



MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – 'A' Grade - ISO 9001:2015 Certified)
Maisammaguda, Dhulapally, Komapally, Secunderabad – 500100, Telangana State, India.

7.3.1. INSTITUTIONAL **DISTINCTIVENESS**



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S.NO	PARTICULARS
1	TECHNOLOGY BUSINESS INCUBATOR
2	EDC/IIPC CELL
3	TRAINING AND CAPACITY BUILDING
4	AICTE MARGADARSHAK
5	NODAL CENTRES FOR TECHNOLOGY TRANSFER

1. TECHNOLOGY BUSINESS INCUBATOR

MRCET is recognized by MSME, Government of India as **TECHNOLOGY BUSINESS INCUBATION CENTRE**.

MRCET is placed in 5-25 BAND OF EXCELLENCE by ATAL Rankings for its innovations

Various facilities are provided to the students and Faculty members to implement their Start-ups, innovations and projects.

Smart Hackathon Programs are conducted every year for the students and selected teams are encouraged to participate in the national level competitions.

MoUs are established between T-Hub, Government of Telangana for providing Skill Development Programs to the students and NRDC, Government of India for various development and implementation of various research projects.

More than 7 National and One International Patents are published and awarded. More than 800+ research publications by faculty members, students and research scholars have published in reputed National and International journals.

MOUS

- ❖ MoU with NRDC, Department of Scientific and Industrial Research (DSIR), Govt. of India.
- ❖ MoU with Business Incubation Centre – MSME, Govt. of India.
- ❖ MoU with National Aerospace Laboratories (NAL), Bangalore.
- ❖ MoU with ESOL Examinations (BEC) University of Cambridge, UK.
- ❖ MoU with Zensar Technologies for the Technology Transfer.
- ❖ MoU with Mahindra & Mahindra
- ❖ MoU with Tech Mahindra
- ❖ MoU with Lincoln University, Malaysia
- ❖ MoU with University Malaysia Sarawak (UNIMAS) – Malaysia
- ❖ MoU with National University, California, USA.
- ❖ MoU with ECPI University Virginia, USA
- ❖ MoU with National University California, USA
- ❖ MoU with University of New Orleans, USA
- ❖ MoU with University of Highlands and Islands, Scotland, UK

Exchange of MoU-NRDC Vs MRCET, HYD , Dated on 17th November 2018 at NIT, Warangal.



MRCET faculty members visit to MSME Technology Centre (CITD), Dated on 12th November, 2018.



MSME -Meeting of the Sub-Committee (Local Selection Committee), Shri D. Chandra Sekhar, Additional Industrial Advisor, MSME-DI, Shri K.C.Choudhary, Dy. Director MSME- DI, Hyd, Date 26-09-2018



HACKATHON PROGRAMME

Smart India Hackathon 2020

Smart India Hackathon 2020 is a nationwide initiative to provide students a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mindset of problem solving. The last edition of the hackathon saw over 5 million+ students from various colleges compete for the top prize at 65+ locations. In SIH 2020, the students would have the opportunity to work on challenges faced within various Ministries, Departments, Industries, PSUs and NGOs to create world class solutions for some of the top organizations including industries in the world, thus helping the Private sector hire the best minds from across the nation. It can help to:

- Harness creativity & expertise of students
- Spark institute-level hackathons
- Build funnel for 'Startup India' campaign
- Crowdsource solutions for improving governance and quality of life
- Provide opportunity to citizens to provide innovative solutions to India's daunting problems

The first three editions SIH2017, SIH2018 and SIH2019 proved to be extremely successful in promoting innovation, out-of-the-box thinking in young minds, especially engineering students from across India.

Malla Reddy College of Engineering and Technology(MRCET) has conducted Internal Hackathon on January 18th as for Selecting Teams for final upload as per directions of SIH2020. Total 29 teams has participated out of which 13 teams has been uploaded into SIH portal which includes both software and Hardware.

The poster features the college's name at the top, followed by accreditation logos (AICTE, UGC, ISO, NBA) and the Smart India Hackathon 2020 logo. The central text reads 'THE BIGGEST OPEN INNOVATION MODEL SMART INDIA HACKATHON 2020'. Below this, it specifies 'A CODING MARATHON' on 'January 18th 2020' at the 'Venue: Placement block'. At the bottom, four organizers are listed: M. Jayapal (SPOC), Dr. D. Sujatha (HOD, CSE), Prof. K Kailasa Rao (Director, CSE, Dean, Placements), and Dr. VSK Reddy (Principal).

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MAISAMMAGUDA, DHULAPALLY (POST VIA HAKIMPET), SECUNDERABAD-500100. WWW.MRCET.AC.IN

SMART INDIA HACKATHON 2020
THE BIGGEST OPEN INNOVATION MODEL
SMART INDIA HACKATHON 2020

A CODING MARATHON
January 18th 2020
Venue: Placement block

M. Jayapal
SPOC

Dr. D. Sujatha
HOD, CSE

Prof. K Kailasa Rao
Director, CSE
Dean, Placements

Dr. VSK Reddy
Principal

2. Entrepreneurship Development Cell (EDC)/ Industry-Institute Partnership Cell (IIPC)

MRCET professional association with an **Industry-Institute Partnership Cell (IIPC)** sanctioned by the All Indian Council for Technical Education (AICTE) which definitely acts as an interface between the industries and Institute to take up collaborative activities in the fields of innovative practices and entrepreneur development. Entrepreneurship development cell has taken a revolutionary responsibility to generate the entrepreneurship skills among the students and help them to capitalize their ideas and achieve concrete goals to become a versatile entrepreneur. Moreover, we also give exposure of industrial sector to the challenging young minds to gain the perfect idea of market need and requirements. The system for the execution of EDC is initiated by different departmental faculty members and student coordinators. Contribute to global challenges and create a better society.

EDC /IIPC- Objectives

Entrepreneurship development cell bridges the gap between ideas to develop new innovative market. The IIPC has eventually led to the start of EDC to boost up the concrete mindset of enthusiastic students who want to excel in the different fields of today's competitive business world. To strengthen the bond between industries and institute it works for following objectives.

- To arrange industrial training for students and identify student project work in industries relevant to industry need.
- To interact with R & D organizations for conducting joint research work.
- To arrange technical exhibitions / project competitions, personality development workshops.
- To arrange short-term tailor made programmes: Duration of 5 to 7 days for the benefit of professionals in various technical disciplines.
- To arrange need based training programme in association with industries by MOU's.

EDC /IIPC- Functional activities

With a purpose of enhancing entrepreneurship skills among students to be self-reliant in the dynamic business world, MRCET act as an instrument to make the conversion of an 'idea' into an 'investment'. The new generation entrepreneurs, corporate executives, guest speakers on various domains covering technology & management are invited to guide and motivate students. Furthermore, we also help them to channelize their requirements in terms of financial, technical and legal aspects.

- To provide the framework for the operation and execution of the new startup.
- To setup a route map for sustaining among the competitors.
- Empowering student entrepreneurial activity and mobilizing new student-led initiatives.
- To get aware of new technology system and get rid from obsolete technology.
- To form links with the Industry Growth Centers.
- To come closer towards practical approaches in the field of new start up corporate world.
- To propose several activity based programmes such as "Business Start-ups" , "Innovative Product", ' Technology driven concepts", etc
- To develop professional business plans and facilitating them for investments.

3. TRAINING AND CAPACITY BUILDING

Strengthening the capacities of people, organizations, and communities ensures sustainable and enduring change. We play our part by engaging stakeholders, facilitating training, managing learning exchanges and developing learning materials that outlast the lifetime of our projects.

MRCET develops knowledge and skills to address the root issues of problems thereby, ensuring lasting results.

Name of the Organization	Date of MoU signed	Purpose/Activities
NRDC, Department of Scientific and Industrial Research (DSIR), Govt. of India.	3/10/2018	Collaborative Research Programs and Training for Faculty members and Students & IPR Support.
Business Incubation Centre – MSME, Govt. of India.	28-04-2015	To implement Start-ups and innovations activities funded by Govt. Of India.
Telangana-Hub	19-12-2019	Innovation and start-up training
Mahindra & Mahindra	19-10-2019	Internship & Projects for students
Lincoln University, Malaysia	17-08-2016	Faculty and Student Exchange
University Malaysia Sarawak (UNIMAS) – Malaysia	11/4/2016	Faculty and Student Exchange
Adroitec Engineering Solutions Private Limited	11/11/2019	Research, Innovation, Placements
ESOL Examinations (BEC) University of Cambridge, UK.	23-08-2019	English
Abdul Kalam Institute of Technological Sciences (AKITS), Bhadradi-Kothagudem-	12/27/2019	Mentoring for NBA, NAAC Accreditations and Research activities
KLR College of Engineering & Technology (KLR CET), Paloncha-	12/27/2019	Mentoring for NBA, NAAC Accreditations and Research activities
Satya Institute of Management studies -	1/7/2020	Mentoring for NBA, NAAC Accreditations and Research activities
Paladagu parvathi Devi College of Engineering and Technology, Vijayawada-	1/7/2020	Mentoring for NBA, NAAC Accreditations and Research activities
Sai Sarathi Institute of Engineering and Technology, Nuzvid -	1/7/2020	Mentoring for NBA, NAAC Accreditations and Research activities
Zensar Technologies for the Technology Transfer	14-05-2014	Software
National Aerospace Laboratories (NAL), Bangalore.	24-12-2013	Shape Memory Alloy for space applications
National University, USA	23-11-2020	Student Exchange
British Council, Hyderabad	25-10-2013	Training and Certification
Techno Soft, Chennai	9/11/2020	Establishing Center of Technology Excellence

ECPI University, Virginia,USA	22-07-2019	Student Exchange
City of Glasgow College,UK	16-7-2019	Student Exchange
ACAS Dept of physics, SV University, Tirupathi	22-03-2010	Academic Interchange
North Arizona University,USA	19-02-2010	Student Exchange
MQA, Malasian Agency	15-09-2019	Student Exchange
TASK, Govt. of Telangana	19-06-2019	Skill Development

4.AICTE MARGADARSHAK

The objective of the scheme is to help Mentee institute for improving their teaching learning processes which may ultimately lead to accreditation of the institute by NBA.

Margaradarshaks will provide mentorship to mentee Institutes assigned by AICTE, so as to improve the required quality parameters of these institutes and enable them to get NBA accreditation.

The following two Professors are nominated as Margadarshaks from the A.Y.2019-20.

S.No	Name of the Professors	Designation	Name of the Mentee College assigned
1	Dr VSK Reddy (AICTE Order dated 27-09-2019)	Director	Aristotle PG College, Hyderabad
			MRM Institute of Management, Hyderabad
2	Dr S Srinivasa Rao (AICTE Order dated 27-09-2019)	Principal	Teegala Krishna Reddy College of Pharmacy, Hyderabad
			Vijaya School of Business Management, Hyderabad

5.NODAL CENTRES FOR TECHNOLOGY TRANSFER



Under National Mission on Education Through ICT, MRCET is one of the Remote Centre for IIT Kharagpur, IIT Bombay and NIT Patna.

The main objective is to Empower Students and Teachers through Synchronous and Asynchronous Instruction.

Various FDPs are organized and the details are given below:

S.No	Name of the Workshop	Date(s)	Conducted By
1	Two week ISTE FDP on Introduction to Research Methodologies	25 Jun to 4 Jul 2012	IITB
2	Two week ISTE FDP on Aakash for Education	10 & 11 Nov 2012	IITB
3	Two week ISTE FDP on Engineering Thermodynamics	11 - 21 Dec 2012	IITB
4	Two week ISTE FDP on Research Methods in Educational Technology	2 & 9 Feb 2013	IITB
5	Two week ISTE FDP on Aakash Android Application Programming for Students	23, 24 Feb & 2, 3 Mar 2013	IITB
6	Two week ISTE FDP on Analog Electronics	4 - 14 Jun 2013	IITKGP
7	Two week ISTE FDP on Signals & Systems	2 - 12 Jan 2014	IITKGP
8	Two week ISTE FDP on Intorduction to Design of Algorithms	25th to 30th May, 2015	IITKGP
9	Two week ISTE FDP on CMOS, Mixed Signal and Radio Frequency VLSI Design	30th Jan to 4th Feb 2017	IITKGP
10	Two week ISTE FDP on Electric Power System	10th Jul to 15th Jul 2017	IITKGP
11	FDP on Embedded Systems and Interfacing Hands-on	10-14 June, 2019	NIT Patna
12	FDP on Python Programming with Industry Perspective.	02-06 Dec, 2019	NIT Patna
13	FDP on VLSI Chip design Hands-on using Open Source EDA	16-20 Dec, 2019	NIT Patna
14	Embedded UVM Open Source Emulation and Functional Verification	13-24 July, 2020	NIT Patna