

Prof. P.V.G.D. Prasad Reddy is a Passionate teacher in the field of Information Technology and an academic administrator. As Vice-Chancellor of Andhra University, he spearheads repositioning of university by converging with industry 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 innovate, invest and transform.



With his vast experience in design of software systems, he has directed multiple development projects for automation of university administration and examination processing tasks and brought an e-office management operational. The Start-up Centre for New Generation Technologies in the campus of AU Engineering College owe its success to his vision. He diligently drives innovation and cutting-edge research in Food Sciences, and Pharmacy.

Prof. Prasad Reddy has helped foster an eco-system on the campus that encourages free thinking and creativity. The formation of IOT Center for Excellence for Youth to work on niche technologies, establishment of new Avanthi-Skill Center for Marine Living Resources, Medical genetics Laboratory with the support of RINL, Centre for Indic Heritage Studies in the University, initiation of a new school called AU school of international business enabling close interaction with Industry and foreign and national collaborations are some of his laudable initiatives that have laid the foundation to compete in world of challenges of change in higher education.

Among his other initiatives to facilitate development are establishment of American Corner from US embassy, an IPR Chair from Govt of India, a Resource recovery Policy for the university, establishment of IPR nodal center for the entire State of AP, along with promotion of Innovation Contests.

Prof. Prasad Reddy has held the positions of Rector, Registrar, Director, and other administrative positions and he had been on committees of several public institutions under assignments of great sensitivity and responsibility. He had also served as Mentor Vice Chancellor for Central Tribal University, Vizianagaram for one year. He has guided **51** (Fifty one) **Ph.D's**, published around 200 journal articles and obtained 4 patents. He received, among other honors a Prestigious **D.Litt** degree in 2021 and a best Teacher award in 2011. All through his career, he is identified for successful contribution as a teacher, and as academic administrator, while maintaining a high level of output in terms of quality and quantity.

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

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