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Prof. Palivela Subba Rao did his B. Tech., in Civil Engineering from JNTU College of Engineering, Kakinada and M.E in Structural Engineering from Andhra University College of Engineering, Visakhapatnam. Out of passion for teaching, he has been in teaching since 1991. He did his Doctoral Degree from Indian Institute of Science, Bangalore, India.

His subject of specialization is Structural Engineering. He works in the research field of Fracture Mechanics, Concrete Materials, and Repairs & Rehabilitation of Structures, both experimental and computational. He has published his research in National and International journals and conferences. Guided both M. Tech., and PhD students as well. He is an invited speaker for many a workshop and conference and delivered expert lectures as resource person as well. He has been an active part of Industrial Consultancy Services (ICS) rendered by the Department of Civil Engineering, JNTU University College of Engineering Kakinada.

He served the Department of Civil Engineering, University College of Engineering Kakinada as its Head. He served the University College of Engineering Kakinada, JNTUK, as Vice-Principal. He was a Chairman, Board of Studies for Civil Engineering Department, University College of Engineering Kakinada (A) and J. N. T. University Kakinada. Member of Academic Committees of all autonomous Colleges affiliated to JNTUK.

He served the University in various capacities, viz., Programme Director, Bureau of Industrial Consultancy (BICS) and Director of Evaluation.

Presently, he is the Principal, University College of Engineering Kakinada (A).