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2017

# MALLA REDDY ENGINEERING COLLEGE FOR WOMEN

(Permanently Affiliated to JNTUH and Approved by AICTE, New Delhi, Accredited by NBA & NAAC with A-GRADE, ISO 9001:2015 Certified)



# SANKETHA

EAMCET/ICET Code: **MRCW**

WOMEN EMPOWERMENT WORLD

- Accredited by **NBA** AICTE, New Delhi.
- Accredited by **NAAC** with 'A' GRADE
- **Permanently Affiliated** to JNTUH
- **ISO 9001 : 2015** Certified Institution
- **11th Rank - CSR** Among Top Engineering Colleges
- **1500 Students Placed** in MNC's from 2012-17
- **Microsoft** Innovation Centre 1st Women's Campus in India
- **Value Added Certification Courses**
- **Education Leadership Award** by Dewang Mehta National Educational Awards.
- **Engineering Educators Award** from University of Bradford, U.K
- **Research & Development Cell** for Effective Research
- **CDCS** - Centre for Development of Communication Skills



[www.mallareddyecw.com](http://www.mallareddyecw.com)

# NEWSLETTER



# SANKETHA

NEWSLETTER

## Chairman's Desk

I convey my hearty greetings and warm wishes to the Principal, staff and students of MRECW for successfully releasing the 7th volume of the college Newsletter-SANKETHA. MRECW achieved remarkable progress and has shown immaculate skill in meeting the evolving requirements of the industry. I believe that MRECW, with its unique approach is incomparably superior in ensuring that there is no stone unturned to equip their young students of today to face the challenges of the future and is standing out as a special asset to the entire Malla Reddy Group of Institutions. I congratulate all the students and staff for having reached great heights of progress and achieving greater credentials every year for the institution like NBA Accreditation, Accreditation by NAAC with 'A' grade, ISO 9001:2015 Certification, Permanent Affiliation to JNTUH — the only Women's College in Telangana State to achieve all this. My hearty congratulations to all the students who are successfully placed in reputed MNCs this year. Best wishes to the future World Class Engineers.



### Sri. CH. Malla Reddy

Founder Chairman, MRGI  
Honourable Member of Parliament  
Malkajgiri Constituency, Govt. of India.

## Secretary's Message



### Sri. Ch. Mahender Reddy

I am happy to acknowledge the appreciable progress of MRECW during the academic year 2016-17. I extend my hearty congratulations to all the staff and students in this regard. Talent, Innovation, Dedication, and smart work are the need of the hour to reach the pinnacle of glory. Thereby, I advice the students to capture every opportunity provided in the excellent teaching-learning ambience of MRECW and to emerge out as successful engineers of the future era, well equipped to face every challenge of life. My best wishes to all the inquisitive technocrats.

### Dr. Bhadra Reddy

Education is the fundamental requirement for the sustained growth of life. MRECW has been following its own stride in imparting this, through high quality technical education, supported by quality engineering skills, in the form of curricular and co – curricular activities. I congratulate all the students and staff for having reached heights of performance.



MRECW stands for excellence and continuously sets the highest standards. We believe in all-round holistic development of our students who are the future citizens of this great country and the world. Our motto is to foster excellence in education, develop leadership qualities and imbibe good moral and ethical values inculcating admirable levels of dignity, decency and discipline to produce industry ready world class engineers. At MRECW, we make this possible through an organically developed unique methodology of ours that consists of highly diverse set of technical courses, interdisciplinary research projects, interaction with industry, value added certification courses, project based training programs, application-oriented real-time projects of utility value, workshops, expert lectures and exposure to entrepreneur & personality development programmes. We aim at empowerment of women by inculcating the spirit of high ambitions, healthy attitudes & multidimensional excellence in our students through a wide range of counseling, personality development & social welfare programmes. We feel proud to state that this meticulous planning and implementation of all our activities has achieved great milestones for the Institution like NBA Accreditation and NAAC Accreditation with 'A' Grade and extraordinary Placements & Success Track for the students.



**Dr. Y. Madhavee Latha**

B.Tech, M.Tech, Ph.D, LMITE, MIEEE, LMISTE, MCSI.  
Professor of ECE.

It's my privilege to thank the visionary management for providing world-class infrastructure and excellent faculty members. I congratulate all the faculty members for their dedication, commitment and co-operative team work which have helped in the success of MRECW. My Hearty Congratulations to the students who are placed in reputed MNCs in the placement drives held during the academic year 2016-17. I wish the students of MRECW all the best to achieve greater success and scale new heights in education and their career ahead.

## Programmes Offered

### UG Programmes (A. Y. 2016 - 17)

■ Electronics and Communication Engineering	240
■ Computer Science and Engineering	240
■ Electrical & Electronics Engineering	60
■ Information Technology	60

### PG Programmes (A. Y. 2016 - 17)

■ M.Tech in Embedded Systems	24
■ M.Tech in Computer Science & Engineering	24
■ Master of Business Administration	60

### *Vision:*

- Visualizing a great future for the intelligentsia by imparting state-of-the art Technologies in the field of Engineering and Technology for the bright future and prosperity of the students.
- To offer world class training to the promising Engineers.

### *Mission:*

- To nurture the high level of Decency, Dignity and Discipline in women in attaining high Intellectual abilities.
- To produce employable students at National and International levels by effective training programmes.
- To create pleasant academic environment for generating high level learning attitudes.

## Special Achievements and Innovative Practices

- Accredited by NBA, AICTE, New Delhi.
- Accredited by NAAC with 'A' Grade, UGC, Govt. of India.
- ISO 9001:2015 Certified Institution.
- Permanently Affiliated to JNTUH.
- 2(F) & 12(b) Recognized under UGC Act 1956.
- Ranked Eleventh among the top Engineering Colleges of Excellence by Competition Success Review (CSR) 2015.
- More than 1500 students are placed in Reputed MNCs during 2012-2017.
- Received "**Education Leadership Award**" by Dewang Mehta National Educational Awards.
- "Women in Education Award" received by the Principal, Dr Y. Madhavee Latha by Dewang Mehta National Educational Awards for being the inspiring woman in education.
- Received Engineering Educators Award from University of Bradford, U.K.
- MOU with the University of New Orleans, Louisiana, USA.
- MOU with Tech Mahindra, Zensar Technologies Ltd., for internships, Technology Exchange Programmes and Placements.
- Microsoft Innovation Centre-1st Women's Campus in India - started in the year 2013
- CISCO International Certification Authorized Centre-2012
- Oracle Academic Partner for JAVA Certification.
- Business English Certification (BEC) Centre, University of Cambridge, U.K.
- Life Member of ISTE since 2010.
- Member of IEEE XPLORE DIGITAL LIBRARY, CSI, TASK, DELNET, BRITISH LIBRARY, JGATE & HMA.
- IEEE, IETE, CSI & ISTE Student Chapters.
- Examination Centre for GATE, EAMCET, AIEEE, TSGENCO, TSTRANSCO & BANK EXAMS
- Registered & Published International Journal of Research in Signal Processing, Computing and Communication – System Design with ISSN: 2395-3187.
- Registered Alumni Association.
- National & International Conferences, Workshops & Refresher Courses.
- Employability Enhancement Training Programmes for II, III & IV Year Students.
- Project Based Training for I, II, III & IV B. Tech Students.
- Regular conduction of Mock Placement Drives for I, II, III and IV years.
- Finishing School Training Programmes for Final Year Students for technology enhancement.
- Value Added Certification Training Programmes - CISCO, Microsoft, Oracle and Business English Certification (BEC).
- Personality Development Training Programmes in association with Rama Krishna Matt, Hyderabad
- Expert Lectures by persons from Reputed Universities and Industries.
- NPTEL Video Lectures.
- LCD Projectors in every classroom to facilitate effective Teaching-Learning.
- Course Files and Lab Manuals for Effective Instruction
- Student Seminars.
- Mentoring and Counseling.
- Merit Scholarships for 1st & 2nd Rank holders for all Departments.
- Young Engineer Award for the Best Performers in Final Year.

## Institute Membership:

- IEEE XPLORE DIGITAL LIBRARY
- ISTE
- CSI
- British Library
- DELNET
- JKC
- HMA
- JGATE

## Professional Student Chapters:

- IEEE Student Branch
- ISTE Student Chapter
- IETE Student Forum
- CSI Student chapter
- HMA

<http://www.mallareddyecw.com/emagazine.html>

## Technical and Management Symposiums

**FUTURE SASTRA – 2K15** - National Level Technical Symposium on 7th & 8th January, 2017. **Events organized:**

- **IEEE:** Paperanza@2050 Paper Contests - ECE, EEE, CSE&IT, Design Contests- Spy Web (Web Designing), Crafting 3D Models - EEE, Circuit Maya – ECE, Job Craker (Mock Interview), Robo Exhibition, Career Counseling & Guidance, Anglo Mania
- **ISTE:** Picto Mania (Technical Picture Analization-ECE), Extempore(Poster Presentation – CSE &IT), Wireless Storm (Poster Presentation-ECE), Electric Idea Presentation (Poster Presentation), Pantastic(Picture Interpretation-EEE), E – CID-ECE, Enigmotology - Tech Puzzle, Electric Train, Line Tracer - Tech Treasure Hunt EEE, Electric Sudoku- EEE, Image Interpretation
- **IETE:** MAT Conqueror, Code Krypt, Eternal Technolohiya, Electro Wiz Queen, Spot Light, Science Race, Creative Brain Storming
- **CSI:** Queen of languages, Mission SQL(Database), Code Swap, Logo Guru, Crazy Engineers(Technical word, Spell), Word Wench(Technical Quiz), Fact Hunt(Technical Treasure Hunt), Bright Sparks, App Mantra, Media Mash - General Quiz

- **TECH XPLORE-2K16** - Intra College Technical Symposium Department of CSE & IT on 10th September, 2016

**Events Organized:** Computer Science and Information Technology @2030, Tech GD & Interview, Federal Fantasy, Web Designing, Best Technical Orator, Master of C&DS, Brainy of JAVA.

- **TECH XTREME-2K16** - Intra College Technical Symposium Department of ECE on 10th September, 2016

**Events Organized:** Electronics & Communication Engineering @ 2030, Logic Mantra, Fun with MATLAB, Tech GD, Tech Orator, and Tech Fiesta

- **SYNCHRO-2K16** - Intra College Technical Symposium Department of EEE on 10th September, 2016

**Events Organized:** Power Generation Techniques @ 2030, Electro Buzz, Tech GD, Tech Orator, and Technical Treasure Hunt

- **TECHDELIGHT - 2K16** - organized for I Year B. Tech Students under IEEE, ISTE, IETE & CSI Student Chapter on 10th September, 2016

**Events Organized:** Logic Mantra, Group Discussion, General Quiz, Image Interpretation, Science Expo, Best Orator, Instant PPT, HR Interview

- **FUTURE SASTRA - 2K17** - Management Events for MBA students on 7th & 8th January, 2017

**Events Organized:** Business Quiz, Young Manager Award, Product Launch & Ad - Making, Career Counseling & Guidance

## FUTURE SASTRA - 2K17 - NATIONAL LEVEL TECHNICAL SYMPOSIUM



### Standard Events Organized by the Institute:

1. **Engineers Day** - 15th September, 2016 - Young Engineers Awards have been presented to Best All Round Performers.
2. **Women's Day Celebrations** - 2K17 - 8th March, 2017 - Chief Guest: Smt. T. Srinitha, w/o. Shri. T. Harish Rao, Hon'ble Cabinet Minister for Irrigation, Marketing & Legislative Affairs for Telangana state.  
**Events organized:** Poster Presentation on "Great Women Personalities", Essay Writing Competition on "Inspirational Role Model Women Personalities", Quiz Competition on "Women Role Models", Elocution Competition on "Renowned Women Role Models", Role-Play Competition.
3. **Graduation Ceremony** - 9th July, 2016 - for 2012 - 2016 Batch students.
4. **Orientation Programme** - 4th August, 2016 for I year B.Tech students.
5. **Teacher's Day** - 5th September, 2016
6. **Vijayotshav-2k17** - Annual Day Celebrations - 04th April, 2017
7. **Ahlaad - 2k17** - Musical Show on 1st April, 2017.
8. **Farewell Day Celebrations** - 6th & 7th April, 2017
9. **Interaction Day** - 24th August 2016 - organized to build a good relationship between seniors and juniors
10. **Parent - Teacher Meet** - 28th October, 2016 for I Year B.Tech Students
11. **"Alumni Meet"** - 7th January, 2017
12. **Success Meet 2k17** - 13th April, 2017



## STUDENT DEVELOPMENT PROGRAMMES

### Under Techno Innovation Club

1. Two Day Workshop on **"Ethical Hacking"** for I & II Year B.Tech Students on 27th & 28th March, 2017.
2. Power Point Presentation Competition on **"ISRO - THE SPACE STALWART"** on 28th February, 2017
3. Workshop on **"Cyber Crime & How to Prevent"** for II Year B.Tech Students on 17th February, 2017.
4. **"C" Quiz Competition** on 13th February, 2017
5. Three Day Workshop On **"Mobile App Development using Android "** for II,III & IV Year B.Tech Students on 9th & 10th February, 2017
6. Two Day Workshop On **"C Vs PYTHON "** for II & III Year B.Tech Students on 9th & 10th February, 2017
7. Three Day Workshop on **"Internet Of Things(IOT)"** for II,III & IV Year B.Tech Students during 9th -11th February, 2017
8. Two Day Workshop on **"Designing of Solar Energy Systems"** for II & III Year B.Tech EEE Students on 10th & 11th February, 2017.
9. Workshop on **"French Language"** for I Year B.Tech Students on 4th & 5th November, 2016.
10. Workshop on **Linux** on 13th October,2016 for III ECE Students
11. Workshop on **Python Development** on 3rd & 4th october,2016
12. **EDC Projects Exhibition** on 15th October,2016
13. **MATLAB** Projects on 14th October,2016
14. **Data structures** Projects for II CSE & IT students during 13th -15th october,2016
15. Two Day Workshop on **"WOW"** on 29th & 30th August, 2016.
16. Workshop on **"Cyber Attacks/Ethical Hacking"** for III Year CSE & IT Students on 5th August, 2016.
17. Workshop on **"Malware Development"** for III Year CSE & IT Students on 4th August, 2016.
18. Workshop on **"Robotics"** for II & III B.Tech ECE Students on 2nd August, 2016.
19. Workshop on **"C & DATA Structures"** for II Year B.Tech CSE & IT Students on 30th July, 2016.
20. Three Day Workshop on **"Web Designing"** for II Year B.Tech CSE & IT Students during 25th to 27th July, 2016.
21. Three Day Workshop on **"Design of Electronic Circuits Using PCB"** for II B.Tech ECE & EEE Students during 25th to 27th July, 2016.
22. Power Point Presentation on **"Techno Innovative Idea"** on 23rd July, 2016
23. Workshop on **"Advanced JAVA"** for II Year B.Tech CSE & IT Students on 22nd July, 2016.
24. . Two Day Workshop on **"Big Data & Hadoop"** for II & III CSE & IT Students on 15th & 16th July, 2016.
25. Two Day Workshop on **"Robotics"** for II & III ECE Students on 15th & 16th July, 2016.
26. Two Day Workshop on **"Designing of Solar Energy System using PROSOFT"** for II & III EEE Students on 15th & 16th July, 2016.



## Guest Lectures

- Guest Lecture on **"Women Entrepreneurship"** Under EDC Cell on 17th February, 2017
- Guest Lecture on **"Enterprise Resource Planning"** Under EDC Cell on 17th February, 2017
- Guest Lecture on **"C & Data Structures"** for II Year ECE Students on 21st October, 2016
- Guest Lecture on **"C & Data Structures"** for II CSE & IT Students on 24th September
- Guest Lecture on **"C & DATA STRUCTURES"** for II CSE & IT Students
- Guest lecture on **"Ideation for New Business" & Launch of AGBA South India Chapter** on 29th July, 2016 by FLT. LT. M. Sridhar Chakravarthi Vice President, Strategy & BD Augment Soft Sol
- Guest Lecture on **"Modern Power Electronic Drives"** for EEE Students on 29th July, 2016
- Guest Lecture on **"C & Data Structures"** for II Year CSE&IT students on 29th July, 2016
- Guest Lecture on **"Advanced Language Skills using JAVA"** on 22nd July, 2016



## Student Intra College Conferences:

- Intra College Conferences on **"Technological Innovations in ECE, EEE, CSE & IT"** for II & III Year B.Tech Students on 24th February, 2017
- Intra College Conferences on **"Emerging Trends in Computer Science & Engineering"** for I Year B.TECH Students on 21st February, 2017
- Intra College Conferences on **"Emerging Trends in Electronics & Communication Engineering"** for I Year B.TECH Students on 21st February, 2017
- Intra College Conferences on **"Emerging Trends in Information Technology"** for I Year B. TECH Students on 21st February, 2017
- Intra College Conferences on **"Emerging Trends in Electrical & Electronics Engineering"** for I Year B.TECH Students on 21st February, 2017
- **"Intra College Conference"** for I Year B.Tech Students on 28th October, 2016
- Intra College Conference on **Signal Processing Communication and System Design** for II Year ECE Students on 17th September, 2016
- Intra college Conference on **"Emerging Trends In Electrical Systems & Engineering"** for II Year EEE Students on 17th September, 2016
- Intra college Conference on **"Technical Advancements In Computer Science And Engineering"** for II Year CSE & IT Students on 17th September, 2016

- Intra College Conference on **Signal Processing Communication and System Design** for III Year ECE Students on 3rd September, 2016
- Intra college Conference on **"Emerging Trends In Electrical Systems & Engineering"** for III Year EEE Students on 3rd September, 2016
- Intra college Conference on **"Technical Advancements in Computer Science and Engineering"** for III Year CSE & IT Students on 3rd September, 2016

## MRECW Visual Graphics Club

- **Video Making Competition for College Song** on 25th February, 2017.
- **Photo Exhibition on "Nature"** on 17th September, 2016
- Inauguration of **"Visual Graphics Club"** on 23rd July, 2016. Chief Guests - Film Director - Vishwanadh & Film Producer - Naveen Kumar
- **Video Making Competition on any Theme** on 23rd July, 2016.



## MRECW Literary Club

- Essay Writing Competition on ‘**Women in the 21st Century- Challenges and Solutions**’ in association with Sri RamaKrishna Vivekananda Seva Samithi on 20th February, 2017.
- Essay Writing Competition on ‘**Great Freedom Fighters of India**’ on 25th January, 2017.
- Essay Writing Competition “**Great Women Engineers**” 24th September, 2016
- Letter Writing Competition on 24th September, 2016
- Essay Writing Competition “**Eminent Women Engineers**” on 15th September, 2016.
- Essay Writing Competition on “**Recent Issues**” 20th August, 2016.
- “**Essay Writing Competition**” on 3rd July, 2016.

## MRECW Cultural Club

1. “**Traditional Day Celebrations**” for II Year B.Tech Students on 17th February, 2017
2. “**Traditional Day Celebrations**” for I Year B.Tech Students on 11th February, 2017
3. “**TARANG-2K17**” - Cultural Fest on 7th & 8th January, 2017
  - “**Musical Show**” by **Ms. Sravana Bhargavi**, Famous Play Back Singer and **Mr. Sri Krishna**, Famous Play Back Singer
  - **M.L. Gayatri**, Famous Play Back Singer- Special Guest and Judge for Singing Competition
  - **Mr. Ashwin Babu**, Tollywood Hero, Raju Gari Gadhi Fame- Chief Guest for Valedictory Function
4. **Dance Competition in Association with TANA (Telugu Association of North America)** on 27th December, 2016.
5. **Bathakamma Celebrations and Traditional Day** on 5th October, 2016
6. “**Musical Show**” by Famous Singer **Ms. Parnika Manya** on 17th September, 2016
7. “**Musical Show**” by Famous Singer **Ms. Damini Bhatla** on 6th August, 2016.
8. “**Musical Show**” by **Mr. Revanth**, Famous Play Back Singer on 23rd July, 2016
9. “**Musical Show**” by Famous Singer **Ms. Damini Bhatla** on 6th July, 2016.



### Student Achievements

S.No	Department	No of Credentials
1	CSE	117
2	ECE	94
3	EEE	49
4	IT	54
5	I YEAR	116
6	MBA	18



## Faculty Development Programmes/ Refresher Courses / Workshops

1. Two Weeks Faculty Development Programme in **"Entrepreneurship"** organized in association with EDC CELL, JNTUH during 14th - 28th December, 2016
2. One Week Faculty Development Training Programme on **"Cloud Computing"** organized by National Institute Technical Teachers Training & Research during 5th - 9th December, 2016
3. One Week Faculty Development Training Programme on **"Application Oriented Teaching Methodologies"** during 22nd - 28th November, 2016
4. One week Faculty Development Programme on **"Effective Teaching Methodologies for Engineering Education"** during 1st to 5th November, 2016.
5. Faculty Development Programme on **"Web Content Development Using Moodle"** organized by National Institute of Technical Teachers Training & Research on 3rd-7th October, 2016.
6. One Week Refresher Course on **"VLSI & Embedded Systems"** organized by the Dept. of ECE from 22nd to 28th June, 2016.
7. One Week Refresher Course on **"Power Systems & Power Electronics"** organized by the Dept. of EEE from 22nd to 28th June, 2016.
8. One Week Refresher Course on **"C & Data Structures"** organized by the Dept. of CSE & IT from 22nd to 28th June, 2016.



## Mrecw – Welfare Association:

Established with the motto to provide financial assistance to the needy students and to create public awareness on social issues.

MRECW adopted 6 Year Old Girl Child, U.Vishnu Priya of MAISAMMAGUDA Village on 8th March, 2017, to provide all facilities till her settlement

- a. Rs.32, 000 was donated to Ms. Manjula of III Year B.Tech EEE towards college Hostel Fee.
- b. Rs.25, 000 was donated to Ms. K. Mounika of III Year B.Tech CSE towards Tution Fee.
- c. Rs.15, 000 was donated to Ms.Kalyani, of III Year B.Tech CSE towards Transportation Fee.
- d. Rs.22, 000 was donated to Ms. Srivalli of II Year B.Tech ECE towards Transportation Fee.
- e. Rs.19, 080 was donated to Ms. Jyothi of II Year B.Tech ECE towards college Hostel Fee.
- f. Rs. 1000 was donated to Ms.Kavitha, of II Year B.Tech CSE towards Text Books.
- g. Rs. 1000 was donated to Ms.Anitha, of II Year B.Tech CSE towards Text Books.

## MRECW - SOCIAL RESPONSIBILITY`

### NSS UNIT

Authorized NSS Unit of MRECW works towards development of the personality of students through Community Service.

- **"Awareness Campaign on Cashless Transactions at Gundlapochampally Village"** Under NSS Unit on 4th February, 2017
- Awareness Programme on **"CLEANLINESS & SANITATION"** under NSS Unit on 16th September, 2016
- **HARITHA HARAM - Plantation Programme** under MRECW NSS Unit on 9th August, 2016, Chief Guest Sri. Kalvakuntla Taraka Rama Rao, Hon'ble Cabinet Minister, Information Technology (IT), Municipal Administration and Urban Development (MAUD), Textiles and NRI Affairs
- **GO GREEN- Plantation Programme** under MRECW NSS Unit on 11th July, 2016.
- **International Yoga Day Celebrations** on 21st June, 2016



## Entrepreneurship Development Cell:

With an objective to guide and support our young and enthusiastic students with entrepreneurial interests, MRECW established Entrepreneurship Development Cell (EDC) on 10th April, 2012.

### Innovative Projects Developed under EDC

- MRECW ALUMNI App developed by the Dept. of CSE
- MRECW Online Event Registration App by the Dept. of CSE
- Intelligent Wireless Navigable Robot by the Dept. of ECE
- Solar & Smart Energy Systems by the Dept. of EEE

### Activities organized under EDC

1. Guest Lecture on **"Women Entrepreneurship"** by **Ms. Vibha Venkata Raman, CEO**, Under EDC Cell on 17th February, 2017
2. Established **MRECW Incubation Center-Business start up in the Campus by students** on 31st March, 2017.
3. Guest Lecture on **"Enterprise Resource Planning"** Under EDC Cell on 17th February, 2017
4. **"Business Plan Competition"** for I Year B.Tech Students Under EDC CELL on 19th November, 2016
5. Guest lecture on **"Ideation for New Business"** & **Launch of AGBA South India Chapter** on 29th July, 2016
6. Orientation Programme on **"Bombay Stock Exchange"** by **Mr. V. Santosh Reddy** Resource Person, Bombay Stock Exchange on 27th July, 2016.
7. **Business Plan Competition** on 2nd July, 2016



## Centre for Development of Communication Skills

MRECW has an exclusive Centre for Development of Communication Skills which trains the students through a variety of activities to bring about a sea change in their language proficiency

The Centre offers Business English Certification Training Programme to Students to achieve the prestigious Cambridge English Certificate offered by the University of Cambridge, London, U.K. **311** students of MRECW are BEC Certified as on date.

## Industry Institute Partnership Cell (IIPC)

IIPC progresses towards entering into MOUs with various organizations, provides Consultancy Projects for students in Reputed Firms and organizes Industry Visits regularly to provide Practical Technical Exposure to students.

## Consultancy Projects

- Coign EDU & IT Services Pvt. Ltd.
- Unistring Tech Solution Pvt. Ltd.
- Pantech Solutions.
- EDUKINECT Technologies.
- Rofous Software Pvt. Ltd.
- Best Techno. Labs.

## MOUs

- IBM
- UNIVERSITY OF NEW ORLEANS
- ZENSAR TECHNOLOGIES LTD.
- TECH MAHINDRA LIMITED
- BEC
- CISCO NETWORKING ACADEMY
- MICROSOFT CORPORATION (INDIA) PRIVATE LIMITED , MICROSOFT INNOVATION CENTRE
- ORACLE INDIA PVT.LTD.
- EBK LANGUAGE LABORATORIES PVT.LTD.
- VEDIC SCHOOL OF VLSI DESIGN
- SMART SKILLS LAB
- UNISTRING TECH SOLUTIONS PVT.LTD.
- ROFOUS SOFTWARE PVT.LTD.
- GLOBARENA TECHNOLOGIES PVT. LTD.
- PANTECH PROED PVT LTD.
- NARESH ENGINEERING TECHNOLOGIES
- SHASTRAMICRO SYSTEMS
- INTERNATIONAL TECHNOLOGICAL UNIVERSITY
- COIGN EDU & IT SERVICES PVT LTD
- TRIUMPHANT INSTITUTE OF MANAGEMENT EDUCATION PVT. LTD.
- INSPIRE INNOVATIONS PVT. LTD.
- NORTHERN ARIZONA UNIVERSITY
- BARK TRAINING SCHOOL
- BEST TECHNO LABS PVT.LTD.

## Global Education & Career Guidance Cell

This cell organizes programmes by professional experts and also provides in-house guidance to students about opportunities of higher education in India and Abroad.

- Power Point Presentations by Faculty Experts to students on future career prospects, Higher Education and Government job opportunities available and the procedures for seeking the opportunities.
- Personal Counseling and Career Guidance to 3rd and 4th year students based on their Capacities and Interests.
- Global Education & Career Guidance Programme by Dr. Allen Harsmussen from Texas A&M University, Kingsville, U.S.A. and Mr. Chandra Sekar, Regional Head, India for Vancouver Film School, Canada.
- Career Guidance Programme by Professors from “Monmouth University”, U.S.A.
- “Career Guidance & Counseling” Programme organized during Future Sastra-2K17- National Level Technical Symposium.



## Research & Development Cell

The R&D Cell was established in 2012 with the Motto to make significant contributions to Technological Advancements. The Cell has been regularly organizing National, International Conferences and Workshops. It also initiates the development of real time projects of utility value through the team work of students and faculty. The R&D Cell coordinates and monitors the research activities carried out by separate teams of faculty and students specifically working on their specialized research areas like Embedded Systems, VLSI, Communications, Signal Processing, Power Systems, Power Electronics, High Voltage Engineering, Data Mining, Network Security and Cloud Computing.

### Activities organized under R&D Cell

- International Conference on “**Signal Processing, Communications and Systems Design**” (ICSPCOMSD-2016) with ISBN: 978-93-83038-42-8 on August 19th & 20th, 2016.
- International Conference on “**Technical Advancements in Computer Science and Engineering**” (ICTACSE-2016) with ISBN: 978-93-83038-41-1 on August 19th & 20th, 2016.
- International Conference on “**Emerging Trends in Electrical Systems & Engineering**” (ICETESE-2016) with ISBN: 978-93-83038-43-5 on August 19th & 20th, 2016.
- International Conference on “**Emerging Strategies for Business Advancements**” (ICESBA-2016) with ISBN: 978-93-83038-44-2 on August 19th & 20th, 2016.

## Funding Projects Applied

- Dr. Y. Madhavelatha, Principal, MRECW applied for RPS on “**Speech, Image & Video Processing Techniques, Analysis and Applications**”
- Mr. N. Raveendra, Professor, Department of EEE applied for RPS on “**Improvement of Power Quality using Machine Learning Techniques**”
- Mr. N. Raveendra, Professor, Department of EEE applied for RPS on “**Ingress Security with Fuzzy Logic Neural Networks Accompanied With Data mining And Image Processing**”
- Mr. V. Sunder Ratnam, Professor, Department of CSE applied for “**Skill and Personality Development Programme Centre for SC/ST**”
- Mr. G. Bhanu Prasad, Asst. Professor, Dept. of CSE applied for Seminar Grant on “**INTERNET OF THINGS**” (IOT).
- Mr. V. Veera Ankalu, Associate Professor, Dept. of CSE applied for RPS on “**A Novel Approach to Prognosticate Weather Conditions using Statistical Models and signal Processing Techniques**”
- Mrs. Smita Amol Karpe, Associate Professor, Dept. of CSE applied for RPS on “**Ingress Security with Fuzzy Logic Neural Networks accompanied with data mining and image processing**”
- Ms. P. Manju, Asst. Professor, Dept. of ECE applied for RPS on “**Design of Area Efficient & low Power Adder Circuits using Transmission Gates**”
- Mr. Srinivasa, Murthy, Assoc. Professor applied for “**Neural Network Approach to inverse modeling of microwave modeling of microwave modeling using circuits**”.
- Ms. P. Sahithi, Asst. Professor, Dept. of ECE applied for RPS on “**OFDM Transceiver**”

### FACULTY RESEARCH PUBLICATIONS / ATTENDED WORKSHOPS:

S.No	DEPARTMENT	INTERNATIONAL / NATIONAL JOURNALS	INTERNATIONAL / NATIONAL CONFERENCES	ATTENDED WORKSHOPS
1	CSE	28	38	82
2	ECE	09	55	123
3	EEE	05	19	36
4	IT	05	10	20
5	MBA	14	10	21
6	H&S	10	52	51

## Industrial Visits

- “Forest Academy- Bio Diversity Park” for all B.Tech Students during 5th to 25th February, 2017
- “Electro Magnetic Devices” for I B.Tech EEE Students on 16th February, 2017
- “Central Power Research Institute (CPRI)” for II B.Tech EEE Students on 6th January, 2017
- “220/11KV Shahpur Substation” for II B.Tech EEE Students on 28th December, 2016
- “220/11KV Shahpur Substation” for III B.Tech EEE Students on 15th October, 2016
- “Electro Magnetic Devices” for II B.Tech EEE Students on 27th July, 2016

## Student Counseling and Mentoring Cell:

Regular counseling to students individually by Faculty Counselors once in a month to identify student weaknesses in academics and overall skills and to motivate them to improve their performance. 15 Students are allotted to each Faculty Counselor.

Additional Counseling for hostellers regularly by Senior Lady Faculty in the Department.

To achieve high placements, III Year B.Tech Students are adopted by faculty – 5 Students by each faculty to constantly guide and motivate them to achieve 100% Success.



## DEPARTMENT OF PHYSICAL EDUCATION:

MRECW believes that “Only a sound body can boast of a sound mind”. To facilitate this and to foster competitive and sportive spirit in the students, the Dept. offers Outdoor Games like Basket Ball, Throw Ball, Volley Ball, Badminton, Tennis, Kho – Kho, Kabaddi and Indoor Games like Table Tennis, Chess and Caroms.

### Major Sports Events organized

1. “TECHTROPHY-2K17” -State Level Engineering Colleges Sports Fest on 7th & 8th January, 2017

**Events organized** - Basket Ball, Throw Ball, Volley Ball, Table Tennis- Singles, Table Tennis- Doubles, Chess and Kho-Kho.

2. “Intra College Sports Meet” for I Year B.Tech Students on 21st October, 2016.

**Events organized** - Basket Ball, Throw Ball, Volley Ball, Table Tennis- Singles, Table Tennis- Doubles, Chess and Kho-Kho.

### Student Achievements:

- **Runners of Volley Ball** in 9th Indian Open Inter Engineering Collegiate Sports Fest- 2k17 organized by VNR VJIET on 26th & 27th February, 2017.
- **Runners of Volley Ball** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW.
- **Winners of Throw Ball** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW.
- **Winners of Kho-Kho** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW
- **Runners of Table Tennis Doubles** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW.
- **Runners of Table Tennis Singles** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW
- **Runners of Chess** in TECHTROPHY –2K17 State Level Engineering Colleges Sports Meet organized by MRECW.



## ALUMNI ASSOCIATION

Registered Alumni Association for enriching Networking and establishing Relationships among Alumnae and the Institution. Alumni Meet is organized on the first Saturday of January every year.

**ALUMNI MEET –2K17** –organized on 7th January, 2017



## TOPPERS OF MALLA REDDY ENGINEERING COLLEGE FOR WOMEN

### TOPPER LIST B.TECH (AGGREGATE 2016 PASSED OUT BATCH)

S.No	HALL TICKET NO	NAME OF THE STUDENT	% PURSENTAGE	DEPARTMENT
1	12RH1A04B9	YEDDULA SWAPNA	87.00	ECE
2	12RH1A0474	MOUNIKA TATA	85.00	ECE
3	12RH1A0216	DASARAJU INDUMATHI	84.00	EEE
4	12RH1A0238	INTURI MOUNIKA	84.00	EEE
5	12RH1A05C5	L. VIJAYALAXMI	84.00	CSE

### TOPPERS LIST IN B.TECH IV YEAR

S.No	HALL TICKET NO	NAME OF THE STUDENT	% PURSENTAGE	DEPARTMENT
1	12RH1A0216	DASARAJU INDUMATHI	86.00	EEE
2	12RH1A05C5	L. VIJAYALAXMI	85.00	CSE
3	12RH1A0298	SOMA INDRAJA	84.00	EEE
4	12RH1A0238	INTURI MOUNIKA	84.00	EEE
5	12RH1A0543	CHENNA SAHANA	84.00	CSE

### TOPPERS LIST IN B.TECH III YEAR

S.No	HALL TICKET NO	NAME OF THE STUDENT	% PURSENTAGE	DEPARTMENT
1	13RH1A0244	MUGALA SHRUTHI	87.00	EEE
2	13RH1A0563	EDDU AKSHITHA	83.00	CSE
3	13RH1A0515	AREGUNTA AMULYA	82.00	CSE
4	13RH1A0404	ALAPARTHY SAIKHIRA	82.00	ECE
5	13RH1A05D8	MADINENI KAVYA NAGINI MADHU LASYA	82.00	CSE

### TOPPERS LIST IN B.TECH II YEAR

S.No	HALL TICKET NO	NAME OF THE STUDENT	% PURSENTAGE	DEPARTMENT
1	14RH1A04H2	POKA MANASA	83.00	ECE
2	14RH1A04E0	MASHAM SUSMITHA SREE	83.00	ECE
3	14RH1A04K3	SANGOJU SONY	82.00	ECE
4	14RH1A05K9	RISHITA KUMARI JAIN	82.00	CSE
5	14RH1A04B5	KONDAVEETI SAI MEGHANA	82.00	ECE

### TOPPERS LIST IN B.TECH I YEAR

S.No	HALL TICKET NO	NAME OF THE STUDENT	% PURSENTAGE	DEPARTMENT
1	15RH1A0479	GURJALA ANUSHA	94.00	ECE
2	15RH1A0569	G VAISHNAVI	90.00	CSE
3	15RH1A04E3	MUDUGANTI SHALINI	89.00	ECE
4	15RH1A04K4	SHRINIVASAN SRIVALLI	89.00	ECE
5	15RH1A05C5	KONDA LAKSHMI TEJA	88.00	CSE

# MEMORABLE MOMENTS

## ANNUAL DAY-2K16 PHOTOS



## FAREWELL CELEBRATIONS



## INTERACTION DAYS

## INTRA COLLEGE CONFERENCES



## GURU PRANAM-M.TECH FAREWELL CELEBRATIONS



## IBM GBS PLACEMENT DRIVE



## INTERNATIONAL CONFERENCES



## MICROSOFT CERTIFICATION PROGRAMME



## ORIENTATION PROGRAMME ON BOMBAY STOCK EXCHANGE UNDER EDC



## PERSONALITY DEVELOPMENT PROGRAMME



## REPUBLIC DAY CELEBRATIONS



## TRAINING PROGRAMMES

### Value Added Certification Training Programmes

- Microsoft Certification through Microsoft Innovation Centre - 1st Women's Campus in India
- CISCO Certification through CISCO Networking Academy
- JAVA Certification through Oracle as Oracle Academic Partner
- Business English Certification from Cambridge University, London, U.K.

### Employability Skills Enhancement Training Programmes

- Soft Skills Training
- Aptitude Training
- Technical Training
- Mock Interviews



### Project Based Training Programmes

Project Based Training Programmes for B.Tech I year - IV year on C, JAVA, C++, Data Structures, Web Designing, PCB Designing, Robotics, Solar Energy Systems, MATLAB.

### Personality Development Programmes

MRECW has established Centre for Human Excellence which organizes Personality Development Programmes in association with Rama Krishna Math, Hyd.

1. "Personality Development Training Programme" for I year B.Tech Students on 28th January, 2017 by the Principal & Heads of the Departments.
2. "Personality Development Training Programme" for II & III year B.Tech Students on 3rd & 4th February, 2017 by the Dept. of MBA.

### Finishing School Concepts

To meet the requirements of the industry and to be on par with Technological Advancements, Finishing Schools are organized on Latest Technologies like

- Robotics
- Embedded Systems
- VLSI Design
- Big Data Analysis
- Network Security
- Sim Power Systems
- Power Electronics
- Power Semiconductor Drives

### Hearty Welcome to Doctorates to MRECW Family

1. Dr. T.V. Suryanarayana, Dept. of CSE
2. Dr. P. Manikandan, Dept. of CSE
3. Dr. C. Venkata Pandu Ranga Prasad, Dept. of CSE
4. Dr. S.P. Ananda Raj, Dept. of CSE
5. Dr. V. Vijaya Raj Varadarajan, Dept. of CSE
6. Dr. N. Srikanth, Dept. of ECE
7. Dr. M. Purna Chandra Rao, Dept. of ECE
8. Dr. T. S. Ghouse Basha, Dept. of ECE
9. Dr. K. Bhavannarayana, Dept. of MBA
10. Dr. Y. Venkateshwara Rao, Dept. of MBA
11. Dr. M. Sunitha Ratnam, Dept. of H&S



GROUP DISCUSSION



MOCK INTERVIEW

### EDITORIAL BOARD:

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Member  
Member

## Placements : More than 300 Students Placed during the A.Y : 2016-17



### PLACEMENTS DURING THE ACADEMIC YEAR 2016-2017

S.No.	COMPANY NAME	DATE
1	TECH MAHINDRA	25-27-07-2016
2	IBM (GBS)	01,02-9-2016
3	CAPGEMINI	7,8-09-2016
4	APPS ASSOCIATES	8,9-09-2016
5	NTT DATA	14, 18-09-2016
6	CDK GLOBAL	05-10-2016
7	INDIAN NAVY	06-10-2016
8	AMAZON	20,21-10-2016
9	ZEN Q	09-12-2016
10	EFFOTRONICS	23,30-12-2016
11	GLOBAL LOGIC	24-12-2016
12	GENPACT	06-01-2017
13	EXCERS	09-12-2016
14	CYIENT	20-01-2017
15	CSS CORP	21-02-2017
16	SUTHERLAND	28,3-03-2017
17	[24]7 INC	07-03-2017



Dr. Y. Madhavae Latha, Principal Receiving  
**'Women in Education Award'**  
by Dewang Mehta National Education Awards



**MALLA REDDY  
ENGINEERING COLLEGE FOR WOMEN**  
**ACCREDITED by NBA & NAAC WITH A-GRADE**

Permanently Affiliated to JNTUH and Approved by AICTE, New Delhi  
Maisammaguda, Dhulapally, Kompally, Medchal (M), Secunderabad - 500100.

ISO 9001:2015 Certified **EAMCET/ICET Code** **MRCW**

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