

STRATEGIC PLAN 2024-27

READY FOR FUTURE

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PREAMBLE

The strategy document of MIT Academy of Engineering (MITAOE), lays the path for our progress over next three years. The document has been prepared keeping in mind the SWOC analysis.

With the release of National Education Policy (NEP) 2020, the higher education environment will continue to see a paradigm shift, including greater student aspirations, increased competition, shift in society and industry expectations, changing social dynamics, and a major transition in the role of faculty.

We want to ensure that MIT Academy of Engineering shall remain relevant, creative and inventive to solve real world problems and bring a positive change in the society through academic and research excellence.

After extensive deliberations with stake holders, five core key areas viz., Teaching Learning Process, Research and Consultancy, Student Support and Success, Enhanced Students Experience, Enhanced Alumni Engagement and five support key areas viz., People and Welfare, Social Media Connect, Entrepreneurial and Innovation Ecosystem, Campus and Service and Sustainability for improvement have been identified.

To achieve the goals in the context of a dynamic environment, it is important that we have well defined objectives, meeting the new-age education scenario mapped to the measurable outcomes, set of strategies and controlled processes to achieve them.

This document lays the foundation and a sets a path for us to move from the plan to a realizable better future.

Director MITAOE

MITAOE-READY FOR FUTURE STRATEGIC PLAN 2024-2027

VISION

To be a new age learning center for holistic development of students into professional engineers, to cater to the changing needs of techno-society...

MISSION

- To provide new age infrastructural facilities blended with skill based curriculum and activity based pedagogical approaches to develop competitive engineering professionals to solve real world problems.
- To prepare students for lifelong learning by transforming educational practices.
- To promote ethical and moral values by involving students into community services.
- To promote entrepreneurship and managerial skills by strengthening industry institute interaction.

CORE VALUES

Knowledge

We believe that knowledge is a premise of progress and we continuously strive for new ideas, discovery and creativity.

Excellence

It is the gradual result of our continuous effort to do better byskillful planning, execution and review.

Integrity

We believe in highest standards of ethics, wisdom and honesty in all academic and research activities.

Transparency

The institute works as per the defined policies and rules.

Empathy

The integral part of our education is being aware of and being sensitive to conditions of weaker sections of society and contribute towards their welfare.

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TO BE A LEADING
EDUCATIONAL
INSTITUTE TO
CREATE LEADERS,
AND INNOVATORS
FOR CONTRIBUTING
TOWARDS THE
INDUSTRIAL,
ECONOMIC, AND
SOCIAL GROWTH OF
THE SOCIETY.

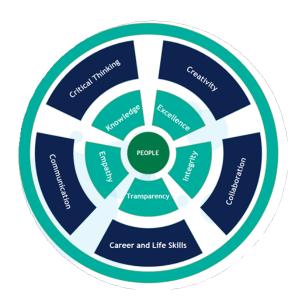
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OVERVIEW

MITAOE strategic plan is built upon five core values Knowledge, Excellence, Integrity, Transparency and Empathy. All activities at MITAOE are having people at its heart and for imparting essential skills of 21st Century, i.e. Critical Thinking, Creativity, Collaboration, Communication, Career and Life Skills.

The MITAOE strategic plan has been created through a detailed discussion process with all stakeholders. Institute core committee was formed to prepare a draft of the strategic plan based on inputs taken from internal and external stakeholders.

This plan was discussed in various stakeholder meetings followed by feedback on major focus areas. This plan sets the strategy and targets for all functions and units of the institute for the next three years. The implementation strategy and progress will be reviewed quarterly to assure progressive performance.



CORE FOCUS AREAS

1.

Teaching Learning Process MITAOE believe that effective learning demands a holistic approach, integrating a well-structured curriculum, engaging pedagogy, continuous assessment, and robust student support. Our academic programs are designed to be both flexible and rigorous, providing students with opportunities to engage in professional and extracurricular activities that foster personal and professional growth. The curriculum is carefully crafted to equip students with the four essential 21st-century skills: Critical Thinking, Creativity, Collaboration, and Communication, empowering them to excel in an ever-evolving global landscape.

2.

Research & Consultancy

We strive to create a dynamic learning environment enriched with research-driven education, enabling students to understand the process of knowledge creation and its impact on societal and economic development. Our curriculum is primarily designed around inquiry-based learning, fostering curiosity and deep engagement. Faculty members actively integrate their research expertise into student learning experiences, bridging the gap between academic concepts and real-world applications. Through Project-Based Learning (PBL) and Minor, Mini, and Major projects, students develop critical analytical skills, a strong respect for evidence, and the ability to make well-informed decisions, preparing them for success in both academia and industry.

3

Students
Support &
Success

At MITAOE, we are committed to providing students with a comprehensive platform that integrates curricular and co-curricular activities, ensuring they achieve holistic graduate outcomes in industrial placements, higher studies, and entrepreneurship. Our Corporate Relations Office serves as a dedicated hub for career guidance and professional development, offering personalized counseling, skill-based training, and assistance in securing internships, placements in reputed industries, and admissions to prestigious universities worldwide. Through these initiatives, we empower students to excel in their chosen career paths and contribute meaningfully to society.

4.

Enhanced Student Experience Nurturing responsible, empathetic, creative, and socially conscious citizens is the need of the hour. At MITAOE, we are committed to providing a conducive environment that fosters holistic development beyond technical expertise. Our Student Development Initiatives are designed to offer comprehensive support, state-of-the-art facilities, and engaging activities that shape students into not just skilled engineers, but also ideal citizens who contribute positively to society.

5.

Enhanced Alumni Engagement Alumni are a valuable asset to any institution, serving as a bridge between past, present, and future generations of students. At MITAOE, the Alumni Association is dedicated to fostering a strong and dynamic network that connects current students with accomplished alumni, facilitating mentorship, guidance, and professional growth. As brand ambassadors of MITAOE, our alumni play a pivotal role in enhancing the institution's reputation while contributing their knowledge, expertise, and services for the betterment of society.

SUPPORTING FOCUS AREAS

6.

People & Welfare

An institute's true recognition lies in its contributions to society—through exemplary initiatives for social upliftment and a distinguished alumni network that represents its excellence on a global scale. Achieving this vision requires a harmonious blend of passionate and competent academicians alongside enthusiastic students with an innovative mindset, driving meaningful change and progress.

7.

Social Media Connect To enhance the brand image of MITAOE and attract top talent, we focus on creating dynamic and engaging content across digital platforms, including the website, social media, print media, and exhibitions. This strategic approach aims to strengthen communication and engagement with all stakeholders, fostering greater visibility and institutional growth.

8.

Entrepreneurial and Innovation Ecosystem

We offer mentoring, networking, and comprehensive support to students, alumni, and aspiring entrepreneurs in establishing and scaling their ventures/startups across diverse industries. To date, we have provided entrepreneurship education to 1,500+students, and trained seven faculty members as certified entrepreneurship educators. Additionally, the Entrepreneurship Development Facility (EDF) is set to introduce a minor specialization in Innovation, Entrepreneurship, and Startups for undergraduate students, further strengthening the entrepreneurial ecosystem at MITAOE.

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Campus & Services

Digital infrastructure is a **crucial pillar** of modern academic systems, ensuring **seamless access** to educational resources. It fosters **collaboration among students**, enhances learning experiences, and **streamlines administrative operations**, creating a **highly productive and efficient academic environment**.

10.

Sustainability

A robust **infrastructure** is essential to support students in their pursuit of **learning**, **research**, **and innovation**. An institution must provide a **conducive environment**, including a **well-equipped library**, **advanced research and computer labs**, **and modern facilities**, that align with the **evolving curriculum**. Furthermore, it is crucial to develop these resources in a **sustainable manner**, ensuring minimal environmental impact while fostering academic excellence.

- To provide a professional and liberal education to students with guiding principle of a broad and strong foundation, a skillful training and a practical orientation towards solving real-world problems.
- To inculcate value added education for the highest professional competence and character to constructively deal with challenges and opportunities of 21st century.
- To educate the next generation of engineers as integrated expertise across many technical disciplines by enhancing academic flexibility.
- To achieve academic excellence in curriculum design, Content delivery, pedagogy, and assessment.
- To provide a robust learning environment and academic infrastructure for a better student experience
- To nurture industry collaboration and engagement to build student competencies, enhance innovation and solve critical problems.
- To initiate professional course for an in certificate demand career opportunities.

Actions

- Improve faculty competencies by supporting professional training programs
- An effective Blending of Face to face and online pedagogical practices for the enriched learning experience.
- Design a curriculum framework for providing academic flexibility in the selection of specialization courses.
- Embracing the curriculum with technological competencies and skills required in upcoming era of industry 4.0
- Integration of design technology and business thinking in the curriculum for creative and user -focused innovation solutions to the problem.
- Value -based education incorporating universal life skills, professional skills and sustainability.
- Enhance academic, laboratory and library infrastructure for new courses and specialization tracks.
- Formulate assessment and evaluation techniques for new courses and specialization tracks.
- Formulate assessment and evaluation techniques for effectively measuring learning outcomes of the new skillsets of 21st century.
- Devise policy for academic credit earning through experiential learning in real world context and relevant achievement.
- Strengthen Industry collaboration in academic activities such as expert talks workshop collaborated skill laboratories and courses.

1. Teaching Learning Process

Outcomes

Key Performance Indicators	24-25	25-26	26-27
Academic Framework			
Curriculum Flexibility (% of Credits))	30	30	30
Credit skill courses (No. of Options)	50	55	60
Professional Certification (No. of students)	500	600	700
Industry Sponsored/Supported Projects (Nos)	80	90	100
Value Added Course	20	30	40
MOOC/Swayam Courses (No. of students)	800	900	1000
Student Development Program& Expert Sessions (No.)	100	120	140
Faculty Development Programs (Organized)	10	12	14
Professional Courses (Attended by faculty)	200	225	250
Online Courses created by faculty (No. cumulative)	16	24	32
Engineering Education research papers (Nos)	16	24	32

Goal

To meet the diverse future needs of society through flexible and interdisciplinary academic experience, innovative teaching-learning pedagogy, effective assessment and transformative student experience to promote lifelong learning.

- To improve research publications and its impact
- To submit quality proposals to different funding agencies.
- To accelerate collaborative and interdisciplinary research.
- To enhance the Consultancy work
- To improve IPR related activities

Actions

- To organize various Workshops/Seminars/ Trainings related to different Research forefront areas and research methods.
- Create ecosystem for multi-disciplinary research groups in high potential research areas.
- Transform research environment to meet the highest standards of research conduct, integrity, sustainability and social impact.
- Encourage and support Research Conferences and Project Expos at MITAOE.
- Support seed amount for faculty/student's research projects and Conferences
- Establish Ph.D research centre in Mechanical & Computer Engineering.
- Encourage Faculty Industry Internship and Collaboration.
- Encourage Consultancy through Alumni Entrepreneurs and Industrial Sponsored Projects.
- Collaboration with Research Laboratories (NCL, IISER, DRDO etc.) and Industries.
- Encourage Extension activities through Research Clusters.
- Establish mechanism to support research activities in forefront areas and identification of thrust areas through a biannual call for proposals.
- Substantial investment in the Research environment, Training, Digital resources and infrastructure.
- Articulate comprehensive Research/ Consultancy/IPR policy to foster culture of Research and Innovation.

2. Research & Consultancy

Outcomes

Key Performance Indicators	24-25	25-26	26-27
Research Funding and Grants Seed Money (No. of projects)	10	20	30
Research / Consultancy Funding (Nos)	12	16	20
National / International Journals (Nos.)	90	120	150
International / National Conferences - (Nos.)	75	80	90
Book Chapters (Nos.)	15	20	25
IPR (No. of Patents)	20	30	40

Goal

To provide conducive research ecosystem for faculties and students to solve techno societal problems, knowledge generation and broadening funding base.

- Develop and offer skill-based programs to cater student's requirements from career point of view
- goal setting sessions entrepreneurship, and higher studies perspectives
- Provide platforms for consultancy work, internship, collaborative projects, and placement
- Improve employability quotient of students
- Develop strong industry institute interaction
- Enhance placement qualitative and quantitative
- Build relations with National / International universities, research organizations, and industries of
- repute
- Enhance ecosystem for students aspiring higher education

Actions

- · Provide skilled based training and assessment platforms required for employability
- · Organise training programs to enhance the technical competencies of the students
- Encourage students for Summer Internship Program (SIP) to enhance their life, social and technical skills
- Maximise the industrial internships opportunities to provide real time industry exposure
- Motivate students for Semester Long internship Program (SLIP) to apply their knowledge and skills for solving the real time industry problems.
- Encourage students to participate in technical competitions like Hackathon, Baja SAE, programming
- Build strong network with industries to curricular and co-curricular develop activities, collaborative laboratory and arrange certification programs.
- Fetch maximum industry collaborative projects to strengthen the project-based learning experience.
- Motivate faculties for faculty internship and consultancy programs
- Organise seminar, webinar, expert talk to discuss current technical trends
- Counsel the students to improve their career exposure across the globe
- Conduct 'graduate outcome audit' to evaluate student's professional index
- Arrange workshop on leadership, time / stress management, creativity, and innovations
- Organize training sessions to develop soft skills, digital skills, aptitude, logical, analytical, and reasoning skills of students

Students Support & Success

Outcomes

Key Performance Indicators	24-25	25-26	26-27
Employability- Training programs	12	14	16
SIP (Industry) – No. of students	600	650	700
SIP – No. of industry offers	300	325	350
SLIP – No. of students	350	400	450
SLIP – No. of industry offers	150	175	200
Placement – No. of students	500	550	600
Placement – No. industry offers	250	275	300
Placement - Average Salary	6.0L	6.2L	6.5 L
Higher Studies – No. of students	25	30	35

To impart the necessary knowledge and skills, for enhancing the student's (employability quotient, higher education aspirants and passionate entrepreneurs at MITAOE, by improving industry connects, international relations, entrepreneurial ecosystem.

- Accomplish holistic development of students by providing essential ecosystem.
- Enrich joy of learning among students.
- Provide exposure to the students in technical, cultural, recreational and sports domain.
- Inculcate empathy and universal human values in students & Support students for their emotional and psychological well-being.
- Develop research aspiration in students through club activities.
- · Define student welfare and scholarship policy.
- · Improve Student Satisfaction Index.

Actions

- Promote all-round development of students through various club activities
- Build a strong foundation for Liberal Learning courses by including it in curriculum structure to induce emotional, ethical, creative and intellectual competencies in the students in line with Modern Era requirements
- Develop MITAOE clubs as skill centers by providing essential training through expert talks, workshops and internships
- Explore various events and competitions for all clubs to encourage participation & Extend necessary support the students for participation in technical, cultural recreational and sports events
- Encourage club activities by providing best club of the year, outstanding club member and best club coordinator award
- Recognize contribution and efforts of the students for extra and co-curricular activities by linking it to assessment.
- Ensure publications, or product development patents as outcomes of technical clubs by guiding them on it.
- Inculcate empathy and universal human values in students by providing opportunity for Social internshipand activities
- Arrange 24*7 psychological and emotional wellbeing support for students through professional online platform.
- Conduct periodic reviews for monitoring the progress of all major events and competitions to ensure quality work and competencies
- Create various scholarships, welfare schemes for needy and meritorious students. Establish a strong bond with alumni through club activities by alumni mentorship
- Conduct periodic survey of student satisfaction for continual improvement

4. Enhanced Student Experience

Outcomes

Key Performance	24-25	25-26	26-27	
Indicators				
MITAOE Clubs (Cumulative Nos.)	25	26	26	
Technical- Competitions participated (Nos.)	40	45	50	
Number of Technical Achievements	25	30	35	
Total number of students participation in various student events	3000	3500	4000	
No. of sports events participated	20	25	30	
No. of student achievements in sports (Nos.)	10	15	25	



To create and maintain a safe, healthy, and conducive environment and culture that synthesizes the intellectual, technical, physical, social, emotional, and ethical development of students in a holistic way.

- Enhance alumni involvement in curricular and cocurricular activities
- Engage alumni as an advisor to mentor the budding Engineers
- Increase awareness and career support through alumni for the ongoing students
- Arrange experience sharing sessions to strengthen educational and social activities
- Encourage alumni to sponsor the development activities
- · Build strong alumni connect in and out of India
- · Recognize the alumni achievements

Actions

- Involve alumni in curriculum design and delivery
- Engage alumni in project reviews and in other evaluation process
- Arrange expert talks, seminars, webinars, or guest lectures by inviting alumni
- Encourage alumni to extend their support in student placement and internship
- Involve alumni as a mentor in co-curricular and extracurricular activities.
- Engage alumni in various awareness session to enhance the graduate outcomes
- · Organize alumni-meet city wise and abroad

5. Enhanced Alumni Engagement

Outcomes

Key Performance Indicators	24-25	25-26	26-27	
Alumni Activities	105	110	115	
Alumni meet (school/institute level)	10	10	10	
Alumni meet – Student involvement	1050	1100	1200	
Alumni - Sponsorship (Nos.)	10	12	14	
Alumni – Internship / placement offers	130	140	150	
Distinguished Alumni - Recognition	15	20	25	
Appreciation	60	70	80	

Goal

To build the strong rapport and networkingamong faculties, recent students & alumni.

- To maintain Faculty to Student ratio for Engineering and Design as per AICTE norms.
- To encourage faculty for lifelong learning.
- To enhance the cadre ratio.

Actions

- · To enhance the competencies of faculties and staff:
 - Establishment of Faculty and Staff learning centre for continual skill updation.
 - Design a comprehensive competency matrix to address various skills in a measurable way.
 - Organizing institutional level FDP and SDP programs.
 - o Monitoring the Effectiveness of Training-
 - Categorization of faculties as Academic / Research / Development / Administration based on their skills
- To enhance the competencies of Industry-ready faculties and staff:
 - To promote faculty internship in industry, Industry project, consultancy work.
 - Encouraging Schools to take up professional/industry projects
- To enhance FSR and Cadre ratio
 - Recruitment of faculties at the various positions for Engineering, Design, Behavioral sciences and niche technological skills.
- To enhance the process for accountability and ownership to make it more transparent and performance based.
 - Modify Faculty / Staff API scheme with specific and measurable parameters.
 - Enhance KRAs based review.
 - Quarterly review of performance.
 - Appointing senior faculty to mentor Junior faculty.
- To use HRMS process and services through ICT based technology.
- To follow the best practices of HR for motivation and welfare of employees:
 - Welfare scheme to provide support for Conferences, workshops, trainings and provision of Lien leave/ sabbatical leave / Study Leave.
 - o Support for Health policy premium
 - Awards and recognition for outstanding performances.

6.People & WelfareOutcomes

Key Performance Indicators	24-25	25-26	26-27	
Faculty Strength (no.)	202	265	333	
Engineering (Faculty : Student ratio)	1:20	1:20	1:20	
Design	1:20	1:20	1:20	
Tech Integration (%)				
HRMS (Automation of HR processes) Central Repository	80	90	100	
Employee Satisfaction (%)	75	80	85	

Goal

To identify, develop, update and maintain competencies of faculties and staff for teaching pedagogy, assessment and evaluation, Researchand Development, real time problem solving, interaction with outside world, consultancy and ICT tools.

- To enhance the traffic on website (sessions or unique users / day)
- To increase lead generation.
- To reduce overall cost per lead (CPL).
- Improve the number of admissions.
- · Improve the ratio of registered to admitted students
- Improve the quality of students' intake.

Actions

- Use rich keyword-oriented Blogs/ Article/ Publications in all forms of Content.
- Organic ranking of top keywords using local SEO.
 Increase submission of images /infographics and videos
- Increase domain credibility
- Create a standard event calendar for every quarter for content development
- Increasing followers and engagement on various platforms - Facebook, Instagram, LinkedIn, twitter etc
- Build audiences organically to help in lead generation during admissions.
- Long term marketing Boosting content online periodically
- Reduce paid advertising spend on social media gradually
- · Increase quality leads through LMS
- Focus on Content Creation and Optimization In house - 80% and 20% from external sources - Alumni, Corporate nominees as guest writers

7. Social Media Connect

Outcomes

Key Performance Indicators	24-25	25-26	26-27
Website traffic projection (unique users per day)	1600	1800	2000
Admission			
Engineering (%)	95	100	100
Design(%)	90	92	95
Increase quality leads	18000	28000	29000
Sign up leads	2200	3360	4200

Goal

To create an image of the institute using digital and other media so as to attract better quality students as well as recruiters and engage with all the stakeholders in a meaningful way

- To encourage students to opt for entrepreneurship as a career option and solve real time problems in the society
- To provide handholding support and facilities to students in establishing their ventures during their graduation period
- To equip students with the necessary skills for managing their business enterprise.
- To strengthen the students, alumni and local entrepreneurial ecosystem by providing necessary information, support and facilities and organise community-level programs and summits to develop the start-up culture
- To connect the start-up aspirants with the respective domain experts, entrepreneurship mentors, consultants, investors and local channel partners

Actions

- Inculcate a socially responsive mindset among students aspiring to launch start-ups
- Organize events, programs, workshops or entrepreneurship and innovation.
- Offer the Foundational and Advance courses in entrepreneurship.
- Conduct up-skilling and outreach programs for incubated startups
- Create the state-of-the-art facilities and infrastructure for the startups to work efficiently
- Encourage faculty and students to make use of NISP policy for establishing their ventures
- Elevate the NIRF-innovation ranking of the institute
- Sign MOUs with potential mentors, accelerators, investor firms and government organizations for funding and mentorship support

8. Entrepreneurial & Innovation Ecosystem

Outcomes

Key Performance ndicators	24-25	25-26	26-27
Innovation and Entrepreneurship Awareness and Promotional activities	10	12	15
Networking & engagement with accelerators	5	8	10
Upskilling and Outreach program	5	8	10
Alumni engagement activities	4	5	6
Project to Product (P2P) Transformation Program	4	5	6
No of incubated startups (Nos)	30	35	40
Infrastructure and facilities – Incubatee Seating space (Cummulative)	25	30	35
Patents at MITAOE EDF	5	6	7

Goa

To be a leading contributor in the field of Incubation to cultivate, foster and stimulate the to create innovative, sustainable, profitable and job creating start-

- Build an e-learning infrastructure for online & on campus courses.
- Enhance and improve the administrative services by technology intervention.
- Build a student information system for all the academic and placement-related records.

Actions

- Centralized Wi-Fi network to support mobility and connectivity to any device.
- · Gigabit internet and intranet connectivity.
- LMS and ERP to support academic and administrative activities.
- Digital classrooms equipped with internet and smart learning infrastructure.
- Setup a recording studio and build a separate team for creating the digital content required for the online courses.

9. Campus & Services Outcomes

Key Performance Indicators	24-25	25-26	26-27	
Wi-Fi Infrastructure	50%	80%	100%	
LMS Users	4K	5K	6K	
Internet Bandwidth (GBPS)	0.5	1	2	
ERP/LMS	70%	80%	95%	
Smart Campus	10%	20%	30%	

Goal

To provide the technology enabled digital campus services blended with mobility, any device, e-content availability, and secure access to network

- To engage communities through environmental projects.
- Transition to paperless operations for reduced consumption.
- To eliminate single-use plastics and thermocol in all activities.
- To implement measures to drastically reduce carbon footprint.
- To minimize waste generation with composting and segregation.
- To develop market-driven projects using sustainable technologies.
- To collaborate with industries on impactful sustainability initiatives.
- To enhance digital library resources for better accessibility.

Actions

- Organize clean-ups, tree planting and awareness campaigns.
- Implement digital document systems and train staff.
- Replace with reusable options and enforce policies.
- Use renewable energy, optimize transportation and promote efficiency.
- Set up composting, educate on segregation and incentivize recycling.
- Research markets, develop eco-products and use green tech.
- Partner for waste reduction and sustainable supply chains
- Digitize materials, expand online access and provide training.

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10. Sustainability Outcomes

Key Performance	2024-25	2025-26	2026-27
Total Carbon footprint reduction		10	15
Carbon Audit	1	2	2
Solar Energy Usage (%)	100	95	90
Total Energy Saving (%)	5	7	9
Energy Audit	1	2	2
Wastewater recyclability (%)	10	15	20
Rain water harvesting (%)	80	85	90
Water Audit	1	2	2
Plastic			
Reduction in Plastic usage (%)	10	15	20
Paper			
Reduction in Paper Usage (reduction %)	25	30	35
Food Waste			
Food waste (reduction %)	5	10	15
Vermicomposting (increase %)	10	20	30
Green Campus			
Land Scraping and Tree Planting (increase %)	5	10	15
Home-grown organic produce	10	15	20
Awareness and Social Impact Initiatives			
NSS Engagement	1	2	3
Unnat Bharat Abhiyan Initiatives	5	6	7
Project Initiatives from students faculties	and ₁₀	15	20

Goal

To create infrastructure in a sustainable way i.e., generation of income, wealth and opportunities that result in the creation of additional incomes, wealth and opportunities without reducing the ability do the same in future

Education is the most powerful weapon which you can use to change the world.

-NELSON MANDELA

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