MIT Art, Design & Technology University, Pune

Strategic Plan 2018-23

EXECUTIVE SUMMARY

MIT Art, Design and Technology University (MIT ADTU) has been established as Maharashtra (MH) state private university as per MIT Art, Design and Technology University Act, 2015 (Mah. Act No. XXXIX of 2015). With a rich legacy spanning over three decades, MITADTU is the first university under Maharashtra Academy of Engineering and Educational Research (MAEER) Trust, Pune. Extending the prowess of technical education by MIT Group of Institutions, MIT ADTU intends to build a new-age University by blending the Art, Design and Technology disciplines. As a multidisciplinary institution, MIT ADTU plans to launch programs across streams with the main objective to techno led innovation and Entrepreneurship.

The first strategic plan for the period of 2018-23, is a vision to build the foundational building blocks of a great institution. On one hand, it addresses the challenges of ensuring the smooth transition of old schools/programs to the university; on the other, it also provides an insight to be a launchpad of new generation UG/PG/PhD programs. It lays down the foundation on which the pillars of the university can be firmly placed for a world-class University in the decades to come. It also proposes to set up various authorities and committees as per the Act, Statutes and Ordinances of the University. The governance and leadership structure of the university will ensure the university develops its due processes as per the procedures laid down by various regulatory agencies of the country (viz; UGC, AICTE, NCTE, BCI etc.)

As universities are known for their research contributions to the society, the plan also covers the contours of building a Research & Innovation ecosystem. With a strong emphasis on partnerships and collaborations with Industry, the plan captures the targets to achieve the industry – Academia balance. With a focus on creating 'Problem Solving' mindset among the students, the plan lays down the target to start **Project Based Learning (PBL)** among all disciplines. It also covers the demands of infrastructure needs of a growing university both for academic and non-academic needs of the university. With the focus of establishing transparent and accountable processes, the plan puts the focus on deploying Technology solutions for creating a good governance mechanism right from the start.

Finally, as a community centric university, the plan sets the target of building bridges with the nearby community. To strengthen the social fabric, it would establish units of NSS, NCC etc. and adopt nearby villages and solve local problems. Sustainability initiatives like tree plantation, energy conservation, smart automation, adoption of non-fossil fuel-based vehicles etc. would augment the plan of university to drive SDG 2030 goals.

About US

MIT Art, Design and Technology University (MIT ADTU) has been making concerted efforts for taking a leap towards world class education. It is amongst the leading Maharashtra State Private University within the ambit of the renowned MIT Group of Institutions, Pune. MIT ADTU is a multi-disciplinary university which is famous for its sprawling lush green campus and picturesque location, spanning over 85 acres. University is the manifestation of the serenity of Mother Nature and has been aesthetically built upon the banks of Mula-Mutha river.

The University is driven by the vision of delivering the world – class value-based education and Holistic development of the student's personality, enabling them to transform themselves into Future Global Leaders.

The courses being offered are strategically planned and meticulously designed in view of the expectations and requirements of the industries. Our course curriculum and pedagogy are more focused towards giving complete Industrial exposure and hands-on practical experience to our students and developing industrial leaders out of them. Currently 2000 + students have enrolled in the MIT ADT University that is well equipped with the adequate infrastructural facilities.

MIT ADT University had won several accolades in the recent past including "Best Campus Award" by ASSOCHAM in 2017. University has various departments to enhance the overall personality of the students. It provides the perfect platform for the students to become 'Winning Personalities'. MIT ADTU aspires to become a unique Centre of *Teaching-Learning intense, Research focused University.*

VISION

MIT Art Design & Technology University aspires to be the University of Eminence by amalgamating Art, Design, Science and Technology. The University aims to have a transformative impact on society through holistic education, multidisciplinary research ethos, innovation and entrepreneurial culture.

MISSION

- The Mission of MIT Art, Design and Technology University is to provide impetus to faculty, learners, and staff by developing their innate intellectual capabilities, creative abilities and entrepreneurial mind-set for the socio-economic development of the nation.

- We empower learners to become adaptive and agile global professionals through unique specialized programs building academia-industry partnership.

- We nurture learners to be intellectually curious, technologically equipped, mentally sound, physically fit, spiritually elevated, socio-culturally sensitive, environmentally conscious through continuous holistic education for the ever-evolving world.

- We provide technology-enabled learner-driven curriculum, value added courses, simulated learning environments, state-of-the-art infrastructure and opportunities for community engagement.

MOTTO

|| अथतो: ज्ञान जिज्ञासा ||

In the Pursuit of Knowledge

CORE VALUES

- Honesty

- Transparency

- Accountability

- Respect for All

- Inclusivity

- Integrity

- Sustainability

UNIVERSITY GOALS

To align with the university's vision and mission, the following long-term and short-term goals have been defined:

Long-Term Goals (3-5 years):

● Launch new schools, departments and programs with focus on holistic and multidisciplinary education.

● Develop a culture of Innovation and Entrepreneurship aligned with Start-up India.

● Develop partnership with Institutions of National and International repute.

● Expand the collaboration of Industry and Global linkages for stronger Industry – Academia connect.

● Launch sustainability initiatives aligned with the SDG goals of United Nations.

● To be among the Top 100 universities in National rankings.

Short-Term Goals (0-3 years):

● Ensure the continuity of affiliated programs to various universities and smooth closure till the graduation of final batches.

● Setting up the governance and leadership structures as per Act, Statutes and Ordinances of the University.

● Launch new schools and programs at UG/PG/PhD level as per Industry demands.

● Upgrade the infrastructure to augment the rapid growth.

● Recruit faculty and staff from premier institutions with focus on diversity, equity and inclusion

● Establish strong support systems for the welfare of student/faculty/staff.

● Deploying Technology platforms for good governance of the university.

● Community engagement through various extension activities.

● Launch various initiatives to make the learners physically fit, socio-culturally sensitive, environmentally conscious and spiritually elevated to fit into the ever-evolving world.

I. Review of Existing System: MIT ADT University at a glance

MIT Art, Design and Technology University (MIT ADTU) was established in 2015 under the flagship of the Maharashtra Academy of Engineering and Educational Research (MAEER) Trust, Pune and has a legacy of more than 34 years in the higher and elementary education with over 45 institutions. Given these strengths, MIT ADTU has the potential to launch and run programs in diverse disciplines.

To plan the growth of the university, the SWOC analysis was done as follows:

SWOC Analysis of MIT ADTU:

Strengths

1. **Legacy of MAEER'S MIT Group:**
   - The university benefits from the strong reputation and 34 years legacy of its parent institution, MAEER Trust.
   - It has a long-standing history of value-based education and strong belief in the union of science and spirituality.
2. **Focus on Holistic and Multidisciplinary Education:**
   - Emphasis on holistic education, including ethics, leadership, innovation, and wellness that differentiates it from other universities.
   - University promotes the overall development by offering multidisciplinary programs across Arts & Humanities, Design and Technology.
3. **Financial Stability and Progressive Management:**
   - Very strong financial stability coupled with impeccable management team enables the university to build large scale academic infrastructure viz; high-end labs, design studios, hostels, staff quarters, IT infrastructure etc. ensuring the institution remains at the cutting edge of education.
4. **Green and Clean Campus:**
   - Lush green campus spread over 85 acres on the banks of river Mula-Mutha built upon the legendary Raj Kapoor's land, World Peace Dome, Museum etc.
   - Rainwater harvesting, solar harvesting, recycling of biodegradable waste, biogas plant, wastewater recycling etc.
5. **Support from parent Institute:** The proximity to the well-established MIT Kothrud, Pune provides potential for shared resources, mentorship, and collaboration on academic and extracurricular initiatives.
6. **Diversity in Recruitment:** University recruits students/faculty/staff from diverse backgrounds across the country. Gender diversity is maintained at ~50% among all recruitments.
7. **Rich Campus Life:** Strong sports facilities, ~25 student clubs, on campus medical emergency support, separate hostels for boys and girls etc.

Weaknesses

1. **Distance from the City Centre:**
   - Being located in the outskirts of Pune city might deter students and faculty who prefer easier access to urban amenities and facilities.
   - The remoteness could lead to challenges in fostering frequent in person industry-academia collaboration, internships, or guest lectures from industry experts based in the city.
2. **Young University:**
   - As a relatively new institution, attracting quality faculty and students is difficult.
   - Building a separate strong brand will take time among the high number of universities in Pune region.
3. **Transition from old affiliated system to university:**
   - Developing new programs and transitioning existing ones could lead to operational and administrative challenges, especially in terms of faculty recruitment, curriculum development, and student intake management.
4. **Lack of on-campus residential facilities for faculty/staff.**

Opportunities

1. **Growth in Innovation and Entrepreneurship:**
   - The university's focus on innovation and entrepreneurship creates opportunities to foster start-ups and incubate new businesses, tapping into the growing demand for entrepreneurial education.
   - Strong ties with industry, incubation centers, and mentorship programs can drive the creation of innovative solutions in the fields of art, design, and technology.
2. **Leverage Parent Organization's Community Work:**
   - The university can further align with its parent organization's community-based initiatives, creating opportunities for social impact projects, rural development, and skill development initiatives.
3. **Expansion of Global Partnerships:**
   - Potential to develop international collaborations, facilitating global student exchanges, joint research programs, and international internships that enhance the university's academic standing globally.
   - Partnerships with foreign universities can also bring new perspectives in interdisciplinary research and curriculum development.
4. **Increasing Demand for Design and Technology Professionals:**
   - The growing demand for professionals skilled in emerging fields like AI, data science and digital media offers an opportunity for MIT ADT University to attract students and forge strong industry partnerships.
   - With India's focus on fostering innovation and technological advancement, MIT ADT could become a major player in training the next generation of professionals.
5. **Flexibility to design** new industry and society relevant programs.

Challenges

1. **Competition from Established Institutions:**
   - Since Pune is a hub of universities, the competition is very high from well-established institutes like Deemed, Public and Private universities to attract meritorious students and faculty.
2. **Accessibility Issues:**
   - Students and faculty may prefer institutions located in or near urban centers, where access to industry, networking opportunities, and social infrastructure is more convenient.
3. **Technological Disruption:**
   - Rapid advancements in technology require the university to continuously upgrade its curriculum and infrastructure to stay relevant. Failure to adapt quickly to technological changes may diminish its competitive advantage.
4. **Economic or Regulatory Challenges:**
   - Any changes in higher education regulations or economic downturns could affect student intake, financial planning, and funding for new initiatives.
5. **Reliance on Tuition fees for funding:**
   - With no government funding, financial planning based on student fees is very difficult.

II.   Academic Program Development

Before the inception of the MIT ADT University, the campus had few limited programs like graduate and post graduate diploma in Design and performing arts, Bachelors & Masters in Marine Engineering, Food Technology. Given the scope and demand for technology-specific programs and fine creative arts programs, the strategic plan involves beginning new programs and expanding them based on the need for skills.

The launch of new programs has been thought of along the following lines:

Engineering & Technology Programs: Launch undergraduate, postgraduate, and PhD programs in cutting-edge fields such as Computer Science and IT (with specializations in Artificial Intelligence, Data Science), along with core branches like Mechanical, Civil, Aeronautical and Electronics Engineering with specializations in Design, CAD CAM, Robotics, EV technology, Structure and Sustainable Engineering.

The university will start the UG courses with an initial intake of 60/120 in each program and gradually increase the intake as per market demand. The PG programs will start with the intake of 18/24 and will gradually increase the intake depending upon the demands from the professionals looking for higher education. The university will appoint an appropriate number of faculties and support staff gradually as per the growth plans. The university will ensure the continuity of existing affiliated programs and will ensure smooth transitions of those batches till their respective graduation.

Design & Architecture Programs: Establish programs in Product Design, Interior Design,

Fashion Technology, and Digital Media emphasizing innovation and user-centered design.

Arts & Humanities Programs: Develop fine arts and applied arts, film and other performing arts as programs focusing on traditional and contemporary practices, integrating technology wherever relevant.

Department of Holistic Development: University plans to create a support unit dedicated to the holistic development of students, offering courses in health practices, (yoga, Zumba, Aerobics, and gymnasium), to set up International language efficiency test like Cambridge Lingua skills examinations, Creative and performing arts (Tabla, guitar, sculpture, painting, digital film making etc), foreign languages (German, French, Japanese, Spanish etc) and Spiritual and social Immersion program. The Panch Kosh approach based on our ancient wisdom will be implemented to foster the holistic development of the student.

School of Corporate Innovation and Leadership : is envisioned to be formed with an aim to transform young students into impactful and responsible leaders who will have the ability to be global leader. Through our curriculum and courses students will learn the right corporate techniques that they can leverage to catapult their careers.

Evaluation and Examination Setup: To implement a fair system of assessment and evaluation, the following is planned:
- **Continuous Evaluation:** The university will implement a continuous assessment model combining formative and summative evaluations, with regular feedback loops. The degree will be awarded with set up rules for UG, PG and PhD programs.
- **Examination Reforms:** The university will try to make a gradual transition to different kinds of evaluation practices like project-based assessments, jury-based assessments, and peer evaluations to foster critical thinking and application-based learning.
- **Automation:** The university will try to develop (or will hire a third-party system) to automate examination management systems to streamline scheduling, grading, and result dissemination.

Implementation and Academic Policy: The university will establish clear guidelines for curriculum development, incorporating industry inputs and emerging trends. The policy will take care of the traditional programs and will encourage interdisciplinary programs and flexible learning pathways. The policy will help monitor and regulate academic activities for ethical and fruitful execution of the academic system as per the strategic plan.

Monitoring of the Academic Processes: The university will define and execute a standard operating procedure to regulate the curriculum design and execution and monitoring of the teaching-learning process with the help of the academic bodies namely, the Board of Studies, Academic Council.

III.   Research & Innovation ecosystem

To create and flourish research & innovation culture, the university has envisioned the following aims :

- Begin and expand doctoral programs in various faculties and departments.
- Centre of Innovation and Entrepreneurship: The university will establish an exclusive Centre to foster a culture of innovation, incubation, and entrepreneurship. This Centre will provide mentorship, seed funding, and industry connections.
- Create an ecosystem to foster research and development via support units like Office of Sponsored research, IPR Cell, Tech Transfer Cell, Capacity Building, Outreach and Collaboration.
- Project-based learning and product development
- Build a strong network of mentors, advisors and other partners

The execution of the plan for research and innovation will be done with the help of conduction workshops, training, leadership series, seminars, webinars and bootcamps towards R&D capacity building.

Monitoring through Research and Development Policy: The university will define and execute the research policy to promote a research-driven culture with incentives for faculty and students to publish in high-impact journals and file patents. The research team will try to develop partnerships with industry and international institutions to promote collaborative research and societal research. The policy will guide the research activity and will help monitor the progress as per the short-term and long-term goals set.

IV.   Community Engagement and Extension Services

For promoting sustainability and service to the community, the university will establish cell to operate for social outreach activities like NSS, NCC, Adopting villages, Blood donation camps and tree plantations.

Sustainability and Social Responsibility:
The university will strive to implement eco-friendly practices across the campus, including energy-efficient resources, waste management systems, and sustainable transportation options. The university will arrange programs that engage with local communities, offering educational resources, health camps, and skill development workshops through NSS (or similar bodies or clubs).

Industry and Global Engagement:
The university will try to forge strong ties with industry leaders in the local and global region to co-create programs, provide internships, and drive research projects. The university and its constituent schools will try to establish partnerships with international universities to facilitate student mobility programs, joint research initiatives, and global internships.

V. Governance, Budgeting and Infrastructure

The university will function smoothly under the following governing systems:

Academic Governance: The university will strengthen academic councils, and board of studies comprising senior faculty, industry experts, and student representatives to guide curriculum development and ensure alignment with industry trends.

Administrative Governance: The university will create a centralized administration with clear hierarchies, delegating responsibilities for academic, research, student services, and infrastructure management.

Implementation: The office bearers (and the authorities) will plan for annual reviews and audits (academic and administrative) to ensure alignment with strategic goals, with a focus on continuous improvement. This will ensure the quality in all round development of the university.

The above setup will have their own policies and standard operating procedures. The university will try to implement and monitor the policies with an automated system in due course of time to bring effectiveness and transparency in the system. Following structure is planned to ensure smooth functioning of the university as per the regulations:

1. **Establishment of authorities as per Act and Statutes:**

The university will strengthen the academic councils, boards of studies and other important bodies with senior faculty and industry experts to guide curriculum development and ensure alignment with emerging industry trends. The university will ensure uniformity in its various academic and nonacademic work under the university through various supporting governance bodies.

Sr. No.	Name of the governing body/structures (tentative) and related policies
1.	Governing Body
2.	Academic Advisory Board
3.	Academic Council
4.	Board of Studies
5.	Department Undergraduate Committee (DUGC) / Department Postgraduate Committee (DPGC)
6.	Board of Examination
7.	Board of Research (BoR)
8.	Anti-ragging cell, Grievance Redressal cell etc.

9.	Internal Quality Assurance Cell (IQAC)

2. Planning of Physical and IT Infrastructure:

Physical Infrastructure: The management of the university will expand campus facilities to include state-of-the-art laboratories, design studios, art galleries, and a central library with digital resources. It aims to develop student housing, recreational facilities, and green spaces in the campus to make students comfortable during all hours in the campus.

IT Infrastructure: The university will gradually deploy robust IT systems to support online learning, research databases, automated administration, and secured communication networks. The management is keenly interested in the investment in high-performance computing facilities and all IT related facilities in the campus to make learning and administration easier and more feasible with connection to the world community with high speed internet.

3. Additional facilities: For the planned expansion in programs and student intake, the university will also plan the expansion of its additional facilities and amenities like canteens, refectories, transportation and on campus accommodations to all the students who need it.

VI. Strategic Implementation and Monitoring:

- **Yearly Milestones:** To implement the strategic plan, Five-year plan is broken down into yearly objectives with specific targets for program launches, infrastructure development and policy implementation. Yearly targets will be categorized under 'Action Item Groups' to ensure focused action by all the school/department. It would help to track and monitor the yearly achievements of milestones by the university.

- **Monitoring and Evaluation:** The university will have various committees/workgroups headed by the senior members (Dean/Director/HoD) to monitor and control academic progress, addressing challenges, and making necessary adjustments to the plan on quarterly basis.

- **Continual Improvement and Quality Monitoring:** The university will ensure continual improvement in its processes and policies through the feedback of its stakeholders on a periodic basis. The university will establish a system through its policies for skill upgradation of its faculties, support staff and students on a regular basis through various programs and events. The management will always strive for the upgradation of its infrastructure whenever it is required. A regular maintenance policy for the same will be in place. To improve the overall system and processes, the management of this university will formally establish an Internal Quality Assurance system which will provide guidelines for continual improvement in every aspect of the university system.

VII. Key Performance Indicators (KPIs) with Targets from 2018 - 2023

Sr.	Key Performance Indicator (KPI)	Unit	2018	2021	2023
1	Number of students	Nos	3500	8000	12000
2	Number of faculty	Nos	200	400	600
3	Percentage placement	Percent	40%	50%	70%
4	Median salary for placements	Rs (lakh)	3	5	7
5	Number of industry persons and faculty trained	Nos	50	100	250
6	Number of FDP/STTP events	Nos	10	20	30
7	Number of New UG programs	Nos	10	15	25
8	Number of New PG programs	Nos	20	30	45
9	No. of internal faculty members upskilled through formal trainings	Nos	20	40	60
10	No. of staff members upskilled through formal trainings	Nos	10	20	40
11	No. of functional MoUs with industry/ Institutes/ Research org./ Govt. org. within India	Nos	10	50	100
12	No. of Research Scholars (Full time & Part time)	Nos	35	70	105
13	No. of Supervisors to be on boarded	Nos	25	50	75
14	Events to be conducted to promote RI&E activities	Nos	10	20	40

15	No. of Innovative ideas for Pre-Incubation	Nos	15	30	45
16	No. of villages adopted	Nos	-	2	5
17	No. of NGO partners	Nos	-	-	5
18	No. of healthcare awareness campaigns	Nos	-	2	4
19	No. of sustainable livelihood initiatives	Nos	1	2	4
20	No. of projects with local corporations	Nos	-	2	4
21	Number of individuals trained in community programs	Nos	5	10	15
22	No. of festivals organized for peace/harmony	Nos	2	4	6
23	Fund allocated for new equipment and central facilities	Rs (lakh)	3000	5000	7000
24	Hostel seats to students ratio	Ratio	0.1	0.2	0.3
25	No. of social gathering/events space	Nos	2	4	6
26	No. of Faculty Quarters (on-campus) in percentage of total faculty count	Perc	-	-	1% of total faculty count

Implementation Plan: Roadmap to achieve the targets

To effectively achieve the strategic goals for MIT Art, Design and Technology University (2018-2023), the following phased roadmap is prepared by the university. This timeline will ensure a structured approach to achieving the university's objectives, allowing for flexibility and adjustments as needed.

Year	Implementation items
2018-19	1. Establish Core Academic Programs. 2. Set Up Governance Structures, guidelines, SOP and drafting various policies. 3. Sustainable procurement of faculties. 4. Upgrade Physical Infrastructure. 5. Launch Holistic Development Initiatives.
2019-20	1. Discuss and revise the policies as per extant guidelines. 2. Analyze market demand and increase intake for popular programs. 3. Implement continuous assessment models across all programs. 4. Continue expanding physical infrastructure, including housing and recreational facilities. 5. Industry and Global Partnerships (nearby industries).
2020-21	1. Review and reformation of various policies. 2. Introduce additional interdisciplinary programs and flexible learning pathways. 3. Assess program success and make necessary curriculum adjustments. 4. Automate the examination management system and ensure smooth operations. 5. Develop and introduce project-based assessments and peer reviews across multiple programs. 6. Deploy robust IT systems to support online learning, research databases, and

	secure communication networks.
	7. Fully establish the innovation and entrepreneurship department, offering seed funding, mentorship, and industry connections
	8. Strengthening the Industry and Global Partnerships.
	9. Establish Community Engagement and Extension Services.
	10. Establishment of new quality circles.
2021-22	1. Begin implementing energy-efficient infrastructure, waste management systems, and green spaces across the campus.
	2. Launch awareness programs on sustainability for students and staff.
	3. Launch the first batch of student-led startups and innovation projects.
	4. Conduct mid-term reviews of strategic goals and make necessary adjustments based on achievements and challenges.
	5. Upgrading quality circle to quality assurance cell.
	6. Establishing full-fledged IQAC for ensuring the effective strategic and prospective implementation through uniform policies.
2022-23	1. Expand the department's reach and impact, integrating more students and faculty into entrepreneurial activities.
	2. Evaluate and refine sustainability practices, aiming for a fully sustainable campus.
	3. Final review and assessment of the 5-year strategic plan. Prepare a comprehensive report highlighting successes, challenges, and future directions for the next strategic plan cycle.

VIII.   Road Ahead: Beyond Foundational years

As a newly established Maharashtra state private university, the current strategic plan sets the tone for the future direction of the MIT ADTU. However, navigating the future is going

to be difficult during uncertain times due to changing market scenarios.

As university unveils new programs in the period of the current plan, it aspires to build '***Teaching-Learning intense, Research focused University***' over the next decade. The next decade would also see the acceleration of SDG 2030 goals. University plans to roll out various sustainability initiatives at the campus and beyond. As an integral part of the community, university will focus on building community partnerships and various extension services. University also plans to integrate with local civic authorities, thinkers, researchers etc. to chart a new trajectory of community led growth.

University plans to embark upon the journey of building Research, Innovation and Entrepreneurship ecosystem. A dedicated Research & Development Cell will be going to established as per new UGC regulations to focus on the areas aligned to various National/State Missions. Partnering with Research institutions across National/International borders, will become critical to build the layer of Research. As the Ministry of Human Resource (MHRD), Govt. of India has launched MHRD Innovation Council (MIC), university plans to set-up Institution Innovation Council and a dedicated Incubator to nurture Innovation & Entrepreneurship ecosystem.