

## ABOUT SPEAKER



**Dr. H. Purushotham is the Chairman & Managing Director** of National Research Development Corporation (NRDC) an Enterprise of Department of Scientific and Industrial Research (DSIR). In addition to the above position, Dr. Purushotham also holds additional charge of Director General of Consultancy Development Centre (CDC) an Autonomous Institution under DSIR; both the institutions are under the Ministry of Science & Technology, Govt. of India.

Dr. Purushotham obtained his B. Tech in Chemical Engg. From Andhra University (1982), Vishakhapatnam; M. Tech from IIT, Kharagpur (1984) and later obtained MBA from IGNOU and PhD from Osmania University, Hyderabad. Dr. Purushotham possess about 33 years of diverse experience in different Government Institutions of repute (CSIR-NEIST Jorhat, NCBM Delhi, CSIR-CLRI Chennai, ANIIDCO Ltd Port Blair, ARCI Hyderabad, TDB Delhi, NEGD-DeitY Delhi, NRDC and CDC Delhi) and held several top level Engineering / Management / Leadership positions in the Industry, Research and Consultancy.

He has about 85 research publications, wrote one book, 4 book chapters and 3 patents and has served as Faculty at Anna University and Osmania University to teach Post-Graduate students in Engineering and Management studies. He has delivered more than 200 Invited / Plenary / Keynote lectures in India and abroad and led many Science & Technology delegations to USA, Canada UK, Japan, Brazil, Switzerland, Philippines, Malaysia, Sri Lanka and Ghana.

### Chief-Patrons:

**Mr. CH. Malla Reddy**  
Chairman, MRGI Group of Institutions

**Mr. CH. Mahendar Reddy**  
Secretary, MRGI Group of Institutions

**Dr. VSK Reddy**  
Principal, MRCET

### Speaker

**Dr. H. Purushotham**  
Chairman & Managing Director-NRDC

### Chief-Coordinator:

**Dr. PHV Sesa Talpa Sai**  
Director –R&D

### Coordinators:

Dr. K. Charyulu, Department of H&S  
Dr. B Jyothi, Department of ECE  
Dr. Chandrasekhar, Department of CSE  
Dr. Roopa Chandrika, Department of IT  
Dr. Kamal, Department of EEE  
Prof. Dheeraj Kumar, Department of ANE  
Prof. Mahantesh, Department of ME

Expert Talk

on

# Innovation and Incubation – Opportunities and Challenges



1<sup>ST</sup> SEPTEMBER 2018

**Organized**

By

R&D CELL – MRCET



## MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

Sponsored by CMR Educational Society

(AFFILIATED TO JNTU, HYDERABAD, APPROVED BY AICTE  
– ACCREDITED BY NBA & NAAC – 'A' GRADE – ISO 9001:2015  
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Contact Number: 040-23792146/64634237, E-Mail ID: [mrct2004@gmail.com](mailto:mrct2004@gmail.com),  
website: [www.mrcet.ac.in](http://www.mrcet.ac.in)

**Venue: MRCET auditorium  
(Saraswathi Building)**

## ABOUT INSTITUTE

Malla Reddy College of Engineering and Technology (UGC Autonomous Institution) established in the year 2004, is approved by AICTE, New Delhi and affiliated to JNT University, Hyderabad. The College is offering B.Tech and M.Tech Programmes in the areas of Computer Science and Engineering, Electronics & Communication Engineering, Information Technology, Electrical & Electronics Engineering, Mechanical Engineering, Aeronautical Engineering and Master in Business Administration (MBA).

The college is UGC Autonomous Institution, Govt. of India and also NBA Accreditation for both Engineering and Management Programs. The college also is accredited by NAAC with 'A' Grade, UGC, and Govt. of India and SIRO recognized R&D Cell. The college is equipped with state of the art laboratories for all the departments, full-fledged training & placement cell, Industry Institution Partnership Cell, R&D Cell etc., The college has been established centers of excellence for the students to expose in fifth generation technologies in the areas of Big-data analytics and Cloud computing technologies to match with the industry needs.

## ABOUT MRCET-R&D CELL

Research and development cell is an integral part of the academic activities of Malla Reddy College of Engineering and Technology. This cell is one of the wings of the institute which facilitates, channelizes, records, and regulates all the academic, sponsored, collaborative research projects and consultancy works in the institute. In a world increasingly propelled by technology, academic research forms the mainspring of

a nation's economic growth. MRCET R&D Cell aspires to transform the lives of young budding engineers, research scholars and faculty through their innovative ideas to contribute for research at academic level. MRCET R&D Cell is closely working with core industries to train the students in this direction. This objective will be very close to the heart of the industry in the direction of producing ready to be employed engineers. The key goal of the institute is to provide a creative atmosphere in which higher studies and research thrive amongst the faculty and students. It also promotes and manages institute-industry interaction.

## OBJECTIVES

- ✓ To encourage awareness and opportunities in research and development among the students & faculty.
- ✓ To motivate the faculty members towards Innovative Research & IPR issues of their specialization.
- ✓ To create interest and atmosphere among the staff members to take up research projects and improve their knowledge and skills in their interested domains.
- ✓ To encourage research activities and development projects offered by NRDC.
- ✓ To encourage staff members and students to publish technical papers in reputed International/Conference Proceedings and encourage to file IPR & Patents.



## PROGRAMME SCHEDULE

Time	Activity
09.30am-10.00am	Registration
10.00am-10.10am	<b>Welcome Address</b> <b>Dr.PHV. SeshaTalpa Sai,</b> Director (R&D), MRCET
10.10am-10.20am	<b>Opening Address</b> <b>Prof. P.Sanjeeva Reddy</b> Dean (International Studies), MRCET
10.20am-10.30am	<b>Inaugural Address</b> <b>Dr.M.Murali Krishna</b> Dean (Academics), MRCET
10.30am-10.45am	<b>Theme Address</b> <b>Dr. V.S.K Reddy,</b> Principal, MRCET
10.45am-11.00am	<b>Special Address</b> <b>Shri T. Shiva Rao,</b> Director, ATS India Pvt Ltd. Hyderabad
11.00am-11.15am	<b>Guest of Honour</b> <b>Shri CH.Malla Reddy garu,</b> Hon. Member of Parliament, Chairman, MRGI
11.15am-11.45am	<b>Chief Guest &amp; Key Note Speaker</b> <b>Dr. H. Purushottam ,</b> Chairman & Managing Director, NRDC, Govt. of India, New Delhi
11.45am-12.00pm	Tea Break
12.00pm-01.00pm	<b>•Presentation on "Innovation and Incubation –Opportunities and Challenges"</b> <b>• Q &amp; A Session with the Chief Guest</b>
01.00pm-01.30pm	Lunch break
01.30pm-02.30pm	Campus tour
02.30pm -03.30pm	Panel Discussion
03.30pm -04.00pm	Valedictory Session, Review and Recommendations