



MAEER's  
**MIT INSTITUTE OF DESIGN**

**Ensure karman** the process is right in action,  
**Leave phalam** the product evolve by itself.



**About MAEER's MIT** The Maharashtra Academy of Engineering & Educational Research (MAEER) was established as a society and trust with the sole aim of creating and developing professional education facilities to train the aspiring young generation and thus to provide dedicated, ambitious and skilled professionals to serve the society and the nation at large. MAEER believes that "The union of Science and Spirituality alone will bring Harmony and Peace to The Humanity", as said by Swami Vivekananda. The vision of the founders of MAEER is to create a "Centre of Excellence in the field of Education and Research". Since its inception, MAEER has been striving for the betterment of the society through a value based education system. With over 50,000 students across various disciplines under its umbrella, it has achieved tremendous success in a short span of time and provides excellence in the fields of Engineering, Medicine, Research, Management, Primary and Secondary Education, Peace Studies, Environment, Pollution Control and towards promoting Human Values and in attaining the ultimate goal of World Peace. The motto of MAEER is, "To harness the knowledge of Science and Technology for the welfare of society".



#### **Few members of the MAEER family**

- Maharashtra Institute of Technology (MIT)
- MIT Academy of Engineering (MAE)
- MIT College of Engineering (MITCOE)
- Maharashtra Institute of Medical Sciences and Research (MIMSR)
- Maharashtra Institute of Medical Education and Research (MIMER)
- MIT School of Management, Pune (MITSOM)
- Maharashtra Institute of Pharmacy (MIP)
- Maharashtra Academy of Naval Education and Training (MANET)
- Vishwashanti Gurukul (International Baccalaureate World School)
- MIT School of Telecom Management (MITSOT)
- MIT School of Government (MITSOG)

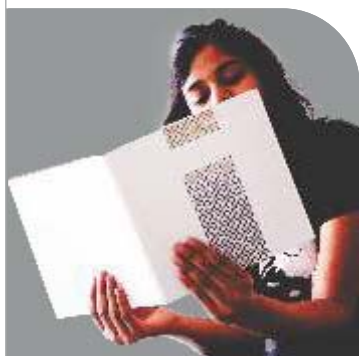
**MIT has added another feather to its cap by establishing the MIT Institute of Design and creating a learning experience meant to nurture every young learner's innate ability to innovate by means of 'designerly thinking'.**

# Design Habitat

In pursuance of one of our future aspirations, we at the MAEER's MIT Institute of Design are now planning to add a further dimension to the programmes of design learning at our campus. The concept of Design Habitat is in fact a logical and organic extension of our stated philosophy that ensures a total generalist ambience to enable design learning. It would evolve as an overarching concept around the functional framework of the Design Institute which remains an integral component of the Habitat. It is into this kind of stimulating and inspirational environment that mentors from various design related disciplines would be invited to interact with the design learners and challenge their young minds to explore newer territories that should compliment and reinforce their ongoing design learning. Here are some of the disciplines from which these mentors would be selected: biomechanics, alternative energy systems, linguistics (semiotics), performing arts, plastic arts, design anthropology, sociology, perception and cognitive psychologies and several more. The mentors would ensure that the level of interaction is such that it eventually leads to a learning that is comprehensive, sustained and focused in depth, and directly or indirectly design related.

Distributing the course contents in form of projects is an obvious and time tested method. Each project would be formulated so as to necessitate participation of a mentor and one or two young aspirants pursuing the same discipline as the participating mentor. The team thus formed would be led by a member of the permanent faculty of the Institute. Sometimes the project might be so designed as to the participation of mentors from more than one discipline if needed. The enhanced scope of activities at the Design Habitat would also mean that we reinforce, within the present areas of learning at the Institute. To this effect, two new centers of advanced learning are being envisaged for the near future. The first is the Faculty of Architecture. The major emphasis here would be on humane and logical application of Twenty First Century technologies, arts and sciences toward solving the problems of human habitat in India. The second is a Centre for Theatre and Body Language. Even though it might seem to have been inspired by the Bauhaus Theatre of the 1930's, its major thrust would be on exploring the worlds of light and sound effects and ways of communication by means of body language.

## Philosophy



### SADHAN

Education at the MIT Institute of Design has been categorized in a way to belong to mainly three domains. The first is the domain of 'skill', Sadhan. These are those design skills and design tools that should help students communicate convincingly, the outcome of every stage of the design process. For this, they will learn to employ all necessary media and materials. If one has to look for a concept from the Indian philosophy that has equivalence with this domain that would be the concept of SADHAN.



### SADHANA

The second is the domain of 'knowledge', Sadhana. It pertains to the knowledge base the students must acquire from subject areas of varying nature. From this base should flow, meticulously gathered and researched information needed during the entire problem solving process. Again, an equivalent concept from the Indian philosophy to represent this domain would be SADHANA.



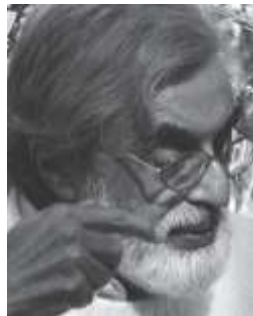
### SADHYA

It is the third domain of 'formation' that becomes the vital core of the design process, Sadhya. The total and composite learning from this domain is meant to make students think laterally and innovatively, develop design concepts and translate these concepts into a tangible form which in fact is the very solution of the stated problem of design. This equivalent concept from the Indian philosophy, obviously, is SADHYA.



MAEER aims to provide the finest environment for teaching, learning, research, innovation and character building.

**Dr. Vishwanath D. Karad**  
 Founder & Managing Trustee



Modern design has been singled out as to provide a human face to technology. It is to this end that one of the silver linings, the 'soft' technology of the Twenty First Century offers, becomes relevant.

**Prof H Kumar Vyas,**  
 Chairman, Education Council,  
 MIT Institute of Design.

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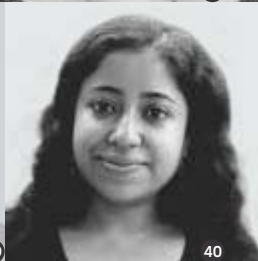
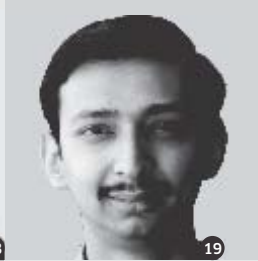
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**Education Council of MIT ID:**

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- Prof. Satish Gokhale - Member
- Dr. Sunil Karad - Member
- Prof. Anant Chakradeo - Member



# Faculty





01. **Dr. Sunil Karad** - Executive Director, MAEER's MIT Group of Institutes
02. **Prof. Anant M. Chakradeo** - Dean, Design Habitat
03. **Prof. Dhimant Panchal** - Director & H.O.D. Pre Design Foundation & Director Design Center
04. **Prof. Sanjay Jain** - H.O.D. Product Design & Director Business Incubation Center
05. **Prof. Gaurang Shah** - H.O.D. Transportation Design
06. **Prof. Ranjana Dani** - H.O.D. Graphics Design
07. **Prof. Vasudha Karhadkar** - H.O.D. Interior Space & Equipment Design
08. **Prof. Indrajit Neogi** - H.O.D. Film & Video Design
09. **Asst. Prof. Pritharshv Pushkar** - H.O.D. R.E.D. & User Experience Design
10. **Asst. Prof. Chandan Bhattacharya** - H.O.D. Animation Design
11. **Asst. Prof. Suryanarayan Rao** - H.O.D. Workshop
12. **Associate Prof. Vaibhavi Ranavade** - H.O.D. - Fashion Design
13. **Prof. Deepankar Bhattacharyya** - Communication Design
14. **Prof. Goutam Bandyopadhyay** - Communication Design
15. **Prof. Paresh Choudhury** - Communication Design
16. **Prof. Rajan Iyer** - Interior Space and Equipment Design
17. **Prof. Sham Patil** - Animation Design
18. **Asst. Prof. Ajay Patil** - PreDesign
19. **Asst. Prof. Amit Deshmukh** - Industrial Design
20. **Asst. Prof. Arshiya Kapoor** - Fashion Design
21. **Asst. Prof. Binoj John** - Animation Design
22. **Asst. Prof. Chaitanya Kachare** - Transportation Design
23. **Asst. Prof. G. Nagrajan** - Film & Video Design
24. **Asst. Prof. Harish Karakat** - Product Design
25. **Harshit Desai** - Strategic Design For Business
26. **Asst. Prof. Manasi Kanetkar** - Product Design
27. **Asst. Prof. Milind Dhobley** - PreDesign
28. **Asst. Prof. Neelam Bhosale** - Communication Design
29. **Asst. Prof. Rupak Das** - Film & Video Design
30. **Asst. Prof. Samson Mathai** - Industrial Design
31. **Asst. Prof. Shireesh Kathale** - Communication Design
32. **Asst. Prof. Dr. Yugendra Gupta** - PreDesign
33. **Sr. Lecturer Gayatri Patil** - Animation Design
34. **Sr. Lecturer Maithilee Gohel** - Fashion Design
35. **Sr. Lecturer Piyush B** - Fashion Design
36. **Sr. Lecturer R. Donshong Koren** - Transportation Design
37. **Sr. Lecturer Rajendra Thakre** - Graphic Design
38. **Sr. Lecturer Sandeep Varma** - Transportation Design
39. **Sr. Lecturer Sandesh Gaundalkar** - Communication Design
40. **Sr. Lecturer Sharmistha Banerjee** - Product Design
41. **Sr. Lecturer Shripad Kulkarni** - PreDesign
42. **Sr. Lecturer Shweta Gade** - PreDesign
43. **Lecturer Bappa Das** - Graphics Design
44. **Lecturer Harsha Shamnani** - Retail & Exhibition
45. **Lecturer P. Ramakrishnan** - Graphic Design
46. **Lecturer Priyanka Shinde** - PreDesign
47. **Lecturer Sandesh Pawar** - Animation Design
48. **Lecturer Yogesh Gite** - Digital Methods



## Programmes offered

MITID offers Graduate & Post Graduate Diploma Programmes in:

### Industrial Design

- Product Design
- Transportation Design
- Interior Space & Equipment Design
- Retail & Exhibition Design
- User Experience Design (only at PG level)

### Communication Design

- Graphic Design
- Animation Film Design
- Film & Video Design

### Fashion Design

The institute offers following programmes in Collaboration with University for the Creative Arts (UK)

- BA (Hons) Fashion Design
- BA (Hons) Fashion promotion & Imaging
- MBA Fashion Management & Marketing
- M.Des Fashion Design





## Collaborative Programmes

### Undergraduate Programmes (2+2 years)

- BA (Hons) Graphic Design (In collaboration with University of Gloucestershire UK)
- BA (Hons) Digital Film Production (In collaboration with University of Gloucestershire UK)
- BA (Hons) Product Design (In collaboration with Middlesex University UK)
- BSc. (Hons) Product Design (In collaboration with Manchester Metropolitan University UK)
- BA (Hons) Graphic Design (In collaboration with Manchester Metropolitan University UK)
- BA (Hons) Design for Industry (In collaboration with Northumbria University UK)
- BA (Hons) Transportation design (In collaboration with Northumbria University UK)
- BA (Hons) 3D Design (In collaboration with Northumbria University UK)
- BA (Hons) Graphic Design (In collaboration with Northumbria University UK)
- BA (Hons) Motion Graphics & Animation (In collaboration with Northumbria University UK)

### Post Graduate Programme (1+1 years)

- M.Sc. Design Ethnography (In collaboration with University of Dundee)
- M.Sc. Product Design (In collaboration with University of Dundee)
- Mprof. Games Development (In collaboration with University of Abertay)



## Admission Process

The admission announcement will appear in major national dailies by late November.

Application forms for the academic year 2013-14 will be available on the website from November.

The candidate has to submit a dully filled hard copy of the application form before the last date along with a demand draft of Rs. 2,000 /- (U.S. \$45 for International Students) in favour of "MIT INSTITUTE OF DESIGN" drawn on Pune branch as fees for Design Aptitude Test.

### **The admission process is in two phases:**

- MITID-DAT™ Design Aptitude Test conducted at various centers across the country.
- Studio Test and Personal Interview conducted at MITID™ campus in Pune.

Admission is on the basis of MITID's method of selection, which extends beyond the students previous academic qualifications. The MITID Admission Committee systematically seeks evidence of the perception, attitude, aptitude, achievement and motivation essential for a challenging and satisfying design career. The objective of the tests and the interviews is to ascertain the above qualities. Based on scores obtained from MITID-DAT™, shortlisted candidates will be called for second phase.

The second phase of the admission procedure will consist of studio tests followed by personal interviews at Institute in Pune.

The list of shortlisted candidates for the Second Phase will be announced on MITID's website no separate call letters will be sent to the shortlisted candidates. All those candidates called for the second phase are required to attend the studio tests and interview, which completes the process of selection. The Admission Committee decides the procedures, grades and weight age every year.

The norms for the selection are the sole prerogative of the Admission Committee and the decision of the Admission Committee and the Management in any of the matters concerning the admission process and selection will be final.

### **Admission Cell**

#### **MIT Institute of Design**

"Rajbaug", Loni-Kalbhor,  
Next to Hadapsar,  
Pune Solapur Highway,  
Pune-412 201

Phone: +91-20-30693695/ 696  
Email: [admissions@mitid.edu.in](mailto:admissions@mitid.edu.in)



#### Admission schedule for the academic year 2013-14

Date of announcement  
– 26th November 2012

Last date for submission  
– 31st January 2013

Design Aptitude test  
– 7th April 2013 (Tentative)

Result of DAT  
– 19th April 2013 (Tentative)

Studio test & Interview  
– 29th April to 8th May 2013 (Tentative)

Final list  
– 9th May 2013 (Tentative)

Last date for submitting fees  
– 17th May 2013 (Tentative)

\*The dates mentioned in the schedule are tentative and it may change.

#### Fees Structure for students seeking admissions for the academic year 2013-14 (Design programmes UG & PG)

	INR	USD \$
Design Aptitude test Fees	2000	45
Tuition Fees	215000	5400
Development fees (One time)	30000	1000
Security deposit (Refundable)	15000	500
Hostel Charges	44000	1500
Mess Charges	45000	1500
Laundry Charges	5000	150
<b>Total</b>	<b>356000</b>	<b>9945</b>

Last Semester Fees (i.e. 9th Sem for GDP and 5th Sem PGDP) will be 20% of the particular year's fees and it is applicable for new Students only taking admission in academic year i.e. 2013-14. There will be a rise of 10% every year.

#### Fees Structure for academic year 2013-14 (Fashion Design programme)

	INR	USD \$
Design Aptitude test Fees	2000	45
Tuition Fees	215000	5400
University Affiliation fees	43000	1500
Development fees (One time)	30000	1000
Security deposit (Refundable)	15000	500
Hostel Charges	44000	1500
Mess Charges	45000	1500
Laundry Charges	5000	
<b>Total</b>	<b>399000</b>	<b>11595</b>

#### Kindly Note\*

A university affiliation fee has to be paid by the student every year @ 20% of tuition fees for that particular year. There will be a rise of 10% every year.





# Admission policy

## FEES

1. The fee structure as applicable for the students of the regular program will be charged from the students. Any revision in the fee structure would be notified separately from time to time.  
All deposits/payments of fees shall be made by Demand Draft only in favour of MIT Institute of Design payable at Pune.
2. At the time of admission, the student needs to pay 50% of tuition fees, Hostel/Mess charges, one time full development fee and refundable Security Deposit.
3. The Composite Fee is applicable for the academic year i.e. from July to May.
4. The Composite Fee covers all of the teaching and other expenses (such as library, examination, labs, co-curricular activities, sports etc for the academic year)
5. The Composite Fee does not include or cover field trips and excursions, pocket money, extra subject / learning support, weekend outings / trips, transportation, stationery, other co-curricular activities, extra tutorials, medical expenses etc.
6. There are two options available for payment of Composite Fee:
  - Advance Yearly - this carries a 5% rebate on Tuition Fee
  - In two installments semester wise
7. All fee payments should be made by the due dates as indicated in the Fee Schedule.  
The Due dates for submitting fees semester wise every year will be
  - 1st installment: 15th July of every year
  - 2nd installment: 15th January of every yearThe students seeking admission for the 1st year however have to pay the 1st installment as declared in the admission procedure.  
10% increase in Composite Fees will be there every year  
Students have to purchase the tool kit at actual cost from the institute Stores.
8. The institute reserves the right to revise / amend the Fee Schedule.

## Late Fee

1. In the event of late deposit of fee following surcharge shall be charged:
  - If paid within 30 days after the due date: 5%
  - If paid between 31 and 60 days after the due date: 10%
2. No student, whose fee remains unpaid in full or in part, will be allowed to use the institute until the outstanding fee is received. No internal jury reports, Transfer Certificates or recommendations to future institutes / colleges will be issued to the student or parent.
3. If the fee is not paid even after 3 fortnightly reminders, the students name shall be struck off from the institute's records and all dues shall be forfeited from the security deposit.

## Conversions

1. Students converting from Boarding to Day Boarding should do so at the end of a semester. Students converting from Boarding to Day Boarding in the middle of a semester shall have to pay boarding fee for the full semester.
2. Students converting from Day Boarding to Boarding (upon availability of seat) should do so from the 1st day of the month. Students converting in the middle of a month shall have to pay boarding fee on pro rata basis from the beginning of the month.
3. College mess is compulsory for all the boarding students.





#### **Refunds / Withdrawals**

1. Students wishing to withdraw should give at least one semester's notice (July - Dec / Jan - June).
2. In case of withdrawal, fee pertaining to the semester falling in the notice period shall be payable by the student.
3. In the event of withdrawal without notice, the same shall be forfeited from the security deposit of the student.

#### **Refunds - New Admissions**

1. In case of withdrawal happens within a period of one month from declaration of the final list of selected students an amount of Rs.10,000 will be deducted as administrative charges and rest amount will be refunded to the student within 30 days from receiving of the application.
2. In case of withdrawal happens after one month from declaration of the final list of selected students and before commencement of the course 25% of composite fee will be deducted and rest amount will be refunded to the student within 30 days from receiving of the application.
3. In case of withdrawal happens within a period of 1 month from the commencement of the course 50% of composite fee will be deducted and rest amount will be refunded to the student within 30 days from receiving of the application.
4. For the Withdrawal happening after 1 month from commencement of the course, no amount except security deposit will be refunded within 60 days from receiving of the application.
5. University Affiliation fees for the Fashion Design programmes will be refunded only in case of

withdrawal happening before commencement of course. No refund of University Affiliation fees will be done for admission withdrawal done after commencement of course.

6. Any instrument / equipment / gadget or books and stationery purchased from / through the Institute are Non-Returnable and thus Non-Refundable.

#### **Security Deposit**

1. Every student admitting into the Institute needs to pay a security deposit as laid down by the management from time to time. This deposit is non-interest bearing and is refundable upon the student passing out / leaving the institute.
2. Any unpaid dues of the student shall be recovered from his / her security deposit.
3. The Security Deposit shall be refunded within 60 days of withdrawal /passing out of the student after adjusting unpaid dues, if any. This is done on production of prescribed 'No Dues certificate' from concerned departments. Production of the 'No Dues Certificate' is also essential for award of Degree.
4. No request of refund would be entertained after six months from the date of completion of the course or the student leaving the institute.
5. Legal disputes, if any, shall be settled only in the courts having their jurisdiction in Pune.

#### **Bank Charges**

1. All bank charges pertaining to inward remittance of the fee, if any, shall be debited to student's account.
2. In the event of cheque / draft return, a sum of Rs. 1000/- besides the bank charges shall be debited to the student's account.



### **International Collaborations**

- The Hong Kong Polytechnic University (Hong Kong)
- University of Abertay Dundee (United Kingdom)
- University of Dundee (United Kingdom)
- Northumbria University (United Kingdom)
- Coventry University (United Kingdom)
- Middlesex University (United Kingdom)
- University of Derby (United Kingdom)
- Kunsthochschule Berlin Weissensee School of Art & Design (Germany)
- University for the Creative Arts (United Kingdom)
- Strate College (France)
- Manchester Metropolitan University (United Kingdom)
- University of Gloucestershire (United Kingdom)

### **Scholarship / Loan**

In an effort to make quality design education more affordable and reachable to students from economically weaker sections, the institute offers scholarships to all new and deserving entrants.

The MIT Institute of Design grants full or partial scholarships to about 5 to 10 students each year. The eligibility of the scholarships would depend upon the performance of the student and his/her financial needs. The interview panel will decide whether one is eligible for the scholarship. The scholarship application form should be availed by the applicant from the Institute office after getting admission to the Institute. Along with the duly filled scholarship form, one will have to attach necessary documents showing the income statements of the family members / guardians.

### **Loan**

The Institute has an exclusive tie up with CREDILA (educational loan unit of HDFC) for providing educational loan to students securing admission to the institute. Disbursement of the loan is as per the banks' terms and conditions.









## Library

The MIT Institute of Design Library is one of the premier design libraries in India. The library has a corporate membership with the British Library - Pune, MCCIA - Pune, Cinema Paradiso India Pvt. Ltd. - Pune, Gokhale Institute of Politics and Economics (Library) and online membership with Design Management Institute - DMI (USA), Car Design News - UK.

## The Collections

The Design Library supports the research and teaching of the MIT Institute of Design. The Library's collection includes more than 4000 books, 1000 DVDs/CDs/VCDs, 20 cultural maps 250 Graduation project reports, 42 simple design project reports, 53 other design projects and subscriptions to more than 33 serials from all over the world. Students, faculty and staff have direct access to our collections in the campus. Our collection strengths include interior design, communication design, transportation design, graphic design, fashion design, exhibition design, architecture, art, humanities, geography and travel.







#### Hostel & Mess

- Excellent furniture for every room
- Mess facility with vegetarian food only
- Hot water facility
- Generator back-up round the clock
- 24 hr vigil by rectors and attendants
- Outsourced housekeeping to ensure a 24 hr alert on cleanliness
- Recreation room with television
- Gymnasium

#### Recreation & Sports

The students of the MIT Institute of Design, currently have shared access to a multipurpose sports ground and to facilities like basket ball, cricket, volleyball, table tennis, football, swimming and rowing.

Special care is taken for the maintenance of the entire ground which caters to all the educational institutes located at Rajbaug.



# Life at MIT ID



## Student Activities

### QUASAR - ANNUAL DESIGN FESTIVAL

A massive fest spanning a week filled with a delightful mélange of International Workshops and Seminars, Design and fun - filled Events, Cultural Evening, Installations, Merchandising and Exhibitions. QUASAR aims at bringing together our family of over 1,100 members, facilitating interactions between various design schools and firms across the country.



### iDid - Design Store

iDid is MIT ID's very own design store and a student initiative, founded in 2009. It is an avenue for learners to showcase their ideas/concepts and take it to the next level. iDid aims at establishing itself by having a retail store, multiple outlets in future and having it's own incubation centre.



### HIVE - Official Newsletter

HIVE is MIT-ID's newsletter that has been running since 2009. An initiative that started as a 2-page newsletter has now grown to become a 16-page booklet and has also spanned into the digital media with an archive blog (<http://hivearchive.blogspot.in/>), a wordpress blog dedicated to prose and news in MIT-ID (<http://hivemitid.wordpress.com/>) and a facebook page (<http://facebook.com/hivemitid> )

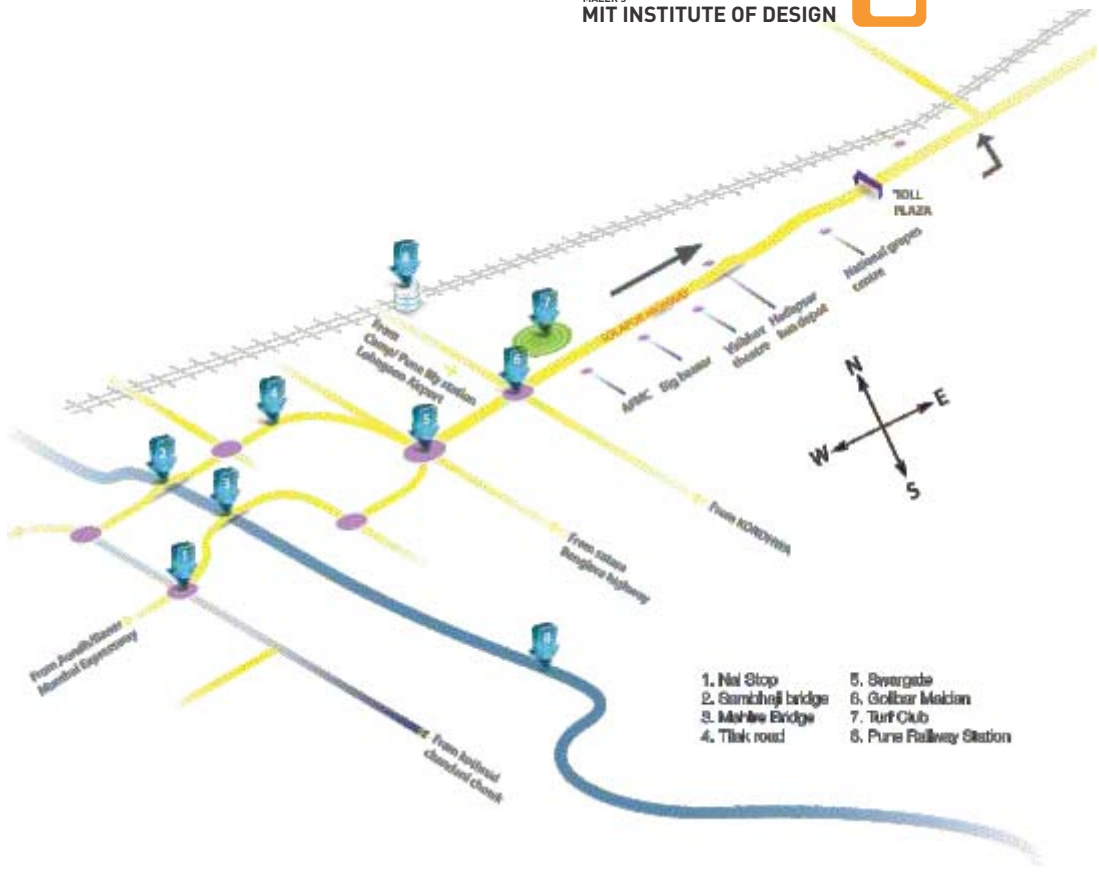


### 24fps

24 fps, a perennial student initiative, showcases great films spanning various genres and regions from across the globe, thus engaging learners with new cultures and ideologies; contributing to the evolution of a unique design culture at MIT ID.







## Living in Pune

Pune city, also known as the cultural capital of Maharashtra, has now established its name as the Oxford of the east. With a number of educational and research institutes, it offers a variety of options in higher education, thus attracting several knowledge seekers from all over the globe.

### Climate

Pune (18° 31' N, 73° 51' E) is a plateau city situated near the western margin of the Deccan plateau. It is situated at a height of 560m above the mean sea level, near the confluence of the Mula and Mutha rivers. Surrounded by hills, Pune lies in natural settings having a pleasant climate. The mean daily maximum and minimum for the hottest month May, are 37 Celsius and 23 Celsius respectively. The same for the coldest month of December are 30 Celsius and 12 Celsius respectively.

### How To Reach Pune:

#### By Road:

Pune is well connected by road to all the major cities within the state as well as outside the state. Daily private and government buses ply from Pune to Mumbai the distance between which is covered in 3-4 hrs .

#### By Air:

The airport is situated in the Lohegaon area, about 12-km from the city. The airport is connected to all major cities in India

#### By Rail:

Pune has excellent railway services connecting all major cities.



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Rajbaug,  
Next to Hadapsar,  
Loni Kalbhor,  
Pune Solapur Highway,  
Pune- 412201. INDIA  
T: +91-20-30693695/ 696,  
F: +91-20-303693601,  
M: +91 9763715974  
admissions@mitid.edu.in  
www.mitid.edu.in

