



# A.M. REDDY

Memorial College of Engineering and Technology

Approved by AICTE, New Delhi, Affiliated to JNTUK-Kakinada

SPONSORED BY

ATLURI MASTAN REDDY EDUCATIONAL SOCIETY, REG. NO. 450/2003

An ISO 9001:2015 Certified Institution

Web : [www.amreddyengineering.ac.in](http://www.amreddyengineering.ac.in)

E.mail: [principal.amreddyengineering@gmail.com](mailto:principal.amreddyengineering@gmail.com)

VINUKONDA ROAD, MASTAN REDDY NAGAR, PETLURIVARIPALEM,

NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.

## CRITERION 6 - GOVERNANCE, LEADERSHIP AND MANAGEMENT

### 6.1 INSTITUTIONAL VISION AND LEADERSHIP

#### CRITERIA 6.1.1 VISION, MISSION

**The institution's leadership is exemplary and aligned with its goals and values, which is evident from its governance with the vision and mission of the Institution:**

A.M. Reddy Memorial College of Engineering and Technology (AMRN) is an esteemed institution that provides quality education in the fields of engineering and management. The institute was established in 2007 by A.M. Reddy Educational Society, a charitable organization that aims to promote technical and professional education in rural areas of Andhra Pradesh. The institute is located in Narasaraopet, a city in Guntur district, which is well connected by road and rail.

The institute is affiliated to Jawaharlal Nehru Technical University (JNTU), Kakinada, and approved by All India Council for Technical Education (AICTE), New Delhi. The institute offers various courses at undergraduate, postgraduate, and diploma levels, catering to the diverse needs and interests of the students. The courses include Bachelor of Technology (B.Tech) in Civil Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Electrical and Electronics Engineering, and Mechanical Engineering and Agricultural Engineering; Master of Technology (M.Tech) in Structural Design and Transportation Engineering and Computer Science and Engineering, Power Electronics ; Master of Business Administration (MBA); and Diploma in Civil Engineering, Electrical and Electronics Engineering, and Mechanical Engineering.

The institute has a sprawling campus of 10.78 acres with lush green environment, creating a conducive atmosphere for learning. The campus has all the necessary facilities and amenities for the students and staff, such as spacious classrooms, well-equipped laboratories, digital library with more than 20,000 books and journals, computer center with internet access, seminar hall, open auditorium, canteen, hostel, transport, sports, gymnasium, medical center, etc. The campus also has a solar power plant that generates 5 KWH of electricity.

The institute has a team of qualified and experienced faculty members who are committed to imparting knowledge and skills to the students. The faculty members are actively involved in research and development activities and have published several papers in national and international journals and conferences. The institute also invites eminent personalities from

  
Principal

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industry and academia to deliver guest lectures, seminars, and workshops on various topics related to engineering and management.

The institute has a dedicated placement cell that provides guidance and assistance to the students for their career development. The placement cell organizes campus interviews, industrial visits, internships, projects, personality development programs, etc. The institute has

a good track record of placements in reputed companies like Infosys, Wipro, TCS, IBM, Cognizant, HCL, etc.

The institute has a vision to become a center of excellence in engineering and management education and to produce competent professionals who can contribute to the socio-economic development of the nation. The institute has a mission to provide quality education with ethical values and social responsibility; to foster innovation and creativity among the students; to promote research and consultancy services; and to establish linkages with industry and academia for mutual benefit. The institute has a motto of "Knowledge is Power".

  
Principal

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### Institute Level Vision & Mission

#### **Vision:**

- Our vision is to cultivate engineers into global leaders equipped with unwavering psychological resilience, profound emotional intelligence, and unwavering ethical integrity.

#### **Mission:**

- We are committed to delivering innovative and immersive educational experiences tailored to the needs of engineering students.
- We strive to advance research and development through cutting-edge laboratories and state-of-the-art equipment.
- Our aim is to nurture a culture of entrepreneurial spirit, fostering creativity and innovation among our engineering graduates.
- We are dedicated to promoting environmental sustainability and social responsibility by integrating ethical and emotional education into our curriculum.

The institute's unique approach to addressing the needs of its various stakeholders is shaped by its vision and mission statements. In accordance with these guiding principles and the regulations set forth by AICTE and UGC, the college management has established a Governing Body. The members of this Governing Body are actively involved and contribute significantly to the institution's growth and development, drawing upon their extensive experience and leadership skills.

The Governing Body is responsible for setting both short-term and long-term goals that align with the institute's vision and mission. They also formulate strategies to achieve these objectives and create quality documents to ensure the organization's smooth operation. To aid in administration, several statutory and non-statutory committees have been formed. These include the College Academic Committee, Academic Council, Finance Committee, Boards of Studies, and nine other non-statutory committees, which consist of faculty members.

The Principal, with the support of the Vice Principal, implements the policies approved by the Governing Body. Additionally, the Principal carries out all mandatory duties as required by UGC and AICTE. This involves overseeing academic planning, faculty needs, and other related matters.

In the hierarchical structure, the Heads of the Departments follow the Principal. They receive instructions from the Principal through the Vice Principal, execute these directives, and provide feedback and suggestions to the Principal. Senior professors, in collaboration with faculty members, serve as conveners for non-statutory committees and assist the Principal in routine administrative and academic tasks. Teachers also actively participate in the institution's academic and administrative activities.

  
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**VARIOUS INSTITUTIONAL PRACTICES SUCH AS NEP IMPLEMENTATION, SUSTAINED INSTITUTIONAL GROWTH**

<p>1. Multidisciplinary Approach Interdisciplinary Approach:</p>	<p>A) A.M.Reddy Memorial College of Engineering &amp; Technology, a privately funded higher education institution affiliated with JNTUK, Kakinada, aims to attain autonomy and foster innovation and excellence through accreditation. The institution seeks to achieve accreditation from the National Assessment Accreditation Council (NAAC) with a favorable rating, enabling it to shape its own curriculum, including diverse interdisciplinary programs. With autonomy, Emphasizing holistic education, A.M.Reddy Memorial College of Engineering &amp; Technology has introduced a values-based course on universal human values for B.Tech, M.Tech, complemented by life skills and yoga sessions, both in-person and online. The institution actively engages in community outreach initiatives, organizing health camps, blood donation camps, and counseling. By consolidating various higher education institutions under its umbrella, A.M.Reddy Memorial College of Engineering &amp; Technology aims to enhance coordination in implementing academic and other crucial initiatives. The college remains committed to supporting JNTUK in curriculum delivery and exams, affirming the significance of leadership and effective governance in successful Higher Education Institution management.</p> <p>B) A.M.Reddy Memorial College of Engineering &amp; Technology aligns its strategic development plan with the National Educational Policy (NEP), aiming to transform higher education into interdisciplinary Knowledge Hubs. The college, affiliated with JNTUK, Kakinada, strives for autonomy to innovate and excel, following the objectives outlined in NEP-2020. Seeking NAAC accreditation with a positive rating, the institution envisions crafting its own curriculum, including diverse multidisciplinary programs. Upon achieving autonomy.</p>
<p>2. Academic bank of credits (ABC):</p>	<p>As per the 2020 National Educational Policy (NEP), the incorporation of an Academic Bank of Credits is deemed crucial for higher education institutions. The imperative to align with the globalized landscape underscores the urgency for institutions to embrace this aspect as we progress. Consequently, when JNTUK, Kakinada introduces the utilization of academic bank credits for degree or diploma conferment, A.M. Reddy Memorial College of Engineering</p>

  
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	<p>&amp; Technology is committed to adopt and implement this practice.</p>
<p>3. Skill development:</p>	<p>In accordance with the 12th five-year plan, a mere 5% of Indian workers aged 19-24 have undergone formal vocational education, highlighting a significant disparity compared to other nations. Recognizing the imperative to enhance skill development, the National Educational Policy (NEP) of 2020 envisions a substantial uplift in skill development through vocational education. Higher education institutions are mandated to incorporate vocational education into their curriculum, with a trajectory that extends to schools and universities in the upcoming years.</p> <p>A.M. Reddy Memorial College of Engineering &amp; Technology has devised a targeted strategy to empower young women and men address the demand for engineering. This plan entails delineating a catalogue of vocational courses and skill-based programs, accompanied by the creation of a curriculum seamlessly blending vocational education with engineering studies. Emphasizing social inclusion and broad-based education, the initiative also includes internships and on-the-job training to cultivate workplace-related skills and attitudes.</p> <p>To further enrich the learning experience, the institution commits in integrating best practices and innovations in teaching, facilitating horizontal mobility for vocational students. Collaboration with industries will be a cornerstone, providing practical skills, hands-on experience, and industry-relevant courses. A.M. Reddy Memorial College of Engineering &amp; Technology is dedicated in promoting online and open vocational education, employing modern learning methods and digital tools like Massive Open Online Courses (MOOCs) and flipped classrooms. In tandem, the institution is committed to empowering teachers through training initiatives.</p> <p>A comprehensive assessment and evaluation system, aligned with outcome-based education principles, will measure students' achievements through diverse tools and methods for a holistic 360-degree evaluation. A.M. Reddy Memorial College of Engineering &amp; Technology underscores the equal dignity of all individuals, including those pursuing vocational courses, and envisions contributing significantly to the development of the country's workforce.</p>

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#### 4. Integrating Indian Knowledge System

The promotion of Indian arts and culture not only serves the broader interests of the country but also has individual benefits. While the field of engineering is inherently professional and relies on English as the medium of communication in all programs at A.M. Reddy Memorial College of Engineering & Technology, the institution actively embraces and celebrates regional diversity. Recognizing the importance of fostering regional pride, the college commemorates significant dates and organizes activities in regional languages.

For instance, on occasions like Republic Day and Independence Day, students are addressed in their native languages, fostering a connection with their cultural roots. Engineers' Day and Teacher's Day are also marked with significance at the institution. Additionally, special events are organized to celebrate Women's Day and Telugu New Year Day, contributing to a vibrant cultural tapestry.

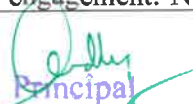
A.M. Reddy Memorial College of Engineering & Technology further promotes awareness of Indian national and regional languages, along with the associated cultures, through various celebrations such as Sankranti Sambaralu, Dussehra Sambaralu, and Semi Christmas. The institution also takes pride in showcasing its regional culture by organizing induction/orientation programs specifically designed for young women and men.

Furthermore, the college actively observes national commemorative days like Constitution Day and Yoga Day, reinforcing its commitment to a holistic and culturally enriched educational experience. In doing so, A.M. Reddy Memorial College of Engineering & Technology strives to create a harmonious blend of professional education and a celebration of India's rich cultural heritage.

#### 5. Focus on Outcome-Based Education (OBE)

A.M. Reddy Memorial College of Engineering & Technology has embraced an outcome-based education system in adherence to the standards set by the National Board of Accreditation. The evaluation of our educational outcomes is conducted through the assessment of Program Outcomes (PO) and Program Specific Outcomes (PSO).

Our curriculum is distinguished by its innovation, featuring credit-based courses and projects that emphasize community participation, service, environmental education, and values-based learning. Aligned with the syllabus of JNTUK University, Kakinada, our programs integrate lab exercises and mini projects with a specific focus on community engagement. Notably, students are introduced to the value-

  
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	<p>based education course Professional Ethics &amp; Human Values. Additionally, Environmental Sciences is a comprehensive course covering all facts of environmental sustainability and Indian traditional.</p> <p>A.M. Reddy Memorial College of Engineering &amp; Technology actively participates in community outreach through initiatives like NSS, offering extension activities that benefit the community. This commitment to outcome-based education and community engagement underscores our dedication in providing a holistic and impactful learning experience.</p>
6. Distance education/online education:	<p>Owing to university affiliations and government regulations, A.M. Reddy Memorial College of Engineering &amp; Technology finds distance education unfeasible. Nevertheless, in response to the pandemic, the institution has adeptly organized theory and practical courses through a hybrid format, adhering to both government and university directives. In alignment with the National Education Policy, the college is formulating a strategy to involve stakeholders in online education. Equipped with all the essential tools, A.M. Reddy Memorial College of Engineering &amp; Technology stands ready to provide online educational offerings.</p>

  
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## SHORT TERM IPP INCLUDE THE FOLLOWING OBJECTIVES:

- To enhance the quality and relevance of the curriculum and pedagogy, by adopting outcome-based education, introducing new courses and electives, integrating industry and research projects, and promoting interdisciplinary and experiential learning.
- To improve the employability and entrepreneurship skills of the students, by providing career guidance, placement assistance, industry exposure, soft skills training, and incubation support.
- To upgrade the infrastructure and facilities of the institution, by procuring modern equipment and software, expanding the library and laboratory resources, developing smart classrooms and digital platforms, and ensuring safety and accessibility.
- To foster a culture of research and innovation, by encouraging faculty and students to undertake research projects, publications, patents, and consultancy, and by establishing collaborations and partnerships with reputed institutions, industries, and organizations.
- To enhance the social and environmental responsibility of the institution, by engaging in community service, outreach programs, extension activities, and awareness campaigns, and by adopting green and sustainable practices.

## LONG TERM IPP INCLUDE THE FOLLOWING OBJECTIVES:

- To achieve academic excellence and recognition, by obtaining accreditation and ranking from national and international agencies, and by enhancing the academic performance and achievements of the faculty and students.
- To become a center of excellence and innovation, by creating centers of excellence and innovation in emerging areas of engineering and technology, and by developing cutting-edge solutions and products for societal and industrial problems.
- To expand the scope and diversity of the institution, by offering new programs and courses at different levels and modes of delivery, and by attracting and retaining talented and diverse faculty and students from different backgrounds and regions.
- To strengthen the global engagement and visibility of the institution, by participating in international exchange programs, conferences, seminars, and competitions, and by establishing linkages and networks with foreign universities, industries, and organizations.
- To contribute to the national and regional development, by aligning the institutional goals and activities with the national and regional policies and priorities, and by addressing the local and regional issues and challenges.

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