

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 centres 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.

The Foundation



On 4th of August 2002 Rajbaug was formally handed over to honourable Dr. Vishwanath D. Karad, Executive President and Director General, MAEER, by the Kapoor family. This picturesque area exudes peace and tranquility, and seems close to Mother Nature inspite of being located in the proximity of Pune-Solapur highway. An area of 25 acres is earmarked for MAEER's MITID.

The construction of our new campus is in full swing and it will be completed in the near future. A state of the art studio block measuring 100,000 sq. ft., an administrative block, a library building, workshops and hostels for boys and girls are under development and when complete will form a fully residential campus for the institute. It will be the ideal place for "SADHANA", the seeking of knowledge.

Aims and Objectives



The MIT Institute of Design aims to create a design community which will not only cater to the large industries but also the small scale, rural industries and handicrafts. It has a social objective of developing and encouraging rural design and products for the needy and the large population in India. The Institute is dedicated to research as a part of its training in the indigenous design idiom: Which visualizes and uses training in industrial design and visual communication as a tool of change, in order to maintain design as a tool for sustainable competitive advantage. The institute aims at leveraging India's heritage, design capabilities, aesthetics and creative genius to become a "Design Hub". This design enablement will help the country to move away from cost and price based competition to a value based competitive advantage. The institute's approach to design

education reflects the emergence of the knowledge economy and the convergence of media, communication, entertainment and information. This institute can be a big umbrella under which designers and design managers of tomorrow's India can be groomed. The teachers and students who would be a part of this school would act as an instrument for the change - into veritable national assets and would evince a great flexibility of approach. The emphasis would be on functional design rather than only on aesthetics.

MIT Institute of Design graduates will not be satisfied by just being practitioners of design, but would also become passionate leaders in spreading the gospel of design and the role design can play in transforming our country into a developed one in the 21st Century.



Generalist Ambience



If past experience is anything to go by, an attempt to define design, particularly modern design in few, well chosen words, is more than likely to end in failure. Design, by its very nature, defies such definition. One of the reasons for this lies in the inbuilt contradiction about design. This contradiction emerges from the fact that design as we know it today, is one of the oldest human activities and at the same time one of the youngest of modern professions.

All the same, it is quite conceivable that young persons who aspire to be design professionals of tomorrow may feel a need to articulate the modern concept of design in simplest possible terms. For this particular purpose, let design be perceived as an activity that is primarily concerned with planning and producing the modern day product systems, communication systems and built spaces, so that they are related directly to those who will need them and use them for one or more than one function at any given time.

It is important to know that function in context of design, besides being purely physical, can also be psychological, socio-cultural, symbolic or even spiritual. Such a clear understanding of the nature of design immediately warrants an unusual attitude to education. This attitude naturally would have to be quite different to the one that is conventionally thought proper for the education of the scientists and technologists on one hand and artists and craftpersons on the other.

Keeping this prescribed attitude in mind, the education at the MIT Institute of Design has been founded on a philosophy and a way of learning that can be best described as generalist. All beginners at the institute are expected to spend the best part of their first year getting 'indoctrinated' with this particular way of learning, which they are certainly going to find quite new and perhaps, strange. It is within this ambience of generalist learning that they may be later encouraged to select fields of design they would like to specialize in.

Institute working hours

As a rule, the learners are expected to be at the Institute six days a week and ten hours per day. This ten hour period is divided in two parts: contact hours are for direct interaction with faculty members while non-contact hours are for self learning and self practice and for further application of knowledge and skills gained within contact hours.

Evaluation methodology



Evaluation of the courses for both Graduate and Post Graduate Programmes is done by qualitative evaluation methods supported by quantitative evaluation in terms of credits / grades. Each learner is given thorough information about her / his progress or the lack there

of by means of written comments as well as a one to one feedback. Evaluation is an ongoing process happening at various stages. The typical stages are, the end of each assignment or project, the end of each semester, and finally the end of the diploma project.

Faculty

Students excel with the dedication of a faculty. Our faculty members challenge their students, share insights gained through professional experience and communicate the knowledge. One of the overarching goals that guides us, is to maintain and improve academic quality.



Dr. Sunil Karad
Executive Director,
Design Habitat, MIT ID

Dr. Sunil Karad completed his Bachelors in Polymer Engineering, India and his Masters in Engineering Sciences from the University of Sheffield, UK. His academic excellence brought him the honour of receiving the first of its kind, University Endowed Scholarship from the University of Sheffield so as to pursue his PhD along with a Research Fellowship from British Aerospace Plc, UK. He completed his PhD at 26 yrs, in a record time of 21 months, for which he was awarded the Research Excellence Award. While studying in UK, he experienced the difference between the two educational systems.



Prof. Anant Chakradeo
Dean, Design Habitat, MIT ID

Prof. Anant is a hard core Engineering Postgraduate having a good innovative mind. He did his graduation in Mechanical Engineering and his post graduation in Production engineering with 'Manufacturing Automation' as a specialization. In 1993, he joined MIT as a junior lecturer in Production Engineering Department. He was instrumental for bringing latest technology to the institute and started MIT CAD CAM Training and Design Centre in the year 2000.



Dhimant Panchal
Director MITID

Prof. Panchal is the HOD of Pre-Design (Foundation) & Director Design Centre. After he graduated in product design from NID, he worked extensively in the areas of product, exhibition and corporate identity programme. In the course of his 25 year long career he has offered design services to various national and international agencies. He has worked in diverse capacities with premier design institutes such as NID, NIFT, SID and the Indus Valley school of Art & Architecture (Pakistan).



Arvind Merchant
HOD Retail & Exhibition

Prof. Merchant is a Product Design graduate from NID. He has an extensive design experience and professional consultancy experience in the areas of product, exhibitions, graphics, visual identity, publishing, advertising, craft and toys. He has been a part of premier design institutes like the NIFT. He has been instrumental in instituting the first degree programme in visual communication at Madras University.



Sanjay Jain
HOD Product Design & Director
of Business Incubation Centre

Prof. Sanjay Jain is the HOD Product Design & Director Business Incubation Centre. He has done his graduation from IIT-B and post graduation from IDC. Over the past 19 yrs he has worked as an industrial designer with companies such as Wipro and Bajaj. He has always been keen to share his industrial experience with the learners in the fields of Design Process, Design Management, Product optimization through manufacturing processes and innovative use of materials. He plans to pursue research in the fields of intelligent materials, minimal products and bionics.



Gaurang Shah
HOD Transportation Design

Prof. Gaurang Shah is the HOD of Transportation Design. A graduate in product design from NID, he, in the course of his career, has worked on diverse design projects including "Tempo Trax", "Matador", auto rickshaw design, lighting systems and digital cameras, among others. He has cleared an advanced level course in Product Planning and Design offered by the Carl Duisberg Gessellschaft e.V, in Munich, Stuttgart and Cologne, Germany. He has developed and conducted various courses such as Elements of Form, Simple Product Design, Basic Design, among others.



Sham Patil
HOD Animation Design

Prof. Sham Patil is the HOD of Animation Design. After he graduated from Sir J.J. School of Arts, Mumbai he was a part of the first Animation Design course at NID, Ahmedabad. He has a diverse range of professional experience commercial films with special effects, photography techniques, cell and stop motion animation, commercial documentary productions, architectural presentations and walkthroughs, motion rides, multimedia, print media, exhibitions, theme parks and museums. His experience also includes teaching at the Digital Media Design Centre, Nanyang Polytechnic, Singapore.



Ranjana Dani
HOD Graphic Design

Prof. Ranjana Dani is the HOD of Graphic Design. She is an experienced professor, who has been teaching Graphic Design, Visualization, Advertising & Marketing Theory, Branding and Innovative Strategy. She has established the status of a Professional Artist by developing a distinctive style and has held numerous exhibitions in India and abroad. A continuous interaction with Design Institutes and Advertising Firms has empowered her to stay abreast with contemporary trends.



Vasudha Karhadkar
HOD Interior Space & Equipment Design

Prof. Vasudha Karhadkar is the HOD of Interior Space and Equipment Design. She is a Furniture Design graduate from the NID, Ahmedabad. She has worked as a Lead Designer with Merino Panel products. She has also worked on craft based projects with NCDPD (wood and metal products) for the export market and CCIC (craft furniture) Delhi. She has been involved in a range of Consultancy projects in Interior Space Planning of Offices, Residences and Hotel (Guest room and Restaurant) with architects in Delhi. Her special interest lies in exploring different materials and workshop techniques.



Prashant Desai
HOD Film & Video Design

Prof. Prashant Desai is the HOD of Film & Video Design. He has graduated from the Film & Television Institute of India, Pune with a specialization in Cinematography in 1982. Since then he has worked in the industry in various capacities- Cinematography, Screenplay, Producer and Director. He has worked on various types of productions including Ad Films, Documentary/Educational Films, Feature Films as well as Television shows/ serials on national & international levels. He has taught in premier institutes like NID, FTII, SID, Wigan & Leigh and so on.



Deepankar Bhattacharya
Communication Design

Prof. Deepankar Bhattacharya is from the first undergraduate batch, NID, Ahmedabad. He was there between 1970 and '76 and has been a part of the evolution of modern Indian design from almost its beginnings. He has been practicing design for over 30 years as well as teaching it at various institutions. He has travelled extensively in India, documenting and learning about rural resources, artifacts and lifestyles. He has also been conducting workshops at IICD (Indian institute of Crafts & Design), Jaipur.



Paresh Choudhary
Communication Design

Prof. Paresh Choudhary holds an MFA in Applied Art (M.S. University, Baroda). His early professional career saw him as a Visualizer and Art Director with agencies like TBWA, Mudra Communications, McCann Erickson, LeoBurnett, O&M and as a consultant to Contract, Lintas, JWT, Bates-India etc., before venturing to his own set up called "lemontdesign". He has specialized in illustration, typography, brand and corporate identity development, character design and other graphic design categories and has bagged many awards.



Rajan Iyer
Interior Space & Equipment Design

Prof. Rajan Iyer is a Furniture & Interior Design graduate from NID. He has worked in industry for about 12 years and was associated with the Novopan Group in Hyderabad, Taj group of hotels, Sterling Holiday Resorts and Octanorm India Ltd in Chennai. He has conducted a number of workshops at NSIC, Pondicherry. He also conducts workshops with artisans in Kerala to explore bamboo as a material for value added construction.



Goutam Bandyopadhyay
Communication Design

Prof. Bandyopadhyay has done his foundation learning in Art and Design from Rabindra Bharati University, Calcutta, with a Diploma in Visual Art. He has spent more than 20 years in the creative department of different advertising agencies like O&M, ACIL, Saatchi & Saatchi and Brand Stewards as Art Director/ Senior Art Director. He was also formerly with the IILM- School of Design for 3 years, prior to joining the MIT Institute of Design.



Milind Dhobley
Communication Design

Milind Dhobley joined MIT Institute of Design as an Assistant Professor. He is UGC-NET qualified has done his Graduation and post graduation (MFA, Photography) from RTM Nagpur University. After having 15 years of teaching and Industrial experience has joined MITID™. As a graphic designer, he is involved in design projects and also involved in research work for the University of PUNE and RTM Nagpur University. He has done a project on Bastar Art and contributed in the project on Heritage of Vidarbha.



Suryanarayan Rao
HOD Workshop

Asst. Prof. Suryanarayan Rao is the HOD of the Workshop. He is a graduate in Mechanical Engineering from The National Institute of Engineering (NIE), Mysore. In a career spanning more than 24 years he has an extensive experience in Training / Manufacturing in Tool Room. He has conducted training programmes for industrial participants, Technical Teachers and students. His key skills include curriculum design, preparation of course material, Evaluation Methods. He has conducted National level short term training programme for Technical Teachers, trained participants of industry on CNC and CAD/CAM.



Amit Deshmukh
Industrial Design

Asst. Prof. Amit Deshmukh holds a Masters in Industrial Design from SPA, Delhi. He has a diverse experience in the industry and professional projects. His professional experience includes freelance work in product design, architectural and interior works. At MIT ID, he is engaged with Product Design and Interior & Space Equipment Design. He has a keen interest in research activities and learning attitudes. His key areas of interests include child related products, portable architecture and heritage work.



Samson Mathai
Industrial Design

Asst. Prof. Samson Mathai is a Product Design graduate from NID, Ahmedabad. During his seven year tenure in Godrej Appliances Pvt Ltd, Mumbai, he was involved in industrial design development of their product range. He has also worked with NID as an Associate Designer on client projects for its Integrated Design Services.



Pritharshv Pushkar
Product Design

Asst. Prof. Pritharshv Pushkar is a Product Design graduate from NID, Ahmedabad. He joined The Times of India group as a Creative Group Head in 2004 eventually setting up and heading STORY- a design vertical within the TOI group of companies. Prior to that, he was the Creative Head of Event Design at Wizcraft International Entertainment Pvt. Ltd., India's biggest entertainment company. He has worked as a freelance production designer, for BBC, Star World among others. He has been an art director for the adventure game show, The Amazing Race for six consecutive seasons.



Chandan Bhattacharya
Animation Design

Asst. Prof. Chandan has done his post graduation in Master of Fine Arts in 1998 from Banaras Hindu University in Commercial Arts. He started his career as a key animator and pre production artist in Colorchips India Ltd (2001), and later worked for production houses like Disney Studios, Marvel Comics, Nelvana, Kellogs commercials etc. Apart from feature animation he has also worked extensively in gaming industry as an Art Director. He has worked on projects like, Dhoom 2, Ghajini & Archie's Riverdale.



Binoj John
Animation Design

Asst. Prof. Binoj John is an experienced designer with a professional career of more than 10 yrs in the industry. He was associated with NID in Animation & IT integrated Programmes for 6 yrs. During this tenure he taught, worked and guided students at various levels in their classroom & diploma projects. A number of his animation films have received awards & appreciation in many International & National film festivals. He has set up the Audio Visual Lab at NID.



Chaitanya Kachare
Transportation Design

Asst. Prof. Chaitanya Kachare has done his graduation in Mechanical Engineering from Pune University and post graduation in Manufacturing Automation from Government College of Engineering, Pune. His industrial experience includes OEM like Force Motors and MNC like Dana Holdings Corp. He was also associated with the design and development of full perimeter frames and engine cradles for various programmes of Ford, Toyota and Volkswagen.



Ajay Patil
Pre Design

Asst. Prof. Ajay Patil is fine art graduate from the Sir J. J. School of Arts, his professional work over the past 9 years includes sculpture, murals, wall canvas paintings for residential as well as corporate spaces. Radio Mirchi and Planet-M have been some of his clients. At MIT ID he has actively engaged with the Pre Design Foundation learners.



Shireesh Kathale
Communication Design

Asst. Prof. Shireesh Kathale is a fine art graduate from the Nagpur University. To his credit, he has had a number of solo exhibitions and a music album. He has even been an art director, music director and a lyricist for an art film 'Appa Akka' made for an International film festival. Apart from being a sensitive artist, he is a musician, plays a number of instruments at ease, and writes poetry and songs.



Yugendra Gupta
PreDesign

Asst. Prof. Yugendra Gupta is a Fine Art (Painting) graduate from the Rajasthan University, Jaipur, and a Post Graduate in Graphic Art from Vishva Bharati, West Bengal. He has also qualified the NET-JRF of the UGC. He has about 6 years experience in various educational institutes.



Neelam Bhosale
Pre Design

Sr. Lecturer Neelam Bhosale is a Post Graduate in Art Education from Sir J.J. School of Arts, Mumbai and has done her MFA from the S.N.D.T. University, Mumbai. She has an experience of 6 years in various educational institutes. Her paintings have been displayed at Jehangir art gallery, Mumbai. She has also conducted workshops like 'Ceramic on pots', 'Basic calligraphy & strokes'. As a freelance artist she has made illustrations for books and cards used for deaf and dumb students, she has also done story boarding for a few films.



Shripad Kulkarni
Pre Design

Sr. Lecturer Shripad Kulkarni holds a Masters in Fine Arts from Karnataka University, Dharwad. He comes with an experience of 7 years in photography and painting. He has taught subjects like portraits, landscapes, photography and model making which included architectural and POP models. He is familiar with medias such as oil on canvas, pastels, water colour on paper, wall painting, wood sculpture, papier mache etc.



R. Donshong Koren
Transportation Design

Sr. Lecturer Koren has studied Product Design from Symbiosis Institute of Design (SID), Pune and Defence & Strategic studies from the University of Pune. He joined Autoline Design Software Ltd., in the year 2008 as a Chief of Officina for Autoline Zagato India chapter. He has been involved in various projects from styling to modeling of cars and life style product under Autoline Zagato IC.



Rajendra Thakre
Graphic Design

Sr. Lecturer Rajendra Thakre has done his Masters in Fine Arts (Photography) from Lalit Kala Vibhag Nagpur. He has a 10 years experience in various Computer Graphic projects and assignments. As a freelance computer artist he has worked with various creative ad agencies like FCB ULKA, Quadrant Communication & Overture .



Sweta Gade
PreDesign

She has completed her architectural bachelors in 2005 from Pune University. After working in architectural and interior design field for one year she did masters in product design from National Institute of Design in 2009. After experience in design field for almost three years she has joined MIT institute of design recently. She has been involved in various design related projects ranging from product design, interior design to large scale architectural projects and research. She was also involved with architectural college in Pune in teaching design for one year as a visiting faculty.



Chiranjit Bhattacharya
Animation Design

Chiranjit Bhattacharya has completed his BFA from Rabindra Bharati University in 2000, his major was Painting. Won certificate of merit from College in an annual exhibition for his Painting. He has worked as an Illustrator for N.G.O's like CINI, BMT, Sanglap and many book publishers in Kolkata from 2000 to 2004. Thereafter he completed his Post – Graduation Diploma in 2D/3D Animation from Roopkala Kendro, following which he worked as a 2D key frame animator in Digital Avenue Ltd, Kolkata.



Sandesh Gaundalkar
Communication Design

Lecturer Sandesh Gaundalkar is an artist of par excellence. He has completed his Bachelor of Fine art (Applied art) from the Goa College of art in the year 1999. His core strength lies in Illustrations & Communication Design.



Harshit Desai
Strategic Design for Business

Harshit Desai comes with a rich industry experience of 5+ years in Marketing & Operations. He has done his Engineering from Pune University and his PGDBM in Marketing. He has worked on Projects of diverse nature and has a very good understanding of business processes. In his earlier stint he was heading the Pan-India Operations for Content Sourcing for Database Creation of all Small & Medium Businesses in India. During this project he gained an excellent know-how of functions like Marketing, Distribution, GIS, IT Applications and Business Research.



Sandeep Varma
Transportation Design

Sr. Lecturer Sandeep is a graduate in Transportation Design from Istituto Europeo di Design (IED), Italy 2010. He is a car Designer and has the passion to design cars from an early age. Before graduating from IED he has worked as an Assistant designer at Purva Industrial Designers Pvt. Ltd, Pune. During his graduation he has worked with G2 Design as an Assistant Product designer. He also had an opportunity to work on two Thesis projects with companies like Fiat (Italy) in 2008 – 2009 and with McLaren Automotive U.K. 2009 – 2010.



Sandesh Pawar
Animation Design

Lecturer Sandesh Pawar has done his Bachelor's Degree from D.G Ruparel College Commerce and Diploma in Animation & VFX from MAAC, Mumbai. He has also done his specialization in 3D Modeling and Animation from Maximus, Mumbai. He has worked on several TVC's like Kellog's Chocos, Heinz Tomato Ketchup, Boomer, Videocon mobile, Micro Technologies and Rockstrong Cements. He has done character modelling for cartoon series, The Speed Racer.



Yogesh Gite
Digital Methods

Lecturer Yogesh Gite has done his Diploma in Multimedia & Production Technology. He has done his specialization in Mastering in Action Script development for Flash Development. Simultaneously he was working as a Web Designer and flash development in the industry. He has 7 years of experience in full life cycle of graphic designing processes including Design, Development in areas of Web and n-tier applications.

Visiting Faculty

Prof. V. M. Parmar, Prof. Manubhai Gajjar, Dr. G. G. Ray, N. N. Patel, Miti Desai, Shakti Sharma, Achyut Palav, Sandesh Bhandare, Usha Krishnan, Nachiket Thakur, Bilal Abid, Chandita Mukherjee, Abhay Kardeguddi, S. Sathaye, Amit Seth, Ravi Pande, Atul Joshi, Swati Sahasrabuddhe, Subhash Thawani, Samir Banerji, Prof. S. M. Shah, Prof. Sethuraman, Prof. Jayanti Panchal, Prof. Vikas Satwalekar, Dr. Sanjay Bhale, Mandar Rane, Anita Satsangi, Dr. Mrudula Kulkarni, Sameer Prabhune, Dipalee Parmar, Abhinandan Dhole, Anand Belhe, Madhura Mahajan, Nikhil Badde, Sumedh Kapare, Nina Sabnani, Ranjan Joshi, Farzaneh Maleki, Sonal Parmar, S. Haridas, Maya Balaji, Abhay Kardeguddi, Abhishek Singh, Abid Bilal, Ajit Mulay, Arunoday Sharma, Babu Udupi, Chandrashekar Badve, Chitra Mulani, Deepti Bhadbhade, Deepti Sasidharan, Dhananjay Gokhale, Dhananjay Sastakar, Dipalle Parmar, Dr. Anita Satsangi, Farzaneh Maleki, Gopi Kukde, Harini Chandrasekhar, Harsh Kamble, Harsha Chandriani, Harshavardhan S Inamdar, Jayanti Panchal, Jhumkee Iyengar, Ketaki Deshpande, Kiran Yadnopavit & Team, Laxmikant Deshpande, Madhura Mahajan, Mandar Rane, Mangesh Deshpande, Manohar Kamath, Miti Desai, Mitsuru Omura, N Ravikrishnan, Nakul Jagdeo, Nandita Khaire, Neville Shah, Nitin Urdhwaresh, NN Patel, P.J.Ganguly, Priya Augustine, Prof Sathaye, Prof Swati Sahasrabudhe, Prof Vikas Satwalekar, Prof. Nina Sabnani, Prof. Ranjan Joshi, Prof. Shiven Surendranath, Prof.A.B.Kulkarni, Prof.V.G.Paranjape, Prosenjit Ganguly, Purva Musale, Pushkaraj Kaulgud, R. Ponkshe, Prof. R.L.Mistry, Rahul Bakshi, Rajesh Mirajker, Ravindra Pande, Riya Thosar, Rohinton Shroff, Russell Howarth, Saket Yeolekar, Salil Sakhalkar, Samir Agale, Samir Banerji, Samir Chabukswar, Sampada Apte, Sandeep Bhambra, Sandeep Sangaru, Sandesh Bhandare, Sanjay Kulkarni, Sheetal More, Sheil Sadwalekar, Shruti Nirgudkar, Siddharth Kabra, Sumedh Kapare, Swarnendu Biswas, Tanaz Kothari, Tanishka Kachru, Vaibhav Shah, Vijay Khambati, Vikram Sharma, Vikram Srivastava, Vishal Wadaye, Vivek Ram, Wasim Khan, Yusuf Mehta, Soumitra Bhat, Madhusudhan Mukherjee.

Adjunct Faculty

Prof. Mahendra Patel