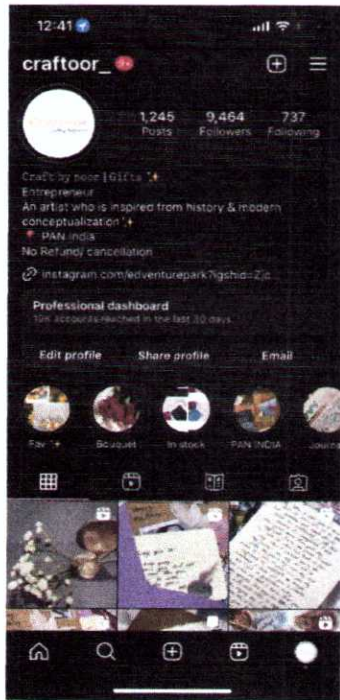
Entrepreneurs of Sultan-ul-Uloom College of Pharmacy



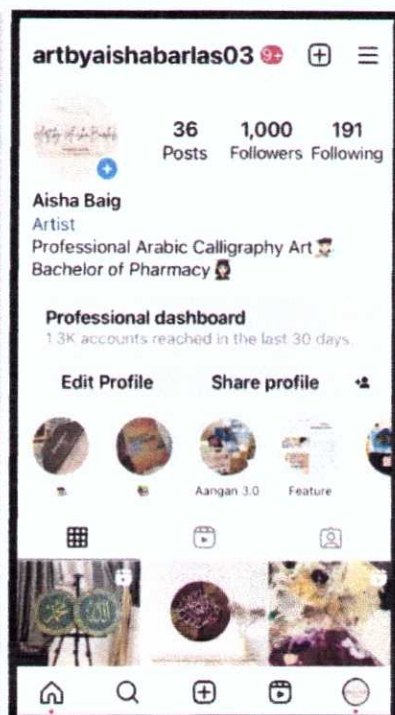
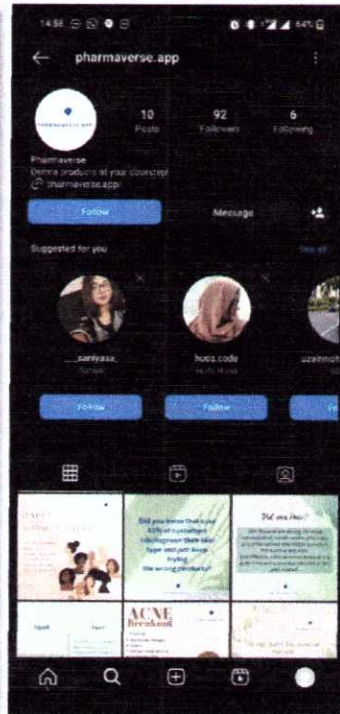
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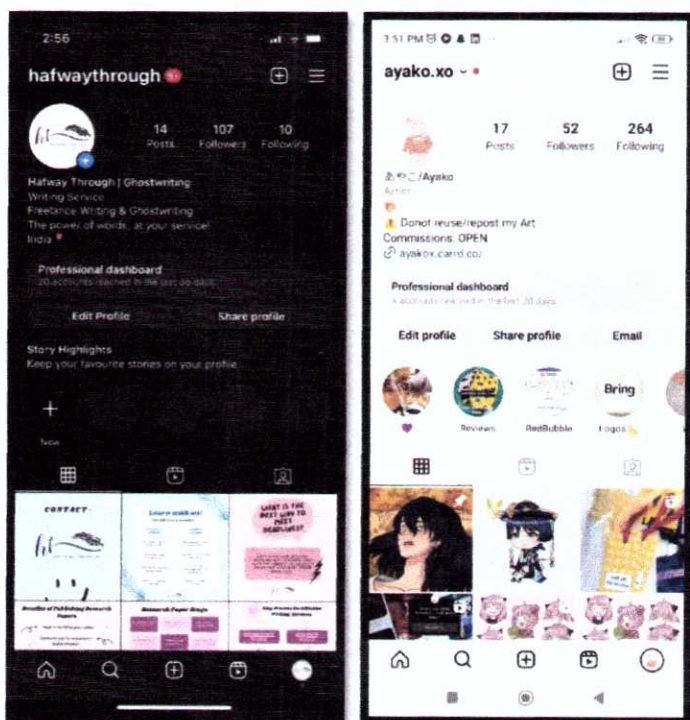
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Details of Co-Curricular Events /Programmes related to innovation, IPR and Entrepreneurship/ startup conducted / participated by Sultan-ul-Uloom College of Pharmacy.

Institution's Innovation Council Events:

Sr.No.	Date	Event	Speaker
1	16.02.2021	A webinar on Research Funding for Women Scientists	Speaker: Dr. D. Saritha, Associate Professor, Dept. of Pharmaceutics
2	25.02.2021	Session on How to Plan for Start-up with Legal and Ethical steps	An IIC- session talk was arranged to emphasize on legal requirements and regulations framed by Government of India to begin a new business model as Startup venture Presented by: Dr. N. AppalaRaju, Professor
3	15.03.2021	A Webinar of Innovative Technologies in the Subcutaneous Drug Delivery	Speaker: Mr. M. Mushraff Ali Khan, Associate Professor, Dept. of Pharmaceutics
4	20.04.2021	A Webinar on Designing Methodology in Conduction Clinical Research	Speaker: Dr. N. Anitha, Professor, Dept. of Pharmacology

5	07.06.2021	A Webinar on Intellectual Property Rights	Speaker: Dr. V. MuraliBalam, Professor, Dept. of Pharmaceutical QA
6	14.06.2021	Orientation Session	Orientation Session on Institution's Innovation Council (IIC) for all Students and Faculties of the Institution by Innovation Ambassador
7	27.07.2021	A webinar on Entrepreneurship: To be a Job Seeker or Job Giver	Speaker: Mr. Syed Hussain S.K., Associate Professor, Dept. of Biotechnology
8	04.08.2021	A webinar on Weightage of Research, Innovation & Patents in ARIIA, NIFR, NBA & NAAC	Speaker: Dr. Anupama Koneru, Professor, Dept. of Pharmacology
9	11.08.2021	MIC driven activity for Quarter-4	A National Webinar on Research, Innovation and Rankings the part of one-year celebration of National Education Policy 2020 (NEP 2020) Chief Guest: Dr. Rajkumar Ranjan Singh, Hon'ble Minister of State for Education and External Affairs, Govt. of India
10	23.08.2021	Webinar: Accelerator / Incubation - Opportunities for Students and Faculties - Early Stage Entrepreneurs.	Speaker: Dr. Ramjee Pallela, COO, CCMB-ATAL Incubation Centre.
11	24.08.2021	Orientation Session	Orientation Session on Institution's Innovation Council (IIC) for all Students and Faculties of the Institution by Innovation Ambassadors
12	26.08.2021	World Entrepreneur Day celebrations	Talk with Start-up Founder: Speaker: Mr. Mujeeb, CLINISOL Institute, Panel Discussion, Poster & Essay writing Competitions were conducted
13	07.09.2021	Q1 meeting	Institution's Innovation Council Meeting held in chambers of the president IIC 4.0 on 07.09.21 at 11.00 am
14	13.10.2021	Awareness Program on Institutional Research and Funding	Speaker: A. Ravinder Nath Professor emeritus, Centre for Biotechnology, Institute of Science and

			Technology, JNTU, Hyd.
15	21.10.2021	A Webiner on Research Opportunities in Wayne State University	Speaker: Ms. Shraddha Singaurey Indian Advisor for Wayne State University, USA
16	11.11.2021	National Education day	B. Pharm & Pharm D Students took part in presentation of posters representing importance of research and innovation in education.
17	12.11.2021	Workshop on Entrepreneurship & Innovation as career opportunity	Speakers Dr. Kanav Khera and Dr. Shivani Desai threw light on becoming an entrepreneur
18	17.11.2021	A webinar on Research - Opportunities & Challenges	Speaker Prof. Dr. M U R Naidu Hony. Prof. Pharmacology, ESIC Medical College
19	24.11.2021	One day competition in successful business ideas	B. Pharm & Pharm D Students took part in presentation of posters
20	02.12.2021	National Pollution Control Day	SUCP students organised & participated to create awareness about the pollution and its control.
21	03.12.2021	Q2 meeting	Institution's Innovation Council Meeting held in chambers of the president IIC 4.0 on 03 rd Dec 2021 at 11.00 am
22	09.12.2021	A session on Entrepreneurship skill, attitude and behavior development	Speaker: Mrs. K. Rajani, Training & Placement Officer (MJCET)
23	14.12.2021	National Energy Conservation Day	Students of SUCP participated in awareness drive (National Energy Conservation Day) in the campus.
24	11.01.2022 to 12.01.2022	e-Symposium	Faculty & Students participated in an e-Symposium on building innovation and entrepreneurial ecosystem in educational institution as a MIC driven activity.
25	20.01.2022	A Webinar on Patience, Critical Thinking and Problem Solving in Research	Speaker: Dr. Suman Roy, Psychiatrist

26	24.01.2022	Orientation session on IIC 4	Faculty & students participated in an Orientation session on IIC-4 organised by MoE's Innovation Cell
27	28.01.2022	Workshop on research and innovation management	Speakers: Prof. Shehbaz Ahmed, Director AAKCBA Dr. N. AppalaRaju, Professor SUCP Dr. D. Saritha, Associate Professor, SUCP Dr. S. Imam Pasha, Associate Professor, SUCP Mrs. K. Sreedevi, Associate Professor, SUCP
28	10.02.2022	Webinar: Sensitization on defense innovations	Participated in one day webinar by CodissiaDefence Innovation and Atal Incubation Centre (CDIIC) as a part of IIC activity
29	21.02.2022	SHE Team awareness programme - A session on Innovative Technological Tools for Women Protection	In association with 'SHE Team' of Hyderabad City Police.
30	22.02.2022	A Webinar on "Achieving Problem-Solution Fit & Product-Market Fit	Speaker: Prof. Shehbaz Ahmed, Director AAKCBA
31	23.02.2022	A webinar on Learning Self Reliance Skills for Academic Entrepreneurship	Speaker: Dr. Syed FerhatullahHussainy, Professor MJCET
32	28.02.2022	National Science Day	SUCP students observed National Science Day in the campus. The objective of conducting the program to inculcate awareness on how science is important in the day-to-day activities and improve their knowledge of health.

6. Problems Encountered and Resources Required:

Some of the common challenges encountered in the implementation of this practice are as follows:

Insufficient Resources: The college lacks adequate funding, facilities, and staff to offer comprehensive training and mentorship to students. To address this issue, the college has established the S U Knowledge Hub, acting as a bridge between aspiring young entrepreneurs and potential investors.



Lack of Awareness: Another obstacle lies in the students' limited knowledge about the essential skills and available opportunities in the field of entrepreneurship. The college recognizes the need for awareness programs to overcome this hurdle.

Regulatory Compliance: The practice must provide guidance and support to students in navigating regulatory requirements and adhering to relevant laws. The establishment of the SU Knowledge Hub, along with awareness programs conducted by the college, has been instrumental in addressing this concern.

Limited Mentorship: The practice necessitates the identification and engagement of experienced entrepreneurs, investors, and industry experts who can mentor and guide students. This challenge has been resolved through the valuable mentorship of individuals like Mr. Meraj Faheem, a seasoned entrepreneur with a deep passion for education, technology, and student entrepreneurship.

Inadequate Infrastructure: Sufficient infrastructure, including space, equipment, and technology, is crucial for facilitating effective training and mentorship programs. The SU Knowledge Hub, equipped with abundant resources and state-of-the-art facilities, has successfully tackled this issue.


Principal