



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

An Autonomous Institution with NAAC Accreditation (A Grade)
*Approved by AICTE *Permanently affiliated to JNTUH *NBA Accreditation
Kandlakoya (V), Medchal Road, Hyderabad -501401.

CIVIL

FDPs and Workshops are important for growth of faculty members and the college. Hence the department of civil engineering planned to conduct FDPs and Workshops for the teaching faculty and non-teaching faculty (FDPs – 01 Nos., Workshops -04 and Administrative programs -02 Nos.).

The department has conducted the following workshops and administrative programmes during the AY 2014-15.

1. The workshop on **“Innovations in Structural Engineering”** has been conducted on 19.05.15 to 21.05.15 and completed successfully. The program started with inauguration by principal, HOD and Deans. The workshop planned to have awareness in latest technologies in analysis of different structures with respect to architectural point of view. Day 1 after inauguration presentation started by Dr. G. Manohar, Professor MVSR College gave presentation on **“Technology used by Structural engineers and professional development in smart buildings”**. Day 2 FN – Dr. PN Rao, Professor, BITS Hyderabad, spoke about **“Analysis of Large Dynamic Structures in Environmental industry and Behavior around the Bridge Structures”**. Day 2 afternoon Dr. Manjula Vani, Professor, JNTUH delivered lecture on **“Pedagogical aspects in structural engineering, theoretical study on High-Frequency fatigue behavior of Concrete”**. Day 3, Dr. PV Subba Reddy, Professor, NBKRIST, presented on the topic **“Elastic plastic bending, load carrying capacity of steel members and seismic analysis of interlocking blocks in walls”**. The final day concluded with vote of thanks by Mr. Joel Samuel.
2. On 12th March 2015, workshop for Non-Teaching faculty was inaugurated by participants, Principal, HoD and deans. The work shop on the topic **“Basic concepts in Civil Engineering”** was started after inauguration function with lightning up of lamp. The Speaker Dr. M. Kumar, professor, Osmania University stressed the basics in civil engineering construction to the participants. On the Day 2, Dr. M. Padmavathi, Assc. Professor, JNTUH delivered her lecture on **“Scope of Civil engineering and methods of construction”**. On the final day i.e. day 3, Prof.



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Sudharsan Reddy, NREC gave lecture on “**What are the Different types of Projects in Civil Engineering**”. The program concluded by 3.30 pm with vote of thanks by Mrs. KSV Praveena.

3. Inauguration of workshop started with lightning of lamp by speakers, principal and deans from college. Workshop was conducted on the title “**Water Proofing Technologies in Construction Industry**” on 27.02.15 to 28.02.15. The eminent speakers from reputed engineering colleges gave lecture on these days. On the day one, Dr. V. Bhikshma, professor from Osmania University spoke about water proofing technics in construction engineering and the different types available were discussed. On the day two forenoon Dr. B. Dean Kumar, JNTU professor, spoke about the “difference between waterproofs and water boots. And in the Afternoon session Dr. KL Radikha, Professor OU, delivered lecture on “Materials and chemicals used in Water proofing”.
4. We, the department of civil engineering has took an initiation to conduct one week faculty development programe on “**Limit State Design of Steel structures**” from 06.10.14 to 10.10.14 to enhance the skills of faculty in the design of steel structures. Eminent speakers from different colleges has given a lecture related to limit state design.
5. About the Orientation program, the department has took initiation to conduct the program on the topic “**Autonomy in Higher Education**” during the period 10.07.14 to 12.07.14. The participants enhance their knowledge from the eminent speakers. The speaks talked about university's ability to decide on various academic issues, such as student admissions, academic content, quality assurance, the introduction of degree programmes and the language of instruction.
6. Regarding safety the department conducted workshop on “**Hands on Training to Operate Fire Extinguisher**” during the period 21.11.14 to 23.11.14. The experts explained how to fight with fire accidents and especially how to use the fire extinguishers during accidents.

The department almost conducted the FDPs and Workshops as per the planned during the year 2014-15, the feedback from the participants also good and insisted to continue further with new programmes.

EEE
(2014-15)

Report On
One week Workshop on “PLC Applications”
18-08-2014 to 22-08-2014

This workshop focused on the Principle of PLCs is used for continuously monitoring the input values from sensors and produce output for the operation of actuators based on the program.

The PLC is a special computer device used in industrial control systems. Due to its robust construction, exceptional functional features like sequential control, counters and timers, ease of programming, reliable controlling capabilities and ease of hardware usage – this PLC is used as more than special purpose digital computers in industries as well as in other control system areas. Most of the industries abbreviate these devices as ‘PC’ but it is also used for personal computers; due to this, many manufacturers named these devices as PLCs.

The PLC is used not only for industrial purpose but also in civil applications such as washing machines, elevators working and traffic signals control. Different types of PLCs from a vast number of manufacturers are available.

The sessions were planned with great personalities from reputed academic and industries and there were 20 members participated in this FDP from various academic institutions.

Report On
One week FDP on “Industrial Automation”
13-12-2014 to 19-12-2014

Industrial automation is poised to deliver with new instrumentation and control products driving the technological growth. **Industrial** technologies such as robotics, cloud, the **Industrial** Internet of Things (IoT) and artificial intelligence (AI) are becoming increasingly penetrating in developing new areas for research.

Now industries are being replaced by Automation and robotics. All process and work are carried out by machines and robotics process automation. Every industrial sector like manufacturing, process industries, chemical, food & beverages, Oil Gas , Transport, machine tools every where Industrial automation is used.

India has just stepped in Industrial Automation field , So now over period of time IOT, IIOT and Artificial Intelligence this type of technologies will merging with Operational Technologies like PLC SCADA DCS and that is the reason future will be bright in Automation. There will be multiple openings & Job opportunities in IT as well as OT sectors, IT companies are hiring as Analyst, Tester and developer for SCADA or IOT application & software. Thus there exists ample of opportunities to carryout research in these areas.

This programme was conducted exclusively for our college faculty members of 24 members. This enhances the knowledge levels of faculty to teach students in this area of study.

Report On
One week Faculty Development program on “Simulation Tools for Electrical Engineering”
01-12-2014 to 07-12-2014

This FDP focused on Power system problems mostly depend on modeling and simulation of electrical components such as: Generator, transformer, transmission lines, loads, shunt reactors, series capacitors, static VAR compensators, HVDC system ect. Accurate modeling depending on the type of study intended like: Transient studies, stability studies majorly. Transient studies can be carried out using EMTP Electro Magnetic Transient Program, whereas, stability studies can be carried out using tools like: PSSe, SIMPOW, MATLAB/SIMULINK ect. Modeling of power system components plays major role depending on the study. Especially for Sub-synchronous Resonance studies, modeling of machine, transmission plays important role. Thus depending on the study requirement appropriate tool is to be used, to avoid conflicting results.

The sessions were planned with reputed persons from academic Institution and there were 38 faculty members participated in this FDP from various academic institutions.



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MECHANICAL

Report of the Faculty Development Programmes For Academic Year 2014-15

“Advance Engineering Drawing Applications ”

Date:26/08/2014

The Faculty development programme on “Advance Engineering Drawing Applications” held on 18-08-2014 to 23-08-2014 .An engineering drawing, a type of technical drawing, is used to fully and clearly define requirements for engineered items. Engineering drawing (the activity) produces engineering drawings (the documents). More than merely the drawing of pictures, it is also a language to a graphical language that communicates ideas and information from one mind to another. Engineering Drawing is essential for communicating ideas in industry and engineering. To make the drawings easier to understand, people use familiar symbols, perspectives, units of measurement, notation systems, visual styles, and page layout. Together, such conventions constitute a visual language and help to ensure that the drawing is unambiguous and relatively easy to understand.This Faculty Development Program will provide the opportunities to flourish the Knowledge for the participants.

It is a one week training programme and was scheduled from 9.10am to 4.00pm for one week including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training Programme provided various methods in Engineering Drawing.

“Application of CAD tools in Engineering Drawing”

Date:03/01/2015

The Faculty development programme on “Application of CAD tools in Engineering Drawing” held on 26-12-2014 to 30-12-2014 . Computer-aided design (CAD) is the use of computers (or workstations) to aid in the creation, modification, analysis, or optimization of a design.^[1] CAD software is used to increase the productivity of the designer, improve the quality of design, improve communications through documentation, and to create a database for manufacturing. CAD Tools are essential for communicating ideas in industry and engineering. To make the drawings easier to understand, people use familiar symbols, perspectives, units of measurement, notation systems, visual styles, and page layout. Together, such conventions constitute a visual language and help to ensure that the drawing is unambiguous and relatively easy to understand. This Faculty Development Program will provide the opportunities to flourish the Knowledge for the participants.

It is a Five days training programme and was scheduled from 9.10am to 4.00pm for Five days including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training Programme provided various applications in Engineering Drawing.

“Safety in Association with American Society of Safety Engineers (ASSE)”

Date:28/01/2015



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The Faculty development programme on “Safety in Association with American Society of Safety Engineers (ASSE)” held on 20-01-2015 to 24-01-2015. This Faculty Development Program offers continuing education to OSH professionals, participates in developing consensus industry standards, pursues initiatives that aim to build the OSH profession's reputation, and provides access to various member communities organized around geographic location, industry, gender, age and ethnicity. ASSP has practice specialty communities that focus on a particular industry or field of professional practice: These groups cover academia, construction, consulting, engineering, environment, ergonomics, fire protection, healthcare, industrial hygiene, international, management, manufacturing, oil, gas, mining and minerals, public sector, risk management/ insurance and transportation. This Faculty Development Program will provide the opportunities to flourish the Knowledge for the participants.

It is a Five Days training programme and was scheduled from 9.10am to 4.00pm for five days including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits.

“IC Engine Performance and Applications”

Date:18/03/2015

The Faculty development programme on “IC Engine Performance and Applications” held on 09-03-2015 to 14-03-2015. The term internal combustion engine usually refers to an engine in which combustion is intermittent, in this programme we discussed four-stroke and two-stroke piston engines, along with variants, such as the six-stroke piston engine and the Wankel rotary engine. A second class of internal combustion engines use continuous combustion: gas turbines, jet engines and most rocket engines, each of which are internal combustion engines. And also discussed some of the applications. This Faculty Development Program will provide the opportunities to flourish the Knowledge for the participants.

It is a One week training programme and was scheduled from 9.10am to 4.00pm for one week including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training Programme provided various applications and its performance in IC engines.

“Mechanical Engineering Applications”

Date:17/06/2015

The Faculty development programme on “Mechanical Engineering Applications” held on 08-06-2015 to 13-06-2015. Mechanical engineering is the discipline that applies engineering physics, engineering mathematics, and materials science principles to design, analyze, manufacture, and maintain mechanical systems. It is one of the oldest and broadest of the engineering disciplines. In this programme we discussed the mechanical engineering field requires an understanding of core areas including mechanics, dynamics, thermodynamics, materials science, structural analysis, and electricity. In addition to these core principles, mechanical engineers use tools such as computer-aided design (CAD), computer-aided manufacturing (CAM), and product life cycle management to design and analyze manufacturing plants, industrial equipment and machinery, heating and cooling systems,



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transport systems, aircraft, watercraft, robotics, medical devices, weapons, and others. This Faculty Development Program will provide the opportunities to flourish the Knowledge for the participants.

It is a One week training programme and was scheduled from 9.10am to 4.00pm for one week including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training Programme provided various applications in Mechanical Engineering.

“Maintenance of Machine Tools”

Date:03/12/2014

The Training Programme on **Maintenance of Machine Tools** held on 27-11-2014 to 29-11-2014. **Machine tool** is a machine for shaping or machining metal or other rigid materials, usually by cutting, boring, grinding, shearing, or other forms of deformation. Machine tools employ some sort of tool that does the cutting or shaping. The Training Program is intended to improve the skills of the participants. The Training Program also deals with Theory of Inventive Problem Solving techniques as a tool for solving complicated problems of Engineering. This Training Program will provide the opportunities to flourish the Knowledge for the participants

It is Three day training programme and was scheduled from 9.10am to 4.00pm for Three days including tea and snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits.

“Outcome Based Education (OBE) and NBA accreditation process”

Date: 23/12/2014

The Faculty development programme on **“Outcome Based Education (OBE) and NBA accreditation process”** was held from 15-12-2014 to 19-12-2014. This Faculty Development Program was intended to make the participant understand the process of NBA accreditation process and let the audience expose to both program level and institution level criteria. The program included an emphasis on NBA SAR format, which entirely relied on objective based evaluation. Unlike other similar programs, this program reached the crest of NBA process.

It was a five days training program and was scheduled from 9.10 AM to 4.00 PM for five days including lunch and tea snacks. The training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training program provided various methods for Outcome Based Education (OBE) and NBA accreditation process.

“Working, Maintaining and Servicing For House Wiring and Basic Mechanical Operations Use in Home Appliances”

Date:11/10/2014



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The Training programme on “Working, Maintaining and Servicing for House Wiring and Basic Mechanical Operations Use in Home Appliances” was held on 06-10-2014 to 08-10-2014. This Training Program comprehensively dispensed with the use of basic mechanical operation like Welding, Drilling, Fitting, & Soldering in home appliances. This training program will entail the Wiring for different home appliances and their replacement. Due to busy life schedule and costly labor, we should have the basic knowledge to repair the home appliances used in home. This training program has fulfilled the objectives to convey the knowledge, machinery, tools and materials requirement to participants for their job enrichment and home needs.

It is a one week training program and was scheduled from 9.10am to 4.00pm for one week including lunch and tea snacks. The Training sessions were quite interactive in nature and included various points, which helped in traits. Overall the training Program was very knowledgeable and helpful for everyone as the contents of program proved this.

We thanks to CMRCET for providing such an opportunity and we wish that we get such another opportunity in future to enhance excellence in organizational work and enhance overall learning.



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ECE

The Department of ECE has conducted 6 Faculty Development Programmes and 3 Workshop programs and 2 Orientation Programs for the year 2014-2015. All the programs was conducted under the chairmanship of Principal Dr. M.Ramalinga Reddy and the convenership of Dr.B.Lokeswara Rao.

A one Week Faculty Development Programme on **Labview-Hands on Experience** was held during the period of 7th -12th July 2014 for which the allotted budget was 30000 /-. The coordinators for this FDP. Mrs.B.Premalatha, Assoc.Professor, ECE Department. Dr.P.H.S.Tejomurthy, Assoc.Prof, ECE Department, GITAM University was the main resource persons and the total no. Of participants are 30.

A one Week Faculty Development Programme on **Advanced VLSI Design-Hands on Experience with CAD Tools** was held during the period of 19th Dec-24th December 2014 for which the allotted budget was 30000 /-. The coordinators for this FDP Gaurav Sinha, Professor, ECE Department & Mr. M.Veda chary. Dr. Abdul Kayum, Asst.Professor, CV Raman College of Engineering was the main resource persons and the total no. Of participants are 32.

A one Week Faculty Development Programme on **Front to Back end Design of Intrgrated circuits using EDA Tools** was held during the period of 28th Nov- 4th December 2014 for which the allotted budget was 25000 /-. The coordinators for this FDP is Dr. Sachin Sarma, Professor, Mr. M.Vedachary, Assoc. Professor ECE Department & Dr. Abdul Kayum, Asst.Professor, CV Raman College of Engineering was the main resource persons and the total no. Of participants are 35.

A one Week Faculty Development Programme on **Signal Processing & Embedded Systems Applications** was held during the period of 27th April- 6th May 2015 for which the allotted budget was 25000/- . The coordinators for this FDP is Mr.P.RaveendraBabu, Assoc.Prof,M Kiran Kumar, Asst.Professor, ECE Department Prof K.Vidyasagar, Professor,ECE Department, Sai Spurthi Institute of Engineering was the main resource persons and the total no. Of participants are 40.

A one Week Faculty Development Programme on **Emerging Applications in Image Processing** was held during the period of 25th - 31st May 2015 for which the allotted budget was 29000/- . The coordinators for this FDP is Mrs.Y.ArunaSuhagini, Assoc.Prof of ECE Department, Dr.RamKumarsh, Asst.Professor,NIT SILCHAR was the main resource persons and the total no. Of participants are 40.

A **Three day workshop on MATLAB tools** was held during the period of 9th-11th June 2014 for which the allotted budget was 5500 /-. The coordinators for this FDP is MrB.Suresh Ram , Assoc.Prof of ECE Department. MrB.Suresh Ram , Assoc.Prof was the main resource persons and the total no. Of participants are 22.

A **Five day workshop on Cadence Tools** was held during the period of 20th-24th November 2014 for which the allotted budget was 6500 /-. The coordinators for this FDP Mr.G.Balwanth Reddy Asst.Prof, of ECE Department, Mr.G.Balwanth Reddy Asst.Prof, was the main resource persons and the total no. Of participants are 21.

A **Three day hands on training on PCB Designing** was held during the period of 7th-9th May 2015 for which the allotted budget was 5500/- . The coordinators for this FDP Mr. Mr. M.Vedachary,Assoc. Prof. of ECE DepartmentMr. M.Vedachary,Assoc. Prof. was the main resource persons and the total no. Of participants are 22.

A one Week workshop on **Embedded System Design Flow on Zynq using Vivado** was held during the period of 9th to 14th Feb,2015 for which the allotted budget was 35000/- . The coordinators for this FDP Mr.Mrs.Vandana Khare, Assoc. Prof. of ECE DepartmentMr. M.Vedachary,Assoc. Prof. was the main resource persons and the total no. Of participants are 32.

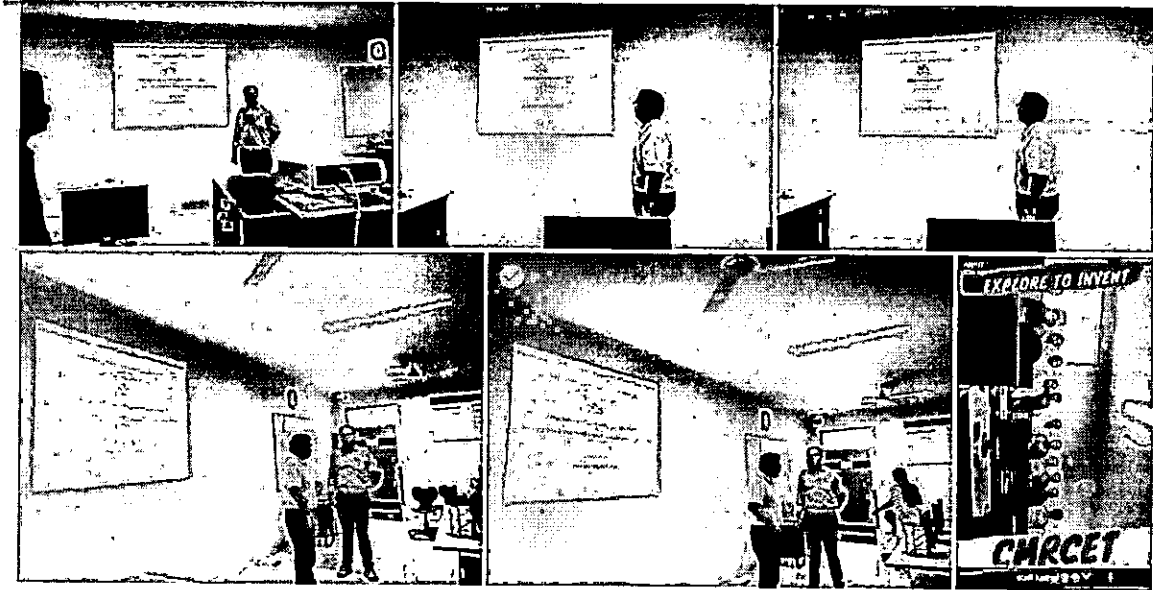
One Day Orientation Program on **"BEES Software"** was held on 23rd August2014, the allocated budget was Rs.4000/- &One-day Orientation program on **"Choice Based Credit System(CBCS)"** was held on 11thOctober 2014, the allocated budget was Rs.5000/-.



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CSE

The Department of CSE has conducted 8 Faculty Development Programmes and 2 training programs for the year 2014-2015. All the programs were conducted under the chairmanship of Principal Dr.M.Ramalinga Reddy and the convener ship of Dr.K.Srinivasa Rao.

One week faculty development Programme on Personality development was held during the period of 13th to 16th May 2015, for which the allotted budget was Rs. 25000/-. The coordinator for this FDP is Mr V.A.Narayana, Professor Department of CSE, Mr.Messrs Pradeep from CyberDX Technologies was the main resource person and the total no. of participants are 50.

One week faculty development Programme on Data structures & Algorithms was held during the period of 15th to 19th June 2015, for which the allotted budget was Rs. 45000/-. The coordinators for this FDP are Dr.K.Srinivasa Rao Professor and Dr.K.Vijaya kumar Professor, Department of CSE. Mr.G.Suresh Reddy, VNRVJIET was the main resource person and the total no. of participant is 42.

One week faculty development Programme on Database Management Systems was held during the period of 16th to 20th June 2014, for which the allotted budget was Rs. 30000 /-.The coordinator for this FDP is Dr.K.Srinivasa Rao Professor, Department of CSE.Mr.C.Mallikarjuna Rao, Associate Professor, GRIET was the main resource persons and the total no. of participant is 40.

One week faculty development Programme On Mobile Computing was held during the period of 7th to 11th July 2014, for which the allotted budget was Rs. 25000/-. The coordinator for this FDP is Dr.K.Srinivasa Rao Professor, Department of CSE.Mr.P.Rajendra Prasad, Netscape, India was the main resource person and the total no. of participants are 40.

One week faculty development Programme on Software Engineering & Testing was held during the period of 17th to 21st November 2014, for which the allotted budget was Rs. 35000/-..The coordinator for this FDP is Mrs K.L.S.Soujanya Associate Professor, Dept of CSE.and Dr.J.Kiran Kumar, Senior Software Engineer, IBM was the main resource persons and the total no. of participants is 40.

One week faculty development Programme on Database Security was held during the period of 13th to 17th April 2015, for which the allotted budget was Rs. 32000/-. The coordinator for this FDP is Mr.A.Vivekanand, Assoc Professor, Dept of CSE. Mr.P.Rajendra Prasad, Netscape, India was the main resource persons and the total no. of participants are 40.

One week faculty development Programme on Data warehousing and Business Intelligence (DWBI) was held during the period of 11th to 15th May 2015, for which the allotted budget was Rs. 35000/-The coordinators for this FDP are Mr.K.Venkateswar Rao Associate Professor, Department of CSE. Mr.C.Mallikarjuna Rao, Associate Professor, GRIET was the main resource persons and the total no. of participants are 41.

One week workshop on MS office was held during the period of 11th to 15th May 2015. The coordinator and resource person for this workshop is Mr.sivaskanda, Assistant Professor, Department of CSE. The total no. of participants are 30.

One week Workshop on C language was held during the period of 7th to 12th July 2015.The coordinator and resource person for this workshop is Mr.S.Gandendar Reddy, Assistant Professor, Department of CSE. The total no. of participants are 20.



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H&S

The Department of H&S has conducted 4 Faculty Development Programmes and 1 training programs for the year 2014-2015. All the programs was conducted under the chairmanship of Principal Dr. M.Ramalinga Reddy and the convenership of Dr.V.A.Narayana.

A one week faculty development Program on Research Article writing and publication was held during the period of 22nd to 25th Aug. 2014, for which the allotted budget was Rs. 50,000/-. The coordinators for this FDP are Mr.V.A.Narayana, HOD H&S, Ms. Fathima Mary, Professor.Dr.P.Suvatna Ragini the main resource person and the total no. of participants are 15.

A one week faculty development Program on Frontiers in corrosion control of materials was held during the period of 10th to 14th July 2014, for which the allotted budget was Rs. 50,000/-. The coordinators for this FDP are Mr.V.A.Narayana, HOD H&S, Dr. Rama Mohan, Professor. Dr.P.S.Surya narayana the main resource person and the total no. of participants are 25

A one week faculty development Significance of physics in Engineering field was held during the period of 23rd to 27th December 2014, for which the allotted budget was Rs.50,000 /-. The coordinators for this FDP Mr.V.A.Narayana, HOD H&S, and Ms Soma Mukhopadyay Professor of Physics department., and the total no. of participants are 15.

A one week faculty development Program on Emerging trends in Engineering Mathematics was held during the period of 21st to 25th July 2014 for which the allotted budget was Rs. 50,000/-. The coordinators for this FDP is Mr.V.A.Narayana, HOD H&S Dr Manoj Kumar . was the main resource persons and the total no. of participants are 19.

A 3 day training Program on LSRW Skills was held during the period of 29th to 31st July 2014, for which the allotted budget was Rs.20,000 /-. The coordinators for this training program is Dr.Usha Bala .The total no. of participants are 10.



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MBA

List of Programmes organized in the MBA Department in the Academic year 2014-15:

1. FDP on A Panacea to enhance excellence in Management Education
2. FDP on "Contemporary issues in Marketing Management"
3. FDP on "How to convert projects into Research Papers"
4. FDP on Leadership & Team Work For Performance Excellence
5. FDP on Building Intrapreneurial Culture: A Need for Organizations today

FDP on A Panacea to enhance excellence in Management Education-(21-07-2014 to 25-07-2014)

About FDP:

Today the profession of management teaching has become quite challenging. Business schools teachers are expected to be both effective teachers and researchers. A teacher can "teach" all day long and cover an extensive amount of material, but if students haven't learnt the material, the exercise is an enormous waste of time and energy. Being an educator is not just about sharing knowledge; it is about making sure that learners truly integrate this knowledge and derive learning out of it. Any teaching that does not result in effective learning is useless. Therefore, to be an effective teacher, one needs to be able to deliver the domain knowledge using the most suitable pedagogical tools.

An effective teacher is also required to remain at the frontiers of knowledge in his/her areas of subject expertise and gain working knowledge of other domains as management is essentially interdisciplinary. For this, every teacher needs to continuously upgrade himself/herself by engaging in research. This Faculty Development Programme (FDP) is aimed at honing the teaching and research skills of prospective, new and seasoned management teachers, researchers and trainers. Develop an appreciation for the teachers' training in view of changing roles and responsibilities of business school faculty in the 21st century understand the significance of alignment amongst the fundamental elements of effective teaching and learning.

FDP on "Contemporary issues in Marketing Management"- (09-08-2014 to 14-08-2014)

About FDP:

Marketing now a day becoming an important function in an organization is to boost the overall development of an organization. Marketing is a crucial part of every business organization. The FDP deals with the concept of marketing management, evolution of marketing concept and the marketing strategies. As the whole business world going with digital marketing to cover the mass market area. The paper also deals with the challenges in front of business organizations for innovation in marketing management. And opportunities to make over the challenges for innovation in marketing management for adoption of best marketing innovative strategies. This paper also would like to mention some of hurdles in open innovation in marketing management.

Objectives of the FDP

- To analyze the concept of marketing management.
- To identify the contemporary issues in marketing management



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- To know the relationship between marketing management and marketing strategies.
- To know the challenges in innovation of marketing strategies in business organizations

FDP on "How to convert projects into Research Papers"- (01-12-2014 to 06-12-2014)

About FDP:

This FDP is intended to discuss basic issues and challenges of a research paper which can be published in international journals, quality research paper writing, focusing on these critical areas the FDP will enable participants to develop skills for writing a publishable research paper. Getting published in a good journal is considered a great accomplishment. As research is given significant importance in all the streams, there is enormous pressure for quality publications on Faculties, Professors and Doctoral Research Scholars. Good publication is considered to be the surest tool for getting the desire job and career progression. All our institutes are concerned with the development of every student's intellectual, emotional, social, physical, and creative potentials. We seek to engage all our students in the teaching-learning process and aim to encourage personal and collective responsibility. Through holistic development, we prepare rural masses capable enough to compete with their urban counterparts. The methodology would include discussion, demonstration and hand-on experience. Participants may bring their current working papers, data for further discussion and clarification

Objectives of FDP:

1. Projects are one of the opportunity for the e faculty to have some research experience. Selecting a good projects can expose fundamental research experience which can be considered as "Research Experience" in resumes. It can increase the impact of the resume/CV for any future Research Publications.
2. On the same front, projects is also a great opportunity to spend some time with industry prior to the graduation. This can be achieved by selecting a project associated with any industrial firm (company).
3. Thus, a combination of the above two point is also possible i.e. students select a projects which is associated with an industry and try to develop a research question in that project. The students can further work on that research question and transform it into a research activity. (We all understand that there are a lot of hurdles for undergraduates to do any research thus a small research question with decent efforts to find the answer is sufficient.

FDP on Leadership & Team Work For Performance Excellence- (05-02-2015 to 09-02-2015)

About FDP:

This FDP Motivating self and motivating others through team approach and right leadership have been perpetual challenges in the domain of management. The answers to questions such as how to motivate self, how to motivate others, and how to build effective teams, are not simple; but they are not complex too. One has to strive hard and continuously to learn the aspects of motivation and building team. This programme is meant for creating a collective wisdom to address the issues reflected in the title of the programme through objectives and proposed contents stated as follow.

To understand basic and advanced concepts of individual and group motivation To explore team development processes; To enhance individual and team decision making To explore the ways to become effective leader. A healthy mix of practical concepts and the theory related to: Motivating Self and Others Effective Individual and Team Decision Making Conflict Management in Teams Leading Teams Motivation, Team Building and Leadership: Indian Insight.



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

An Autonomous Institution with NAAC Accreditation (A Grade)
*Approved by AICTE *Permanently affiliated to JNTUH *NBA Accreditation
Kandlakoya (V), Medchal Road, Hyderabad -501401.

Objectives of FDP:

To enhance Leadership & Team Work for Performance Excellence in terms of

- Economics of Authority and Power
- Passive Teaching vs Active Teaching
- Team Based Learning, Problem Based Learning
- Creativity and Innovation in the classroom
- Directed Attitudes
- Enhancing Functional Areas

FDP on Building Intrapreneurial Culture: A Need for Organizations today- 05/05/2015 to 09-05-2015

About FDP:

The Indian economy today is thriving on innovation. Current times are not only highly competitive, but are also characterized by constant market changes occurring at a rapid pace. The only way of dealing with this challenge of globalized times is constant innovation. One way of catalyzing this system of self renewal for sustained competitive advantage is through Intrapreneurship. Also, with the rising interest in 'doing your own thing' mentality among the workforce today: it becomes imperative for the companies to support/fund start-ups in order to retain creative employees. This is a prime reason why a number of organizations are promoting the idea of developing internal entrepreneurs – intrapreneurs. Hence, the researcher, by means of this paper, aims to provide a spring board to the ongoing challenges and discussions in organizations pertaining to the Intrapreneurial process. It has become an overbearing need for the companies to support/fund start-ups in order to maintain and retain their creative workforce as the interest in 'doing your own thing' mentality is mounting among them. This change is thus encouraging organizations in promoting the idea of developing internal entrepreneurs – intrapreneurs. Hence, in this paper, an attempt has been made to postulate a perspective that adds to the enduring challenges and deliberations/discussions in organizations.



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

Kandlakoya, Medchal Road, Hyderabad -501401

EXAMINATION BRANCH

Date: 08-07-2014

Report on Awareness Program on Examination Procedures

An awareness program on Examination Procedures has been successfully organized on 05-07-2014 in EEE seminar hall. The speakers highlighted the points such as importance of Autonomous, Academic Regulations, Instruction of various examination activities and evaluation system. The faculty and staff members of all departments have attended and got benefited with this program.

(Dr. M. Narsi Reddy)
Controller of Examinations
Controller of Examinations
CMR College of Engineering & Technology
(Autonomous)

Outcomes of the Faculty Development Program Cell:

- It helped in enriching the faculty vitality in key domains of teaching, assessing, research, professionalism, and administration is perceived to improve educational environment significantly and enhances the academic performance of learners to strengthen the CMR College of Engineering & Technology.
- The Faculty Development program Cell regularly conducted faculty empowerment programs. Teachers have a repertoire of effective teaching strategies and used them to implement well-designed teaching programs and lessons. They regularly evaluate all aspects of their teaching practice to ensure they are meeting the learning needs of their students
- Every time a faculty comes out of a FDP & training programme, the student community feels the difference in teaching skills, depth of knowledge and teaching pedagogy used by the faculty in the class room. The CMR College of Engineering & Technology
- FDP Cell program designed and delivered programs effectively enrich faculty out comes in the following modes:
 - Begin with a clear vision (Structural Empowerment)
 - Maintain the right perspective (New Knowledge, Innovation, Improvements)
 - Network (Transformational Leadership)
 - Be responsive and take the initiative (Professional Practice)
 - Exhibit integrity (Empirical Quality Results)


Convener