



Dr. Vishwanath Karad
MIT WORLD PEACE
UNIVERSITY PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

MIT-WPU, Pune

About MIT-WPU, Pune

- MIT World Peace University is one of the top education institutes in India and is an establishment of **MIT Group of Institutes** founded by Prof. (Dr.) Vishwanath D. Karad.
- The University has a legacy of more than 4 decades in the education domain with an enormous accumulation of experience teaching to around **100,000 alumni**.
- They offer a wide range of courses like Engineering, Medicine, Pharmacy, Marine Engineering, Design, and many more.



Objectives for MIT-WPU, Pune

- The core objective was to promote the 35 different courses of MIT-WPU which are niche in nature and to create a unique identity for the Institute.
- To ensure brand awareness for the newly launched courses by leveraging the USP that each course offered.
- Promote the top management of the institute as thought leaders and gain maximum media traction in top Category A publications.



Limitations for MIT-WPU, Pune

- **Time constraint:** Since a lot of courses had to be showcased in front of the media within a limited period of time with equal weightage to all, effective communication within the limited amount of time was challenging.
- **Limited number of publications:** Considering limited education publications and space; seeding different stories, conducting interviews and getting maximum coverage without repetitiveness was another challenge.



Strategies for MIT-WPU, Pune

- Conducted interviews with Category A publications and positioned the faculty members and HODs as an expert in their field.
- Location based targeting of media according to the course and interest of the audience for that particular course was implemented.
- Invoked media interest by suggesting story ideas to the media and getting MIT-WPU content published to ensure top of the mind recall of the institute.



Client Coverage **MIT-WPU, Pune**

- Target based activities ensured increase in the number of applicants.
Eg. Masters in Political Leadership and Governance which initially had 40 applicants soared to 110 applicants by the end of the campaign
- Despite the time constraints, we were able to deliver **17 media coverage in a span of 6 months.**
- The continuous coverage in Category A publications with **3 interviews in Times of India and 3 stories in Hindustan Times** increased the website and SEO ranking of the institute.



Client Coverage

Press Release

hindustantimes Monday, Mar 11, 2019

INDIA WORLD NEWS ECONOMY SPORTS ENTERTAINMENT GO EDUCATION SPORTS Lifestyle videos photos hindustantimes.com

CAT 2018: Tips on how to prepare for your GDPI

Every MBA aspirant wants to beat the cat and hence knows the importance of GDPI in order to crack and get into their desired college.

EDUCATION | Published on 25, 2018 18:58:57

by Ananya Goshal

CAT 2018 result was declared on January 5, 2019, with the exam being conducted across 142 test centres on November 25, 2018. (Shutterstock)

CAT 2018 result was declared on January 5, 2019, with the exam being conducted across 142 test centres on November 25, 2018. Every year one of the IIMs conceptualizer the examination pattern and this year, IIM Calcutta conducted the exam with as many as two lakh aspirants appearing for the entrance.

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Hindustan Times

BW EDUCATION

HOME NEWS K-12 HIGHER EDUCATION PREPST STUDENT VIDEOS EVENTS

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- Feasibility-Industry
- Smartcities
- Technology-Leaders
- Students scholarship India

Why Should One Opt For An ROI Based Higher Education?

Higher education in India is considered as an investment, where an individual dedicates time, resources and money to improve their professional skills and earn a lucrative salary. An estimated 5.53 lakh Indian students are studying abroad in 86 countries as per government data.

Photo Credit: Shutterstock

07 February, 2019 by Rajeev Sengupta

PRINT THIS ARTICLE

Business World

Times News Network

Here, students learn about power dynamics, governance in India

EQUIPPED FOR KNOWLEDGE

- Classrooms** | Air-conditioned classrooms designed to resemble Parliament with smart boards, seating, broadband and cable network
- Library** | Has books on politics, disaster management, social sciences, biographies, turn-around stories. It subscribes to over 50 national and international journals and magazines. It has a collection of DVDs audio/visual cassettes and a projector. Students have access to the central MIT-WPU library
- Canteen** | A full-fledged canteen serving multi-cuisine, nutritious vegetarian food
- Sports** | The campus has facilities for indoor and outdoor games and a gymnasium

various attractive career opportunities in the field of functional politics as research associates, political analysts, policy associates, political strategists, political consultants, election managers, election research & campaign managers, political social media managers, constituency managers, and assistants in parliamentary offices etc.

The written test includes descriptive questions based on current and political affairs to be answered in approximately 100 words.

► It is the first institute in India to start the two-year Master's Degree programme in political leadership & government for a career in politics. The institute provides much needed practical exposure on functioning of the government from panchayat to Parliament from electo-

Alumni

- My MIT-SOG experience was rich in changing my thinking, behaviour and in depth

Times of India

Client Coverage

Press Release

5 new-age B.Tech programmes for better engineering job opportunities


Engineering job opportunities and employment has been rather dismal in recent years. With new-age technology, new types of engineering fields are booming. Choose one of these to have a good career!

GOVERNMENT

MASTER YOUR FUTURE
at the Beating Heart of the Start-Up Nation!
INTERNATIONAL LL.M. at Tel Aviv University

APPLY NOW

INDIA TODAY WEB DEK
New Delhi
April 5, 2019 (UPDATED: April 5, 2019 19:24:07)



These new-age B.Tech engineering branches will give you more job opportunities

Lakhs of class 12 students appear for engineering tests every year to pursue B.Tech or engineering as the next step in their education or career ladder. After doing this graduate

India Today

hindustantimes Thursday, April 05, 2019 10:45 AM

The peace programme makes the university unique, says Shrihari Honwad, Provost MITWPU

Peace studies has shown its budding strength since its launch for building skills, build healthy global citizenship

NEWS Published: April 05, 2019 11:00:00 AM
30 Comments
Tendulkar, Yashwantrao, Hare



Relevance of the course
Currently, there are not only a handful of educated young political leaders. At the most, youngsters who are currently engaged in politics have a background in political science, sociology, history or law. Otherwise, most run to the political ladder by volunteering in different political campaigns and being active in addressing issues related to manifestos.

A degree in politics will give you an academic and professional edge over non-degree holders in this field. You can look for better job opportunities and post positions. Meet and mention, public regards an educated politician.

Skills required
Since politics is one of the most crucial governing factors of any country, it demands requisite knowledge and skills in a different field that falls under its ambit. For example, politicians require holding expertise in subjects such as foreign policy, political economy, international relations, public policy, parliamentary and legislative affairs, frontier structure, elections man-

agement, constituency development, etc.

You will also require skills such as excellent communication, public relations, networking, team building, sharp political acumen, leadership and ability to influence people of all diversities. You will also need to learn to be helpful and resourceful because you will constantly be under public and media scrutiny.

But, most importantly, being an educated political leader,

you will need to ensure that you see the problems and things from all perspectives rather than be driven by biases, discrimination or emotions. You are expected to encourage transparent and honest governance.

Job scope and prospects
Besides electoral politics, there are several professions where youngsters have brilliant opportunities.

Functional politics: This profile acts as a bridge between the political party or ministry or the political leaders. You will be responsible for developmental work and social work focusing betterment of the masses.

Political Campaign Managers: This profile calls for formulating and executing political and election campaign strategies. You have to write press releases, arrange public events and rallies for political leaders, manage the political leader's public image, raise money

to fund the campaign as well as train/mentor volunteers.

Policy Analysts: A policy analyst is akin to a think tank of a political organisation. You are required to keep a close tab on the current national policies, political trends, international affairs, laws and regulations and budget-allocations. Based on this information, policy analyst drafts policy papers and implement policies and programmes.

Booth Managers: During the voting period, election booth management becomes very critical. As a booth manager, you have to manage both voters and votes. You have to ensure that voting goes smoothly without any avoidable occurrence of events. You have to also check for the discrepancy in the votes.

Pollsters: Pollsters are people who undertake surveys, gather information, do statistical analysis, write reports and evaluate responses to conduct opinion polls and measure the political campaign effectiveness. If you love developmental work and social work, then you can become a pollster.

Social Media Managers: Today, there is an increasing emphasis on influencing voters through digital mediums. All political parties promote their campaigns online on their social media accounts. They require social media managers to handle their social media campaigns.

A formal degree in politics can lay a solid foundation for you to make a successful career in this field.

— The Writer is Associate Director, MIT World Peace University (MITWPU)

Hindustan Times

SHRIHARI HONWAD

India is progressing to be a global superpower. To attain that, we need young, dynamic political leaders who are educated, proactive, capable and knowledgeable to handle the political challenges and nuances at local, national and international level. If you are an aspiring politician and need guided direction to enrol in a political degree course, here is some help for you.

CAREER COMPASS: POLITICS

COURSE CHART
The politics degree programme covers the following subjects:

- Comparing Political-Economic Ideologies at Least (Self-Government in India with Rural Immersion)
- Psychology and Data Analytics
- Elections in India
- Peace Subject
- Political Communication
- Public Policy and Advocacy
- Working of Indian Constitution
- Building of Social and Political Organisations
- Politics of Change

You can also look forward to Assembly and Lok Sabha election internships during the programme duration.

Making of a leader



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Digital Learning

PR Results

Media coverage worth

