

## Brief Profile of Prof PVGD Prasad Reddy

Prof.PVGD.Prasad Reddy is a senior professor of computer science & systems engg and an academic administrator at Andhra University (AU). He has been serving Andhra University since 19-5-1987 i.e. for over 37 years, under various capacities and currently as Vice Chancellor, he spearheads repositioning of AU as envisaged by NEP 2020 policy of GoI, by converging with industry and its trends, while exploring new models to challenge the status quo. He guides the development of all the academic departments on novel initiatives and encourage them to intern, innovate, invest and transform.

With his vast experience in design of software systems, he has directed multiple development projects and Quantum leaps are marked for University's aspirations for excellence during his period as vice chancellor in the first tenure from 2019-23. The Start-up Centre initiated by him, as a section 8 company by name "A-hub", at Andhra University owe its success to his vision and at present it has incubated **151** start-ups during 2020-23, and **102** of them are revenue making across multi-sectors. At this point of time, this "a-hub" is the highest rated university-based startup ecosystem in the country, with a 4-star rating in 2023, in the Ministry of Education Institution's Innovation Council (IIC) Rating. In the recent NIRF Innovation Ranking 2023, Andhra University incubation hub is ranked in the Band 11-50 amongst the 2478 participants in the country, being amongst the Top 1% in India. It is the only State university managed hub which is moved to band 11- 50.

Prof.PrasadReddy, has helped foster an eco-system on the campus that encourages free thinking and creativity in multiple verticals. The formation of

1. "NASSCOM-Center of Excellence", a COE for Machine Intelligence & IOT (27 Cr project) for Youth to work on niche technologies in Artificial Intelligence
2. Establishment of new "Avanti-AU" Skill Center for Marine farming and product testing (20 Cr)
3. "bo-Arbor", a Medical genetics Laboratory with the support of RINL (5 Cr),
4. initiation of a new school called AU school of international business collaborating with IIM Vizag (outlay 20 Cr) ,
5. initiation of Pharma Startup and Biological monitoring center by name 'ELEMENT' (outlay 45 Cr) collaborating with Major Pharma Industry,

6. state of the art Food Testing and Standardization Laboratory in collaboration with AP Food Society ( 18 Cr) and DFRL ( defense food research Labs), Mysore,
7. Establishment of **18** (eighteen Industry Research Chairs during 2019-23 including Maharatna IOCL, RINL, HPCL, GMR etc),
8. Enabling close interaction with globally top ranked foreign universities such as Purdue University USA, University of Western Australia, Australia, and
9. Promotion of Yoga and Naturopathy Centers for Public Health
10. Creation of state of art Mental Health Center and Four big Sports grounds on campus.
11. Initiation of Indian Knowledge Initiative on campus through Digitalization of more than 2.5 Lakh sacred Palm Leaves inscribed under 10 Indian Languages and making it available on cloud.
12. Establishment of International Buddhist Meditation Centre through an MOU with Mahabodhi Society Bangalore (5 Cr),
13. Creation of ROSYS Centre for Excellence a COE for Drone Technologies through an MOU (5Cr),
14. PMKYC, high end skill center and Digital Photogrammetry Lab.
15. A helipad ground with three (3) landing pads.
16. Establishment of COE for Sound Engineering through an MOU with Lukes (16 Cr) to facilitate further promotion of physical, social, mental and spiritual wellness of youth for holistic personality development, are some of his laudable initiatives during 2019-23, which have laid the basic foundation to compete in world of challenges of change, in higher education as envisioned through National Education Policy, NEP 2020.

Among his other initiatives to facilitate development are establishment of ‘American Corner’ from US embassy, an IPR Chair from Govt of India, an ‘Australian Corner’ from Western Australia, a Resource recovery (RR) Policy for the university, establishment of IPR nodal center for the entire State of AP, along with promotion of Innovation Contests, open air theatre for arts & drama and promotion of bio diversity with sustainable initiatives.

Prof.Prasad Reddy has earlier held the positions of Rector, Registrar, Principal, Director, Head, and other administrative positions and he had been on committees of several public institutions under assignments of great sensitivity and responsibility. He served as Mentor Vice Chancellor for Central Tribal University, Vijayanagaram for one year. As a faculty of Computer Engg department, he has guided **56** (Fifty-six) Ph.D’s, published **240 Plus** journal articles, obtained

**22** patents, authored **5** Books, Conducted/attended 9 Refresher/Orientation courses, **36** International Seminars/Conferences/National workshops and handled **8** consultancy, research projects contributing to academic growth of the department. He is fellow of Institution of Engineers and member of various Scientific bodies, editorial boards. He received, among other honors a Prestigious **D.Litt** degree in 2021 and a “best Teacher award” in combined state of AP in **2011**.

All through his career, he has been identified for successful contribution as teacher, and academic administrator, while maintaining high level of quality output and profoundly credited by academic community for his contribution in enhancement of the university across all the **7** **Seven crucial academic parameters** which are prescribed by “National Assessment and Accreditation Council” of University Grants commission, as evidenced by the accreditation committee's evaluations in the month of November 2023. This effort under him, has resulted in Andhra University achieving an NAAC **A++ grade** for **7 full years** ie from 9-11-2023 to 9-11-2030, with a record score of **3.74 of 4.00** scale which is one among top scores, achieved by Universities under UGC pushing Andhra University into higher echelons.

Additionally, the university has been honored with the most prestigious “**GREEN UNIVERSITY AWARD**” for its exemplary leadership and unwavering dedication to cultivating green spaces and sustainable practices at the Greening Education Hub of **CoP 28 UAE held on 1-Dec-2023 at Dubai**. The IP Excellency award for outstanding contribution to Intellectual Property as an university has also been presented to Andhra University for the year 2023-24 by ASSOCHAM on 1-Feb-2024 at Delhi.

(P.V.G.D. PRASAD REDDY)