



MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

Maisammaguda, Dhulapally, Secunderabad - 500 014 - A.P. - India.

CHETANA-2011

NEWSLETTER



Chairman's Desk

Education is a progressive discovery of our own ignorance. As knowledge is power, focus must be given in grooming dynamic leaders, not just graduates. Education is transmission of civilization. Our society needs Enthusiasts with passion to transform India into a "Force to reckon with". I believe that the aim of Education is the knowledge not of facts but of values. MRCET has always believed in value based education, where modern quality education is imparted in environment which is in conformity with our rich traditions and heritage.

I convey my best wishes to the principal, faculty and students of MRCET for their future accomplishment.

CH. Malla Reddy

Achievement:

Sri Ch. Malla Reddy, Chairman, MRGI has achieved the most coveted position as one of the top 10 powerful personalities in the state of A.P for his contribution in establishing Engineering Institutions providing Quality Technical and Management Education, as per the survey conducted by National reputed magazine India Today, March 2010.



Dr. VSK Reddy

B.Tech, M.Tech, Ph.D (IIT-KGP), FIETE, MIEEE, MISTE
Principal

Principal's Desk

Malla Reddy College of Engineering & Technology (MRCET) is a constituent College of Malla Reddy Group of Institutions (MRGI) established in 2004, Approved by AICTE, New Delhi and Affiliated to JNT University, Hyderabad. The College offers Engineering courses (B.Tech.) in ECE, CSE, AE, and IT disciplines and Post Graduate (M.Tech.) courses in ECE, CSE and AE specializations in addition to MBA and MCA programmes. The college campus with its aboriculture and horticulture and situated away from the hustle and bustle of the city provides a serene and tranquil atmosphere, which is conducive to both teaching and learning processes. M R C E T has always focused on value based education. In a world where education is reduced to another commodity, MRCET has been striving to uphold the concepts and values propounded and propagated by the great Indian tradition and heritage without in any way compromising in imparting of quality modern education to students aspiring for international standards. Apart from maintaining high standards in academics, the college also endeavours to promote overall growth and personality development of students to achieve success and their future careers. The college has been engaged in the Institute Industry Interaction with several R&D and Software development organizations to expose the students to real-time problems posed by industry. The College encourages and actively supports both co-curricular as well as extracurricular activities. The students can launch their co-curricular activities like symposiums, tech-fests etc. under the student forums like IEEE, IETE, ISTE, CSI, HMA and NEN students chapters which have been specially formed for this purpose. The college also provides ample facilities to its students to take part in sports and in-turn the students have responded by winning several prizes and trophies in various sports events, bringing glory to the college.

I take this opportunity to congratulate all students and faculty Members and extend fullest cooperation and gesture to make it a grand success.



MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

Vision

- ♦ To become a model institution in the fields of Engineering Technology and Management.
- ♦ To have a perfect synchronization of the ideologies of MRCET with challenging demands of International Pioneering Organizations.

Mission

- ♦ To establish a pedestal for the integral innovation, team spirit, originality and competence in the students, expose them to face the global challenges and become pioneers of Indian vision of modern society.

Goals

- ♦ To forge strong alliances with National and International organizations for academic and R&D activities in thrust areas of Engineering, Technology, and Management.
- ♦ To reach the pinnacles of knowledge through continuous nourishing and updating of intellectual skills, stimulate the qualitative teaching and learning practice.
- ♦ To establish the Deemed to be University in near future in the field of Engineering & Technology and Management with the expertise available in the field of specializations.

Programs of Study:

B.Tech Courses:

- ♦ Electronics and Communications Engineering
- ♦ Computer Science and Engineering
- ♦ Aeronautical Engineering
- ♦ Information Technology

PG Courses Offered:

- ♦ M.Tech in Systems & Signal Processing (ECE)
- ♦ M.Tech in Computer Science and Engineering (CSE)
- ♦ M.Tech in Aerospace Engineering (ANE)
- ♦ MBA
- ♦ MCA

MRCET Philosophy

- ♦ To pursue continual improvement of teaching learning process of Undergraduate and Post Graduate programs in Engineering & Management vigorously.
- ♦ To provide state of the art infrastructure and expertise to impart the quality education.
- ♦ To groom the students to become intellectually creative and professionally competitive.
- ♦ To explore the opportunities in the professional fields.
- ♦ To channelize the activities and tune them in heights of commitment and sincerity, the requisites to climb the never ending ladder of SUCCESS year after year.

Student Performance

MRCET students have excelled in academics as evidenced by the rank holders mentioned below:

- ♦ Mr. Kunal Vakharia, 1st Rank (90.80%), Ms. C. Priyanka, 2nd Rank (90.13%), Mr. Praveen Gambhir Venkat, 3rd Rank (90%), AE Dept in Final Year JNTU Examinations, Hyderabad.
- ♦ Mr. Mohit Kumar, 2nd Rank, 91.73% (ECE Dept.) in Final Year JNTU Examinations, Hyderabad.
- ♦ Mr. G. Parusuram, 18th Rank (CSE Dept.) in Final Year Examinations JNT University, Hyderabad.
- ♦ Ms. Durga Devi, 27th Rank (MBA Dept.) - in JNT University, Hyderabad.
- ♦ Ms. P. Madhavi Secured 91.2%- (MCA Dept.)-4th Rank in JNTU Examinations, Hyd.
- ♦ Mr. Sandeep Kumar Mishra, selected in NOVATEL with a package of 6.5 lakhs per annum.
- ♦ The Departments of MBA & MCA is secured 1st Rank among all JNTUH affiliated colleges in 3rd semester 2010 results.

Innovative Practices



The college has taken necessary initiative to develop the overall personality of students by the following measures:

- The College has taken initiative for conducting CCNA certification programs in collaboration with M/s. CISCO Systems Inc.,
- The College focuses on Value added programs for initiating Certification Courses in MICROSOFT, CATIA, RTOS and Airline/Airport Management.
- The College has taken initiative for conducting training programme on Business English Certification Course for Engineering/MBA/MCA students leading to Business English Certificate, Cambridge University, London.
- Employment Enhancement Training Programme for Final Year students of Engineering/MBA/MCA.
- Programme on "Promoting Human Excellence" for Engineering / MBA/MCA students in association with Vivekananda Institute of Human Excellence, Rama Krishna Math Hyderabad.
- Motivational/Inspirational Lectures from Reputed Industry and Organizations.

Faculty

The faculty expertise comprises of experience acquired through Academic institutions/Universities and reputed R&D Organizations. The faculty having the synergy of excellence in application oriented teaching, research and consultancy experience in India and overseas. The experience faculty continuously Endeavour to impart the knowledge to groom the students into industry ready engineers.

Dr. VSK Reddy: Publications

- "Medical Image retrieval using multiple features" Advances in Computational Sciences and Technologies (ACST) , ISSN 0973-6107 volume-3, Number 3 2010, pp 387-396.
- "The imperceptible video watermarking based on region of motion vectors in p-frames" Advances in Computational Sciences and Technologies (ACST) , ISSN 0973-6107 volume-3, November 3 2010, pp 335-348.

NSS Programme

The college boasts of an NSS unit which has put up an excellent show as mentioned below:

- Excellent Performance Award-"NSS" received from Shri. N.D.Tiwari, Hon'ble Ex. Governor, A.P.
- MRCET is recipient of Best NSS State Level Program officers award from Govt. of Andhra Pradesh.
- Organizing Blood Donation Camps every year.
- The students of MBA Dept. have been contributing their service to Orphans Home children in the form of distributing Clothes, Food and Books every year
- The students of NSS team of MRCET distributing Books and other related Stationery to poor children and old people at Bahadurpalli, in the month of October 2010

Industry-Academia Interface

The need for students & faculty to get exposed to real time problems of industry need not be over emphasized. The college has been engaged in interaction with R&D and Software development organizations. The following industry institute partnerships were formulated to make the students aware of industry requirements for developing matching skills.

- CISCO Systems Inc., India.
- Indian Institute of Hardware Technology Limited, Bangalore.
- Northern Arizona University, USA Cambridge University, UK
- Advanced Centre for Atmospheric Sciences, S.V.University, Tirupathi (Sponsored by ISRO, Govt. of India.)
- Mentor Insight India Pvt.Ltd., Hyderabad
- Rofous Software Pvt.Ltd, Hyderabad.
- Serveen Software Systems Pvt. Ltd.,
- Datapoint Info Solutions Pvt. Ltd., Hyderabad.
- University of New Orleans, USA

- "Relevance feed back content based image retrieval using multiple features" 2010 IEEE International conference on computational intelligence and computing research, 28th -29th Dec 2010 at Tamilnadu college of engineering, Coimbatore.
- "Content Based Video Retrieval based on color layout", International Conference on Signal Processing and VLSI 2010, 10th to 13th June 2010, GNEC, Hyderabad.
- "Content Based image Retrieval based on relevance feedback", International Conference on Signal Processing and VLSI 2010, 10th to 13th June 2010, GNEC, Hyderabad.
- "Flow Rate Management, National Conference on MVP-NCEC 2010, NASIK, organized by Karmaveer Adv. Baburao Ganpatro Thakare College of Engg. Nashik, India, March 25-27, 2010.
- "Analysis of non-cooperative routing protocols in manets under random topology", International Journal of Power Control Signal and Computation, Vol.1 No.4 ISSN: 0976-268X.

Faculty Development Programs

Faculty Development programs play a critical role in any institution in building up the knowledge base of faculty in their specialization.



National Conferences Organized: December 23 - 24, 2010

- National Conference on “Signal Processing & Communications” (ECE)
- National Conference on “Distributed Computing” (CSE&MCA)
- National Conference on “Information Technology” (IT)
- National Conference on “Aerospace Engineering” (ANE)
- National Conference on “Strategies for Business Excellence” (MBA)

Refresher Courses:

- “Signal, Image & Video Processing using MATLAB” (ECE)
- “Aviation Industry: Technology & Management” (ANE)
- “.Net Technologies” (CSE & IT)
- “Internet Technologies” (MCA)
- “Trainers Training – Academic Perspective” (MBA/H&S)

Student Technical Fest

- Technical Fest on “Electrosurge - 2010” (ECE)
- Technical Fest on “Espirito ‘2010” (CSE)
- Technical Fest on “Aerodyne - 2010” (AE)
- Technical Fest on “Techtrix-2010” (IT)
- Technical Fest on “Sankalp - 2010” (MBA)
- Technical Fest on “Techeon - 2010” (MCA)



Professional Chapters

The College has established various Professional Chapters to the student community to enable them to enhance their professional and soft skills.

- IEEE Student Branch
- ISTE Student Chapter
- IETE Student Forum
- CSI Institutional Chapter
- HMA Institutional Chapter
- NEN Institutional Chapter

Department of Electronics and Communications Engineering



Prof. P. Sanjeeva Reddy, HOD

The Department of ECE constantly endeavours to improve the academic skills of students in gaining state-of-the-art knowledge in the area of electronics and communications to meet the needs of industry. The department has created a students association "Futurionics" to promote the conduct of various student events like Technical Symposiums, Tech Fests etc.

student forums like IEEE, IETE and ISTE were formed to give the necessary fillip to the co-curricular activities by the students.

National / International Publications:

Mrs. B. Jyothi

- "Medical Image retrieval using multiple features" Advances in Computational Sciences and Technologies (ACST), ISSN 0973-6107 volume-3, Number 3 2010, pp 387-396.
- "Relevance feed back content based image retrieval using multiple features" 2010 IEEE International conference on computational intelligence and computing research, 28th -29th Dec 2010 at Tamilnadu college of engineering, Coimbatore.
- "Content Based image Retrieval based on relevance feedback", International Conference on Signal Processing and VLSI 2010, 10th to 13th June 2010, GNEC, Hyderabad
- "Video watermarking technique based on DWT-SVD", National Conference on Signal Processing and communication"SPCOM-10, December 23-24, 2010, Hyderabad, India.

Mr. G. S. Naveen Kumar

- "Content Based Video Retrieval based on color layout", International Conference on Signal Processing and VLSI 2010, 10th to 13th June 2010, GNEC, Hyderabad.
- "Content base video retrieval based on RGB color layout", National Conference on Signal Processing and communication"SPCOM-10, December 23-24, 2010, MRCET, Secunderabad.



Mr. M. Sreedhar Reddy and Mrs. S. Aruna Kumari

- "Retrieval of an Image by using visual feature extraction", National Conference on Signal Processing and communication"SPCOM-10, December 23-24, 2010, Hyderabad, India.

Student Achievements

- **Azharuddin** has presented a paper at FOURIERS 2011, BIET, Hyderabad and was awarded First Prize for Short Film during March 11-12, 2011.
- **Mohd. Saquib** has presented a paper at FOURIERS 2011, BIET, Hyderabad and was awarded First Prize for Short Film during March 11-12, 2011.
- **V. Shiva Kumar** has presented a paper at Convergence'2011, VNRVJIT, Hyderabad and was awarded 1st Prize during February 14-16, 2011.
- **S. Brahmani**, has presented a paper at Convergence'2011, VNRVJIT, Hyderabad and was awarded 1st Prize during February 14-16, 2011.
- **T. Abhignan & S. Brahmani**, has presented a paper at PROMETHEAN2K11, BVRIT, Hyderabad and was awarded 1st Prize during March 03-04, 2011.
- **T. Abhignan & S. Brahmani**, has presented a paper at ZAVTRA2K11, MLRIT, Hyderabad and was awarded 1st Prize during March 16-17, 2011.

Department of Computer Science and Engg.



Prof. K. Kailasa Rao, HOD

The Department is committed to establish, maintain and advance a broad understanding of Computer Science to fulfil academic and professional objectives.

The department has created a student association called "Espirito" under the aegis of which the students have successfully conducted the events like

Technical Quizes, Mini Project exhibition, Guest lectures, Tech fest, Technical Symposium to quote a few.

Students forums such as CSI & ISTE were formed mainly to encourage and motivate students to organize various co-curricular activity conducted by the students.

National / International Publications:

Prof. K. Kailasa Rao

- "A Study on Improving Quality in Search Engines from web content mining to NLP", International conference on systemics, Cybernetics and Informatics ICSCI-2010.
- "Multimodal Biometric Systems- Improving Accuracy and Performance" International Journal of Computer Science & Engineering Survey (IJCSES), (IJCSES) Vol.1, No.2, November 2010.
- "Survey of clustering Algorithm" National Conference Distributed Computing, Malla Reddy College of Engineering and Technology, December 23-24, 2010.
- "Soft Biometrics Feature Extraction Model" 2011 IEEE International conference on MIPSCON-2011, GMR Institute of Technology, Rajam, Andhra Pradesh, April 2011.



Computer Science Laboratory

Student Achievements:

- **Radhika Jamwal** has presented a paper at MRITS and was awarded FIRST Prize during October'2010.
- **Pooja Kumari** has participated in Certification on SCJP Certification and certified, NIIT, during February'2010.
- **Pooja Kumari** has participated in Certification on MCCP Certification and certified, NIIT, during February'2010.
- **Shalini.P, Varun.V, Pooja Kumari, Ahmer Md, Trupthi.P,** has participated in Group Discussion, CMEC, Hyderabad and awarded 2nd Prize during March, 2010.
- **G. V. Abhinav and S. Laxhan** has presented a paper at MLRIT and was awarded 1st Prize during March 23, 2010.
- **K. Pranathi, K. Deepthi,** has presented a National Level paper Presentation at TECH STAR, FIANALYST, CMEC and was awarded 3rd Prize during December, 2010.
- **A. Swapna, K. Sri Nagamani and J. Harisha,** has presented a paper at E-FUSION, CMEC and was awarded 1st Prize during September, 2010.

Department of Aeronautical Engineering



Prof. T. Tirupati, HOD

Seek continually to improve the course offerings and curricula, while attracting the best students possible. Enable students to relate their fundamental Physics, Math and engineering studies to the many practical aspects of Aeronautical Engineering research, development and practice.

Promote innovate educational activities to challenge students and improve the learning experience including Design Presentations, Novel use of Internet Information Technolog and Independent research projects through Aerotrax, Students Technical Organization of Aeronautical Engineering Department.

National / International Publications:

T. Tirupathi

- "CFD Analysis for a locally heated skin" International Conference on FMFP, Dept. of Mechanical Engg, IIT Madras chennai, 16-18 Dec 2010.
- "Parametric Analysis Of Tangential Convective Cooling For Nasp Cowl Through Cfd" National Conference on aerospace Engineering, Dept. of Aeronautical Engg, M.R.C.E.T, Secunderabad, 23-24Dec 2010.
- "An experimental study on natural convection in a Vertical porous annulus" National Conference on aerospace Engineering, Dept. of Aeronautical Engg, M.R.C.E.T, Secunderabad, 23-24Dec 2010.

Ramesh Mettu

- "Influence of Aeroelastic Effects in Preliminary Aircraft Design" NCAE'2010, MRCET, December 22-23, 2010.
- "Design and analysis of a splice joint in a transport aircraft fuselage" NCAE'2010, December 23-24, 2010, Hyderabad.
- "Finite Element modeling and analysis of practical airframe stiffened panels" NCAE'2010, December 23-24, 2010, Hyderabad.



P.S. Ashwin Kumar

- **P. Shravan Kumar, P.S. Ashwin kumar** "Aviation Product Liability "NCAE'2010, December 23-24, 2010, Hyderabad.
- "Airport Privatization -Challenges: Way Forward", NCAE'2010, December 23-24, 2010, Hyderabad.

K. Durga Rao

- Numerical analysis on Aircraft Main Landing Gear Design "National conference in aerospace Engineering , NCAE'2010, December 23-24, 2010, Hyderabad.
- "CFD analysis on bluent body to study the effect of side jet massflow rate injected into hypersonic flow "National conference 'AIM-2010', Dept of Mechanical Engg, Vasavi college of engineering , Hyderabad on 18th Nov-2010.
- "CFD analysis to compare the effect of side jet injected from leeward side into hypersonic flow" National conference In Mechanical engineering emerging trends 'Meet-2010', Vardhaman college of engineering, Hyderabad, 6-7thAugust 2010.
- "Analysis of shaft design for hydraulic coupling by varying collar width" National conference In Mechanical engineering emerging trends 'Meet-2010', Vardhaman college of engineering, Hyderabad, 6-7thAugust 2010.

Student Achievements: (Dep.ANE)

- **Syed Sazeeth** has presented a National Level Paper at YUVA ENGINEERS WEBSITE, Department of Aeronautical Department and was awarded 1st Prize during May 2010 among 2000 participants.
- **V.Sindhuja Raj, M. Pradeep Kumar, V. Divya, M.Keerthana and V.Chaitanya Lakshmi** has presented a paper at AYAS'11, Department of JNTU and was awarded 3rd Prize during March 07-08, 2011.
- **K. Chaitanya and M. Santhosh Gourav** has presented a paper at ENRICH'10, NREC and was awarded 3rd Prize during March 30, 2010.
- **K. Chaitanya** has presented a paper at TECHQUEST2K10, CMR and was awarded 1st Prize during March 22-23, 2010.
- **V. Sindhuja Raj and V. Chaitanya**, has presented a paper at TECHNOFEST'10, IARE and was awarded 3rd Prize during February 25-26, 2010.
- **T. Sumalatha and Spandana**, has presented a paper at ZAVTRA'10, MLRIT and was awarded 3rd Prize during March 17-18, 2010.
- **P.V. Akshay, S.P. Sai and T. Swaroop**, has presented a paper at VITA2010, VIGNAN and was awarded 3rd Prize during January 27-28, 2010.

Department of Information Technology



Mrs. M. Suneetha, HOD

The Department of Information Technology established in 2007 approved by AICTE and affiliated to JNT University, Hyderabad. The Department aims to impart high quality education in latest information technologies. The technical students association "Techtrix" was formed which enhances the technical and softskills to improve the overall performance of the students.

National / International Publications:

Mrs. M. Suneetha, HOD

- The Tools of Network Forensics, IEEE International Conference on "MIPSICCON-10" April 07-09, 2011, GMRIT, Rajam, Andhra Pradesh.
- Network Forensics, National Conference on Information Technology, December 23-24, 2010, MRCET, Hyderabad, Andhra Pradesh.

Student Achievements:

- **A. Ramya and P. Shilpa** has presented a paper at MRECW, Hyderabad and was awarded First Prize during March 07-08, 2011.
- **A. Ramya and Ranamala** has presented a paper at TITS College and was awarded 3rd Prize during March 3-4, 2010.
- **Harika, Shravanthi, P. Shilpa and Charisma** has presented a paper at TITS College and was awarded 3rd Prize during March 3-4, 2010.

Department of Master of Business Administration



Prof. KRK Murthy, HOD

The Department has been nurturing and developing students to register success in academics and other activities. It is exhilarating to share that the MBA of MRCET College has bagged the "Top-Notch" position among the 350 MBA colleges under JNTUH in the 3rd semester exams held in January 2010. The Department has 100% results with 23 distinctions and 35 First classes.

The students forum 'SANKALP' carries out the co-curricular activities like Management Games, Role Play, Case Studies etc., under the guidance of the staff. The department is having a close liaison & membership with National Associations like HMA, NEN and HRD to promote skills & knowledge in the students community to face the challenges of the business.

National / International Publications:

Prof. K.R.K.Murthy

- A Paper presented on "Knowledge Management" in the International seminar organized by Shiva Shivani Institute of Management Hyderabad, 2010.
- A paper was presented and published on "Impact of organizational climate on creativity and growth of organization" in National Conference organized during December 23rd -24th, 2010

Mr. G. Naveen Kumar

- A Paper presented on "Knowledge Management" in the International seminar organized by Shiva Shivani Institute of Management Hyderabad, 2010.
- A paper was presented and published on "Internal Marketing in Banking Sector- a theoretical framework" in National Conference organized during December 23rd - 24th, 2010

Mr. T. Satish Kumar

- A Paper presented on "SIX SIGMA - LEAN SIGMA" in the International seminar organized by Chenna Reddy Human Excellence Centre, Hyderabad, 2010.
- A paper was presented and published on "Paradigm Shift and Business Excellence in Indian Banking" in National Conference organized during December 23rd - 24th, 2010

Ms. G. Archana

- A Paper presented on "Knowledge Management" in the International seminar organized by Shiva Shivani Institute of Management Hyderabad, 2010.
- A paper was presented and published on "Innovative perspective in Management Education" in National Conference organized during December 23rd - 24th, 2010

Mr. K. Srikanth

- A paper was presented and published on "Human Excellence" in National Conference organized during December 23rd - 24th, 2010

Mr. K. Sudheer

- A paper was presented and published on "Strategies for Business Excellence" in National Conference organized during December 23rd -24th,2010

Mr. R. Durga Prasad

- A Paper presented on "Knowledge Management" in the International seminar organized by Shiva Shivani Institute of Management Hyderabad, 2010.
- A paper was presented and published on "Innovative perspective in Management Education" in National Conference organized during December 23rd -24th, 2010

Department of Master of Computer Applications



Mr. K. Sasidhar, HOD

The Master of Computer Applications is an effective learning department for upcoming technocrats with strong programming logic development, designing applications and personality development skills. The department is achieving academic excellence in computer applications by imparting knowledge of experienced teachers and software development professionals. A student association "Techeon" was

formed with the motive of encouraging to develop their technical skills, soft skills by organizing co-curricular activities like Seminars, Tech fests and guest lectures.

National / International Publications:

Mr. K. Sasidhar

- "Multimodal Biometric Systems- Improving Accuracy and Performance" International Journal of Computer Science & Engineering Survey (IJCSES), (IJCSES) Vol.1, No.2, November 2010.
- "Soft Biometrics Feature Extraction Model" 2011 IEEE International conference on MIPSCON-2011, GMR Institute of Technology, Rajam, Andhra Pradesh, April 2011
- "Text Categorization Approaches", International conference on systemics, Cybernetics and Informatics ICSCI – 2011, Jan 2011 "Named entity Recognition approaches and methods", International conference on systemics, Cybernetics and Informatics ICSCI – 2011
- "A Study on Improving Quality in Search Engines from web content mining to NLP", International conference on systemics, Cybernetics and Informatics ICSCI – 2010, Jan 2010.

Student Achievements:

- **Ch. Venu Gopal** has participated in SAMSHODHANA, CMEC, Hyderabad and was awarded First Prize in Quiz during October 29-30, 2010.
- **N. Praveen** has presented a paper at SAMSHODHANA, CMEC, Hyderabad and was awarded First Prize in Quiz during October 29-30, 2010.
- **N. Praveen** has participated in SAMSHODHANA, CMEC, Hyderabad and was awarded First Prize in Bugout and Checkmate during October 29-30, 2010.
- **A. Uppalaiah** has presented a paper at PROMETHEAN, BVRIT, Hyderabad and was awarded 3rd Prize during March 18-19, 2010.
- **V. Bhanuchander** has presented a paper at PROMETHEAN, BVRIT, Hyderabad and was awarded 3rd Prize during March 18-19, 2010.

Student Achievements:

- **G. Gayathri & Meenu Deepika** has presented a PPT at MRIT, Hyderabad and was awarded First Prize during October, 2010.
- **Vatsala & Murali** has presented a PPT at ZENSIS'10, CMEC and was awarded 1st Prize during October, 2010.
- **G. Gayathri & Shiva Prasad** Won 1st Prize in DEBATE, at ZENSIS'10, CMEC during October, 2010.
- **Meenu Deepika**, has presented a paper at CMRIT and was awarded 1st Prize during September, 2010.
- **D.Noor Md.** has presented a paper at PRAYUKTHI2010, GREEN MARKETING, BVRIT and was awarded 2nd Prize during March 17-18, 2010.
- **Sheharaz Minai**, Won 1st for YOUNG MANAGER Contest, CMEC & BVRIT and during November, 2010.

Department of Humanities & Sciences



Prof. J. Ramesh Babu, HOD

The bed rock for all technical sciences is Maths, Physics, Chemistry without which the other sciences are difficult to comprehend. English is a global language which forms the basis for professional communication. The department equipped with state-of-art multimedia laboratory to enhance the professional communication skills Awareness in Environmental sciences is necessary in protecting our deteriorating global environment. The

motto of H & S Department is to develop communication skills, analytical reasoning, logical thinking and improve all-round performance of the students to meet the future challenges globally.

National / International Publications:

Mr. J. Ramesh Babu

- "Goal Programming Model, for Police Patrol Cars Deployment in Andhra Pradesh", Internal Journal of Computing & Mathematical Applications,

Dr. A SR Murthy

- Chemical Reaction Effect On Convective Heat & Mass Transfer in a Cylindrical Coalrial Annulus" International Journal of Computational and Applied Mathematics.

Mr. V. Madhusudhana Reddy

- "Structural investigation of Nanocomposite (PEO + KNO₃ + Nano Al₂O₃) solid polymer electrolytes" Technology Spectrum, JNTUH, Vol 4, No.3, 2010 PP:1-4.
- "Nanocomposite polymer electrolytes based on (PVB+NaPF₆+ Nano-sized Al₂O₃)" International Conference on recent trends in Nano and Bio Sciences (ICORTNBS-2010), February 24-26,2010, Hyderabad, India.

Dr. N. Vijaya Kumari

- "Forest to Plantations – A change detection study" International Conference on Environment Management, JNTUH, Oct, 26-28, 2010. Hyderabad.
- Shifting Cultivation in Srikakulam district of Andhra.Pradesh, International Conference on "Climate Change System Approach and Perspectives" Osmania University , Hyderabad, December 09-11, 2010 Hyderabad

Mr. K.Rama Krishna

- "Dielectric Power studies of Cu-Cd ferrites" National Conference on Physics for tomorrow, St. Xavier College, Ahmedabad, Gujarat, 3rd -4th March 2011
- "Preparation and characterization of Ni-Zn Nano thin film ferrite by spin coating method" National Conference on Nano Science & Nano Physics ,8th -10th Feb 2011, JNTUH, Jagityal, Andhra Pradesh.
- "I-V Characteristics of Ni-Zn nano ferrites" "INDRAPRASTHA International Conclave" on Nano Science & Technology on 16 – 17 November 2010.

Administrative Office

Mr. B Rajeshwar Reddy Administrative Department of MRCET is well established with a dynamic Administrative Officer supported by dedicated staff members. The department extends support to both the students and staff for the smooth conduct of day to day academic and other college activities. Student discipline in the campus is matter of paramount importance and the Administrative Department, endeavours to maintain this at all time which promotes a congenial atmosphere in the campus which is so essential for maintaining good teaching learning process.



B Rajeshwar Reddy
Admin Officer

Expert Lectures from various Corporates.



Expert Lectures (ECE Dept.)

- Lecture on Interrupt Controller for 8086 Microprocessor by **Dr. Y. Madhavae Latha**, Professor & Principal, MRECW, Hyderabad, Andhra Pradesh during March 11, 2011.
- Lecture on Communication Engineering an overview by **Dr. P. Sri Hari**, Professor & HOD, VNRVJIET, Hyderabad, Andhra Pradesh during August 10, 2009.
- Lecture on Electro-Optic Sensors for Defence Applications by **Sri. K. Ram Babu**, Scientist-G, Dean, ELORIA, Research Centre Imarat (RCI), Hyderabad, Andhra Pradesh during October 06, 2009.
- Lecture on VLSI Technology by Manager (R&D), HCL, Hyderabad, Andhra Pradesh during October 19, 2009.
- Lecture on Probability Theory by **Dr. Sri Anjaneya Prasad**, Professor, SNIST, Hyderabad, Andhra Pradesh during October 19-21, 2009.

Expert Lectures (CSE Dept.)

- Lecture on .Net Technologies by **Sri. V.A. Guru Praveen**, Mahindra Satyam, Hyderabad, Andhra Pradesh.
- An Invited Lecture on Embedded Systems by **Dr. A.Damodharam**, Director, I/c. School of Continuing and Distance Education JNTUH, Hyderabad, Andhra Pradesh.
- Lecture on Compiler Design by **Dr. O.B. Ramanaiah**, Head, CSE, JNTUH Hyderabad, Andhra Pradesh.
- Lecture on Data warehousing and Data Mining by **Mr. Srikar**, Mahindra Satyam, Hyderabad, Andhra Pradesh.

Expert Lectures (Aeronautical Dept.,)

- Lecture on Aviation Management by **Dr. P.C. Ravindran**, ICAO Chief Advisor, India.

Department of Library

Mr. E. Ramesh MRCET has an advanced digital library facility with adequate number of volumes and journals to meet the student needs. The library is equipped with 30 no's of computer systems with 24 hrs internet facility exclusively for students. The library also has institutional membership in prestigious organizations like British Library, DELNET and GALECENGAGE Learning. The Library is headed by a well qualified librarian and Caters to the overall needs of 2000 students and 200 faculty members.



E. Ramesh
Librarian

- Library of MRCET, MR. E. Ramesh was elected as a General Body member to DELNET-Delhi for two year term which is a remarkable achievement.
- MRCET was conferred **e-India 2010 Award** in the category of digital learning ICT enabled Engineering College of the year.

- Lecture on Aviation Law by **Dr. K. Balakista Reddy**, Professor, Nalsar University, Hyderabad, India.
- Lecture on Human Factors in Aviation Management by **Sri U.S. Paul Russel**, Sr. Engineer, Air India, Hyderabad, India.
- Lecture on Role of Aerodynamics in Aerospace Field by Rt. Group Director/Sr. Scientist, V.S.S.C.Thiruvanthapuram, India.
- Lecture on Application of CFD Codes in Flight Vehicles by **Dr. R. Krishna Murthy**, Scientist "F", DRDL, Hyderabad, India.
- Lecture on CAD by **Sri S. Satyanarayana**, Director Principal, CITD, Hyderabad, India.

Expert Lectures (IT Dept.,)

- Lecture on Web Technologies by **Dr. M. Geetha**, BITS, Hyderabad, Andhra Pradesh.
- Lecture on Data warehousing and Data Mining by **Mr. Srikar**, Mahindra Satyam, Hyderabad, Andhra Pradesh.
- Guest Lecture on Softskills and Communication Skills by **Mr. Satyanand**, Victor Minds, Hyderabad, Andhra Pradesh.

Expert Lectures (MBA Dept.)

- Entrepreneurship Awareness Programme in association with ED Cell, JNTU Hyderabad for Engineering/MBA/MCA Students by **Dr. K. Eshwara Prasad**.
- An Expert talk on "Technical and Management Education – Opportunities and Challenges in Abroad" by **Dr. Bell and Dr. Bhaskar Kura**.
- "Motivational Lecture on Academic & Career Development" by **Shri. K. Surya Narayana**, Academic Relationship Officer, TCS, Hyderabad.
- Lecture on "Human Excellence" for Engineering/MBA/MCA students in association with Vivekananda Institute of Human Excellence, Rama Krishna Math Hyderabad.
- "Budget Talk 2011" in association with Business Line, The Hindu.
- An Expert Talk on "Economic Recession: Across the Globe" by **Mr. Ravi Teja, USA**.

Expert Lectures (MCA Dept.,)

- An Expert Lecture on Unix Programming by **Mr. D. Ganesh**, Microsoft, Hyderabad, Andhra Pradesh.
- A series of Guest Lectures on Personality Development Programs by **Mr. Prasad**, Victor Minds, Hyderabad, Andhra Pradesh.
- A guest lecture on "DATA STRUCTURES THROUGH JAVA" by **Mr.N.K. Chaitanya**, Director, Infinity Solutions.

Department of Physical Education



Department of Physical Education under the guidance of Shri. E. Rajagopal, Physical Director has been doing a very impressive job of encouraging and motivating the students to participate in various National, International and zonal sports competitions with zeal and vigour which has resulted in the team winning many laurels for the college.

Sports

- Cricket champions at BITS Pilani, Rajasthan, 2010-11
- Volley Ball Runner up at BITS Pilani, Rajasthan, 2010-11
- Badminton Singles Champions at JNTU Zone 'C' (Ms. Varsha, II/IV, IT Dept.), 2010-11
- Badminton Runner up at GNITS, Hyderabad, 2010-11
- Throw ball Runner up at GNITS, Hyderabad, 2010-11
- Football Champions at JHBIET, 2010-11
- Throw ball Runner up at DVR College, 2010-11

University Level Participation: 2010-11

- **Mr. J. Shashank**, Football, ANE III Year
- **Mr. J. Nikhil**, Football, ANE III Year
- **Mr. Sharath**, Cricket, CSE II Year
- **Mr. Abijith**, Kho-kho, IT II year
- **Mr. Yogesh.P**, Basketball, ANE III year
- **Ms. Aarati Rao**, Basketball, IT II year
- **Mr. Rajeev Kumar**, Soft Ball, ANE III Year
- **Mr. Tahir**, Hockey, CSE IV year
- **Mr. R. Anil**, Kabaddi, ECE III year
- **Ms. Saroja**, Volleyball, ECE III year



E. Rajgopal
Physical Director

Motivation



The college has provided ample motivation for students to excel in both academics as well as co-curricular and extra-curricular activities in the following way:

- Merit Scholarships for 1st & 2nd Rank holders for all Departments (1st, 2nd, 3rd & 4th years).
- Scholarships for Winners and Runners in Sports.
- Encouraging for Paper Presentations.
- Guidance and Support to Certification Courses like Business English Certificate (BEC), Cambridge University, Microsoft and SUN Systems etc.,
- Guest Lectures from International Professors for exposing to opportunity and challenges in Engineering & Management Education.

Placement Cell: Prof. K. Kailasa Rao, Dean Placements

The college has taken initiative to enhance the employability skills of students through organizing Group discussion, personal & technical interviews and soft skills to suite the requirements of Multi National Organizations.

The College by virtue of its valiant effort in bringing the enrichment of employability skills and state of the art infrastructural facilities draw the attention of many multinational organizations for conducting campus recruitment drives at our campus.

Companies visited to Campus for Campus Placements



Entrepreneurship Development Activities

An Entrepreneurship Development cell is established in the college to guide and make the students aware about the opportunities in self-employment and also promote entrepreneurship amongst the technical and the management students. It is to focus on the fact that the students should become employers but not simply employees. This needs awareness skill development and opportunity finding along with financial and other feasibility issues.

Programme on “Entrepreneurship Awareness” is conducted in collaboration with ED Cell of JNTUH on September 30, 2010 in our college. Business experts and JNTU representative have enlightened the students of Engineering, MBA and MCA on this occasion. A permanent cell is organized in MRCET to look after this programme and enhance the awareness among the students. Further programmes are also planned involving Industries Department officials of state entrepreneurs and experts from Industry



**Art by
J. Deepika,
CSE A-Section**



College TOPPERS

IV Year I-SEM Toppers List

ECE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	07N31A0470	Mohit Kumar	92	I
2	07N31A0417	B Smita Reddy	87.46	II
3	07N31A0407	Anugrahee Varghese	83.06	III

CSE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	07N31A0516	Ch Ramana	78	I
2	07N31A0513	Bhanu Prakash P	77	II
3	07N31A0573	P Madhavi	76	III

ANE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	07N31A2111	Kunal Vakharia	90.80	I
2	07N31A2125	Priyanka Cholleti	90.13	II
3	07N31A2124	Praveen Ganbhir Venkat	90	III

IT Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	07N31A1223	M. C. Prasanna	80.26	I
2	07N31A1257	Vennapusa Vidyavathi	77.11	II
3	07N31A1202	Ambati Viswanath Reddy	75.00	III

III Year I-SEM Toppers List

ECE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31A0419	Pravalika	84.13	I
2	08N31A0408	B Naveen Kumar	83.3	II
3	08N31A04C6	Ananth Kumar	83.3	III

CSE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31A0557	M Rushitha	82.93	I
2	08N31A0523	Deepthi Rani	82.13	II
3	08N31A0589	Satyavani	81.46	III

ANE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31A2141	Ramesh Babu	88	I
2	08N31A2178	Murali Krishna	86.93	II
3	08N31A2149	Karampudi Prathyusha	84.8	III

IT Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31A1241	Prathyusha	85.33	I
2	08N31A1242	Swathi	84.8	II
3	08N31A1260	T Sravanthi	83.73	III

II Year I-SEM Toppers List

ECE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	09N31A0480	Puram Haritha	83.46	I
2	09N31A0428	Pavan Kumar Reddy	78	II
3	09N31A0427	Vignesh	76.6	III

CSE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	09N31A0556	Gouthami	73.6	I
2	09N31A05A7	Lakhan	72.93	II
3	09N31A05B0	Venkatesh	72.13	III

ANE Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	09N31A2138	Satya Mounkia	80.10	I
2	09N31A21A3	Susheel Kumar	80	II
3	09N31A2127	D Shripad	76.8	III

IT Branch Toppers

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	09N31A1250	Varsha	71.33	I
2	09N31A1201	A Ramya	70.10	II
3	09N31A1237	Sravanthi	70	III

MBA TOPPERS LIST

MBA: R-08

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31E0015	Durga Devi	82	I
2	08N31E0014	Dedeepya	81	II
3	08N31E0033	Nadya	79	III

MBA: R-09

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	09N31E0027	K. Vineela	81	I
2	09N31E0020	G. Gayathri	78	II
3	09N31E0050	V. Swathi	77	III

MBA: R-09-B-Section

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	098H1E0010	Noor Ahmed	80.00	I
2	098H1E0025	L. Pavan Kumar Goud	79.00	II
3	098H1E0036	A. Navya	78.00	III

MCA TOPPERS LIST

MCA: R-08

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	08N31F0034	P. Madhavi	90.00	I
2	08N31F0019	K. Nagaraju	88.00	II
3	08N31F0018	K. Archana	86.57	III

MCA: R-07

Sl. No.	Roll No	Name Of The Student	Percentage	Rank
1	07N31F0036	B. Ranjith	88	I
2	07N31F0056	D. Usha	87	II
3	07N31F0048	B. Soujanya	87	III

The College has been awarding meritorious students holding first and second ranks in each engineering branch with cash prize and merit certificate every year.

EDITORIAL TEAM :

Dr. VSK Reddy , Principal	Chairman
Prof. P. Sanjeev Reddy , Head, Dept. of ECE	Editor-in-Chief
Mr. G. Naveen Kumar , Assoc. Professor, Dept of MBA	Deputy Editor
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Mrs. M. Suneetha , Head, Dept. of IT	Member
Mr. K. Sashidhar , Head, Dept. of MCA	Member
Mr. J. Ramesh Babu , Head, Dept. of H&S	Member
Mrs. Srilakshmi , Asst. Prof., Dept. of H&S	Member
Mr. G. Ravi Kumar , PA to Principal	Tech Support



MALLA REDDY

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