



# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



Date: 22.01.2022

## Benchmark –KPI Monitor & Evaluation

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Milestones/Targets	Time Line			
			Y1	Y1	Y3	Y4
<b>Vision</b>	No of Established Startups/Innovations	25	04	06	07	08
<b>Goal/Impact</b>	No of Student and Graduates Practicing Entrepreneurship & Increment/year	100	10	15	25	30
<b>Outcomes</b>	No of IPR/Innovations developed for commercialization & Increment/year	25	04	06	08	07
	No of Student/Early-Stage Startups formed & Increment/year	50	5	10	15	20
<b>Outputs</b>	No of Student & faculty mass exposed to awareness/orientation building programs	100	20	30	40	60
	No of Entrepreneurs identified; No of awarded, /recognized; No of Supported, & Increment	100	20	30	40	60
	No of Student projects turns to (commercialize) Innovations	100	20	30	40	60
	No of IPR based product/services generated and registration filed	100	20	30	40	60
	No of Research Studies on Entrepreneurship published	100	20	30	40	60
	No of Regional, National and International linkages established for the start-up & innovation	50	10	15	20	25



**PRINCIPAL**

Malla Reddy College of Engineering for Women

Malsammaguda, Dhulapally,

Hyderabad-500 100. T.S.

Malsammaguda, Gundlapochampally (V), Medchal (M)  
Hyderabad - 500 100, Telangana, INDIA.

☎ 9346118802 / 8885031996

✉ principal@mrcew.ac.in, rg.mrcew@gmail.com



# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



	No of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell	50	10	15	20	25
<b>Activities (Inputs)</b>	No and types of Education/Skill certification program on Entrepreneurship, IPR, Innovation etc.	100	20	30	40	60
	No of workshops, awareness, market outreach events, orientation, advocacy meetings etc.	100	20	30	40	60
	No of networking event (Intra and Inter-Institutional, enablers, stakeholders) organized	100	20	30	40	60
	No of skill and competency development training programs/FDPs/EDPs organized	50	10	15	20	25
	No of research studies related to Entrepreneurship conducted	25	10	5	5	5
	No of convergence and leverage with schemes/programs offered by major enablers	25	10	5	5	5
	No of national and regional award and campus Hackathon like events organized	25	10	5	5	5
	Amount of total budget/year spend against total institution revenue for start-up	5,98,200	4,00,000	4,50,000	5,00,000	5,98,200

*(Signature)*  
**Principal**

**(Dr. Vaka Murali Mohan)**

**PRINCIPAL**

**Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,**

**Hyderabad-500 100, T.S.**  
Maisammaguda, Gundlapochampally (V), Medchal (M)  
Hyderabad - 500 100, Telangana, INDIA.

☎ 9346118802 / 8885031996

✉ [principal@mrcew.ac.in](mailto:principal@mrcew.ac.in), [rg.mrcew@gmail.com](mailto:rg.mrcew@gmail.com)







# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



## Action Plan: - Planned Programs, Activities, Budget Allocation, and Annual Targets

I&E OBJECTIVE:1 Planned Intervention: Program/Activities (Input)	Thrust Area	Current Status (Baseline Value)	Budget Allocation /Collaboration (Resource/Source)	Annual Targets (Process/Output)			
				Year 1	Year 2	Year 3	Year 4
Innovative Ideas in Entrepreneurship	Entrepreneur	25	Rs.30000/	5	5	10	5%
Workshop on Entrepreneurship Skill, Attitude and Behaviour Development	Entrepreneur	25		5	10	5	5
Workshop on Intellectual Property Rights (IPRs) and IP management for startup Session on "How to plan for Start-up and legal & Ethical Steps"	IPR/Startup	25		5	5	5	10
Seminar on identification of Opportunities for Entrepreneurs	Entrepreneur	25		5	5	10	5
Innovative ideas to build projects	Innovation	100		20	30	40	30
How to Plan for Startups - legal and ethical steps	Start-up	25		5	10	5	5



(Dr.Vaka Murali Mohan)

**PRINCIPAL**

Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,  
Hyderabad-500 100. T.S.

Maisammaguda, Gundlapochampally (V), Medchal (M)  
Hyderabad - 500 100, Telangana, INDIA.

☎ 9346118802 / 8885031996

✉ [principal@mrcew.ac.in](mailto:principal@mrcew.ac.in), [rg.mrcew@gmail.com](mailto:rg.mrcew@gmail.com)



# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



## Action Plan: - Planned Programs, Activities, Budget Allocation, and Annual Targets

I&E OBJECTIVE 2 Planned Intervention: Program/Activities (Input)	Thrust Area	Current Status (Baseline Value)	Budget Allocation /Collaboration (Resource/Source)	Annual Targets (Process/Output)			
				Year 1	Year 2	Year 3	Year 4
My Story - Motivational Session by Successful Entrepreneur/Start-up founder.	Entrepreneur	25	Rs.30000/-	5	5	10	5
Workshop on Entrepreneurship opportunities	Entrepreneur	25		10	5	5	5
Seminar on Entrepreneurship and Innovation as Career Opportunity	Entrepreneur	50		20	10	10	10
Guest Talk on IPR Awareness	IP Ecosystem	25		5	5	5	10
Workshop on Understanding Technology Readiness Level (TRL)	Innovation	25		5	5	5	10

(Dr.Vaka Murali Mohan)

**PRINCIPAL**

Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,  
Hyderabad-500 100. T.S.





# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



## Action Plan: - Planned Programs, Activities, Budget Allocation, and Annual Targets

I&E OBJECTIVE 3 Planned Intervention: Program/Activities (Input)	Thrust Area	Current Status (Baseline Value)	Budget Allocation / Collaboration (Resource/Source)	Annual Targets (Process/Output)			
				Year 1	Year 2	Year 3	Year 4
Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Entrepreneur	25	Rs.40000 /-	5	5	10	5
Intellectual Property Rights (IPR) - Patent & Designs process	Entrepreneur	50		10	10	15	15
Skills Development For SMEs and Entrepreneurship	Entrepreneur	25		5	10	5	5
Entrepreneurship enduring human values	Innovation	25		10	5	5	5
Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Entrepreneur	25		5	5	5	10



(Dr.Vaka Murali Mohan)

PRINCIPAL  
Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,  
Hyderabad-500 100. T.S.





# MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN

(Sponsored by Chandramma Educational Society)

Approved by AICTE, New Delhi  
Affiliated to JNTU Hyderabad  
An ISO 9001:2015 Certified Institution

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



## Action Plan: - Planned Programs, Activities, Budget Allocation, and Annual Targets

I&E OBJECTIVE:4 Planned Intervention: Program/Activities (Input)	Thrust Area	Current Status (Baseline Value)	Budget Allocation / Collaboration (Resource/Source)	Annual Targets (Process/Output)			
				Year 1	Year 2	Year 3	Year 4
Workshop on "Innovative Idea & Design Methodology"	Innovation	25	30000/-	5	10	5	5
One day Workshop on "Entrepreneurship awareness Program"	Entrepreneur	25		5	5	5	10
Webinar on Stories from an Accidental Entrepreneur	Entrepreneur	25		5	5	10	5
Seminar on Social Entrepreneur	Innovation	50		10	15	15	10



(Dr. Vaka Murali Mohan)

PRINCIPAL

Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,  
Hyderabad-500 100. T.S.

Maisammaguda, Gundlapochampally (V), Medchal (M)  
Hyderabad - 500 100, Telangana, INDIA.

① 9346118802 / 8885031996

✉ principal@mrcew.ac.in, rg.mrcew@gmail.com



# CHANDRAMMA EDUCATIONAL SOCIETY

( MALLA REDDY COLLEGE OF ENGINEERING FOR WOMEN )

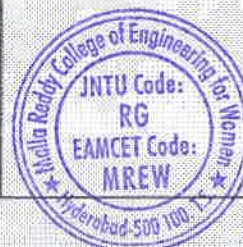
INCOME & EXPENDITURE ACCOUNT AS ON 31-03-2021

EXPENDITURE		AMOUNT	INCOME		AMOUNT
		Rs.			Rs.
To	Advertisements	45,240	By	Fee Collections	4,58,31,208
To	Affiliation Fee / Common service fee	13,38,000	By	JNTU Fee	55,89,000
To	Bank Charges	8,288	By	Transport Fee	1,12,950
To	Building Maintenance	3,00,400	By	Exam Fee(Receipts)	36,83,954
To	Admission Fee Exps	1,98,200			
To	Computer Maintence	2,63,206			
To	Electricity Charges	18,88,764			
To	Exam Fees	27,66,823			
To	ESIC Contribution	32,363			
To	Games & Sports	18,160			
To	Ineligble GST	1,23,306			
To	Journals & Periodicals	13,570			
To	Lab Maintenance	39,870			
To	NBA Expenses	1,65,200			
To	Office Maintenance	2,55,190			
To	PF Contibution Employer	54,967			
To	Printing & Stationary	2,50,315			
To	Repairs & Maintence	61,715			
To	Research & Dev. Expenses	4,18,313			
To	Salaries	4,08,90,868			
To	Innovation & Startup	5,98,200			
To	Staff Welfare	4,22,100			
To	Telephone Charges	76,000			
To	Traning & Placement Expenses	11,800			
To	Travelling Expences	5,000			
To	Vehicles Maintenance	87,563			
To	Depreciation	33,63,184			
	Excess of Income Over Expenditure	15,20,705			
		5,52,17,110			5,52,17,110

*[Handwritten Signature]*

PRINCIPAL

Malla Reddy College of Engineering for Women  
Maisammaguda, Dhulapally,  
Hyderabad-500 100. T.S.



For M S R & ASSOCIATES  
CHARTERED ACCOUNTANTS



(M. SITARAMAIAH)  
Partner  
M.No. 221565  
Reg. No. 0143185

For Chandramma Educational Society

*[Handwritten Signature]*

Secretary