



Sri Lakireddy Bali Reddy M.S., USA  
Founder Chairman

EAMCET CODE : LBCE  
ESTD : 1998



**LAKIREDDY BALI REDDY  
COLLEGE OF ENGINEERING**  
(AUTONOMOUS)

Approved by AICTE, NEW DELHI, Affiliated to JNTU-K,  
Accredited by NAAC (A) UGC, NBA Accredited,  
ISO 9001:2008 Certified Institution



Sri. Lakireddy Jaya Prakash Reddy  
Managing Trustee

## About the College :

**Lakireddy Bali Reddy College of Engineering** was promoted and established in Mylavaram in the year 1998 with the approval of AICTE by Lakireddy Bali Reddy Charitable Trust, whose architect is Edu Preneur awardee for Engineering Education in India Sri Lakireddy Bali Reddy garu ably supported by his brother Sri Lakireddy Jaya Prakash Reddy garu residing in the state of California, USA for over five decades by now. The institute is established with the sole aim of providing high quality educational opportunities in the fields of science, engineering, technology and management and thereby creating employment to the deserving personnel.

The institution is affiliated to JNTUK, Kakinada and has undergone transformation in leaps and bounds both quantitatively and qualitatively over a period of 17 years and is being acclaimed to be one of the premier institutions in the state of Andhra Pradesh. It is committed to provide world class facilities in terms of laboratories, computer centers, workshops, seminar halls, library, auditorium, class rooms etc. along with well qualified and experienced faculty to guide the students.

A training and placement department was established to organize training and orientation programs to the students preparing them effectively for their placements. 80% of the eligible students of the college secure placements every year in reputable software and core industries. The innovative procedures such as academic audits were introduced in the college to monitor the performance of the teaching-learning process from time to time.

### Director's Profile



**Dr. E.V. Prasad** has thirty six years of academic experience in technical education. Previously he was the Rector, Registrar and Director IST, JNTUK and distinguished himself as the Principal and Vice-Principal of University College of Engineering (Autonomous), JNTUK.

He obtained Ph.D in CSE from the University of Roorkee, ME (CS) from the Madras University and BE (ECE) from SV University, Tirupati. He had proved himself to be the most successful administrator. He received State Award given to Meritorious Teachers from Govt. of A,P and he was adjudicated as the 'best teacher' by the students of CSE a number of times. He served as a member of AICTE/APSCE etc. He is member of number of Professional bodies like IEEE/ISTE/CSI/IE/IETE/ISCA. He has guided seven students towards Ph.D degrees and 3 students submitted Ph.D dissertation for evaluation. He co-authored 6 books and published 120 plus papers in National and International journals till date.

### Principal's Profile



**Dr. N.R.M. Reddy** has 30 years of academic experience in technical education and worked as Principal and Director of various Engineering Colleges in A.P. He obtained his B.Tech in Civil Engineering from O.U Engineering College, Hyderabad, M.Tech and Ph.D in Structural Engineering from JNTUA, Anantapuram. He published 6 International papers and attended several conferences and workshops on to his credit.



A bird's eye view of college



Luxury on wheels



Panorama of New hostels



A rich Sports Complex

### INFRASTRUCTURE OF THE COLLEGE

- ❖ Spacious campus spread over 65 acres of serene and natural surroundings with plenty of greenery
- ❖ All Weather Approach Roads (black top Roads)
- ❖ Fully equipped laboratories with the State-of-the art equipment
- ❖ An indoor stadium suitable for National level sports competitions with 2 Physical Directors.
- ❖ Gymnasium separately for boys and girls
- ❖ Yoga classes for all the students
- ❖ 11Kv Substation with 400 KVA Transformers (2) and 200 KVA (2) stabilizers
- ❖ Power backup facility: 125 KVA, 250 KVA (2 Nos.) in college and 82.5 KVA, 32 KVA, 15 KVA Generators in hostels.
- ❖ Mineral water plant of 1000 ltrs/hr capacity
- ❖ Central Bank of India with ATM facility
- ❖ Full time Medical facility is made available for both Students and Staff within the campus
- ❖ Transport facility for students and staff from Vijayawada and surrounding villages
- ❖ Affordable Cafeteria for students and staff
- ❖ State-of-the-art Language laboratory with qualified trainers
- ❖ 1200 systems, 600 connected in single LAN for online exams
- ❖ Wi-fi enabled Internet capacity with 40 MBPS leased line
- ❖ Well furnished hostel facility for boys and girls. (Construction of new Girls hostel for 600 students at the campus is in progress)
- ❖ Separate Center for Career Guidance and Placement Training

### HALL MARKS OF THE COLLEGE

- ▶ Accredited by NAAC (A Grade) and NBA
- ▶ Certified ISO 9001:2008 Institution
- ▶ Smart Campus developed by TCS iON Education Solution
- ▶ Declared one of the best 100 Engineering colleges of India in 2015 by EDU Rand, New Delhi
- ▶ Faculty student ratio is ever maintained 1:15
- ▶ 30 Ph.Ds among 220 faculty
- ▶ Good Placement Record in all disciplines
- ▶ Strong Alumni Association
- ▶ Active NSS unit and NCC for girls



Students' at work



Gaining hands on experience



Enriching expertise



Learning by doing

### ACADEMIC EXCELLENCE :

8 Students were received "Prathiba Awards" at Andhra University, Vizag

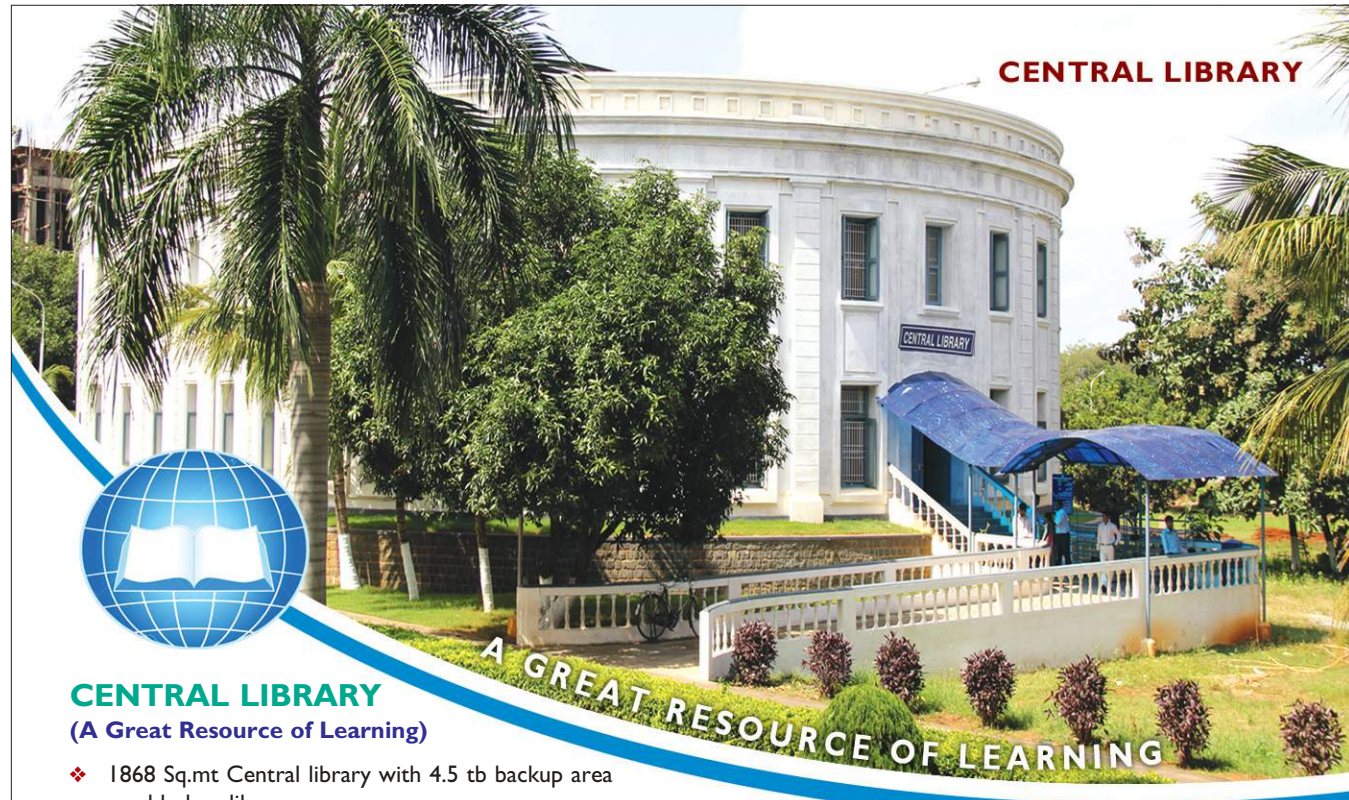
Sl.	BRANCH	Pass %		
		2011-12	2012-13	2013-14
1.	B.Tech (ECE)	93.6	85.6	98.5
2.	B.Tech (EEE)	82.0	86.9	83.4
3.	B.Tech (Mech)	93.7	96.5	96.4
4.	B.Tech (CSE)	83.7	92.9	98.5
5.	B.Tech (IT)	88.4	93.7	94.7
6.	B.Tech (EIE)	83.3	78.9	97.2
7.	M.Tech (CSE)	88.8	100	100
8.	M.Tech (SE)	85.7	100	100
9.	M.Tech (TE)	100	100	100
10.	M.Tech (PE&D)	—	100	93.3
11.	M.Tech (SSP)	94.1	100	88.8
12.	MBA	100	91.6	100
13.	MCA	86.6	100	93.8

### STUDENTS' CHAPTERS:

- ❖ IEEE
- ❖ CSI & ISTE
- ❖ HINDU E Plus
- ❖ Institutional Membership under professional bodies

### MOU's

- ❖ TCS Accreditation
- ❖ Campus connect by Infosys
- ❖ Wipro Mission 10X for faculty training
- ❖ National MEMS Design Center (NMDC)
- ❖ Semi Conductor Physics Research Center (SPRC)
- ❖ Microsoft CASA agreement
- ❖ A.P.GENCO Ltd., Training Institute, Dr.Narla Tata Rao Thermal Power Station, Ibrahimpattanam



**CENTRAL LIBRARY**  
(A Great Resource of Learning)

- ❖ 1868 Sq.mt Central library with 4.5 tb backup area world class library server
- ❖ Books available in the Library 50,500
- ❖ Digital library with 30 systems and recorded lectures from eminent professors of IITs and NPTEL.
- ❖ DELNET with a membership of 4573 National and International Libraries providing web access to Millions of books and periodicals.
- ❖ Down linking and recording facility for EKLAVYA Technology Channel
- ❖ NPTEL material both text and video
- ❖ MIT Open Source Material
- ❖ OPAC system
- ❖ Reprographic, CC Camera facilities

**Journals / E-Journals / Magazines**

- ❖ IEEE, ASME, ASCE etc. international journals are available both in print and online for all the disciplines.
- ❖ 7500 + International Journals and 98,000 e-books through NLIST (INFLIBNET)

**PRINT JOURNALS**

- ❖ International Journals - 45
- ❖ National Journals - 105
- ❖ Technical Magazines - 30
- ❖ General Magazines - 20

A GREAT RESOURCE OF LEARNING

**RESEARCH AND DEVELOPMENT**

- ❖ 150 Research papers published last year by the faculty.
- ❖ More than Four crores worth sponsored research projects (15 projects) in various departments funded by DST, UGC & AICTE etc.

**Research Centers @ LBRCE**

- ❖ Green Energy Technology Centre (GET-C)
- ❖ Microsoft Innovation Centre
- ❖ IBM Center of Excellence & Software
- ❖ CISCO Network Academy
- ❖ National Instruments Centre of Excellence (LABVIEW Academy)
- ❖ National MEMS Design Center (NMDC)
- ❖ Semi Conductor Physics Research Center (SPRC)

**RESEARCH LINKAGE**

- ❖ Departments of CSE, ECE, EEE & ME of the institute are recognized as Research Centers of excellence by JNTUK, Kakinada
- ❖ Krishna University, Machilipatnam
- ❖ IUCEE( Indo-US Collaboration for Engineering Education)



**Dept. of Corporate Interface & Placements**



**INDUSTRY RELATIONS AND PLACEMENTS:**

- Remarkable Placements in all disciplines.
- Separate Language laboratory & Center for Career Guidance & Training

YEAR	2009-10	2010-11	2011-122	2012-13	2013-14	2014-15
No. of Students Placed	275	286	309	167	246	227*

Branch	No. of Students Recruited					
	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
CSE	50	41	44	26	36	60
IT	51	33	19	06	14	31
ECE	44	72	73	33	29	66
EEE	29	35	24	20	18	31
EIE	19	19	28	06	13	18
MECH	11	29	33	26	18	10
MCA	38	12	11	01	4	03
MBA	33	44	76	49	39	03
M.TECH	-	01	01	00	-	-
AEROSPACE	-	01	01	00	-	05
<b>TOTAL</b>	<b>275</b>	<b>286</b>	<b>309</b>	<b>167</b>	<b>246</b>	<b>227</b>

\*2014-15 Placements are in progress

**CENTER FOR CAREER GUIDANCE AND TRAINING**



Sharing Views

Soft skills training complementing regular course for the final and pre-final students with an objective of improving the students' potential for employability.

Placement Officer : 970 132 4994, 94402 19816  
E-mail : lbrctp@yahoo.com, lbrctpo@gmail.com

## LAKIREDDY BALI REDDY CHARITABLE TRUST - ACTIVITIES



1. Construction of schools / college buildings
2. Construction and renovation of Temples
3. Construction of public utility structures/ projects (Bus shelters, Parks, Cement Roads)
4. Donation to other Institutions (Kondaveedu Academy for Kalyanamandapams, Scholarships to Siddhartha academy, Rotary community Trust)
5. Health Care (Construction of Attendants rest rooms at Govt. Hospital, Eye Camp satellite centre)
6. Old age pensions
7. Scholarships to poor students
8. Rural water supply
9. Construction of Indoor and Outdoor stadia
10. Laying roads for the facility of farmers and public



## Courses offered:

Sl.	Under Graduate Programs	INTAKE
1	Electronics and Communication Engineering	180
2	Electrical and Electronics Engineering	120
3	Mechanical Engineering	120
4	Computer Science and Engineering	120
5	Electronics and Instrumentation Engineering	60
6	Information Technology	60
7	Aerospace Engineering	60
8	Civil Engineering	60
<b>Post Graduate Programs</b>		
9	Master of Business Administration	120
10	Master of Computer Applications	60
11	Systems and Signal Processing	18
12	Computer Science and Engineering	18
13	Thermal Engineering	18
14	Software Engineering	18
15	Power Electronics and Drives	18
<b>TOTAL UG + PG INTAKE</b>		<b>1050</b>



for Admissions Contact :

73863 49999  
99120 30759

[www.lbrce.ac.in](http://www.lbrce.ac.in)



**LAKIREDDY BALI REDDY  
COLLEGE OF ENGINEERING**  
(AUTONOMOUS)

Approved by AICTE, NEW DELHI, Affiliated to JNTU-K,  
Accredited by NAAC (A) UGC, NBA Accredited,  
ISO 9001:2008 Certified Institution  
MYLAVARAM - 521 230, Krishna Dist., A.P. INDIA.  
Tel: 08659-222933,934, 223936 Fax: 08659-222931