



**MADRAS INSTITUTE OF TECHNOLOGY
CAMPUS
ANNA UNIVERSITY, CHROMEPET, CHENNAI - 44**



**Prof. K. Ravichandran,
Dean**

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Respected Sir/Madam,

Greetings from the Dean of the Madras Institute of Technology, Anna University!

Madras Institute of Technology (MIT) is a pioneering technological institution, established in July 1949 by illustrious industrialist Thiru.C.Rajam. It was the rare genius and daring of its founder to offer courses like Aeronautical Engineering, Automobile Engineering, Electronics Engineering, and Instrument Technology for the first time in our country. Now, it provides technical education in other engineering fields such as Production Technology, Rubber and Plastic Technology, Computer Science and Engineering, Information Technology, Robotics and Automation, Artificial Intelligence and Data Science. It was merged with Anna University in the year 1978. MIT has produced great scientists like former President Dr. A.P.J. Abdul Kalam, versatile geniuses like Sujatha, Dr. K. Sivan, and many more.

As you are already aware, MIT is marching towards completing 75 golden years from 18th July 1949 since its inception and getting ready for grand 75th Platinum Jubilee celebrations during 18th – 20th July 2024. The Honourable Chief Minister of Tamilnadu Thiru.M.K.Stalin inaugurated the 75th year celebrations in a grand manner on 20.07.2023.

As a part of our efforts to commemorate MIT 75th year platinum jubilee celebrations are planned for three-day celebration as follows :-

- 18th July 2024: Unveiling of Special Postage Stamp and Cover / Monument, Release of Souvenir and Planting of 75 saplings in the MIT Campus
- 19th July 2024: MIT Open House Exhibition
- 20th July 2024: MIT 75th Year Valedictory function organized by MITAA and MIT

We, the MIT Family (Alumni, Faculty, Staff, Students and University Administration), earnestly place our request for your generous sponsorship. Apart from that, you can also be a sponsor for the events as mentioned below :-

- Release of Postal Stamp & Cover - Rs.13.0 Lakhs
- Monument with two step sitting gallery (MIT Connect Point) - Rs. 18.0 Lakhs
- Event Management - Rs. 10.0 Lakhs
- Souvenir - Rs. 10.0 Lakhs
- Mementoes for dignitaries/staff/retired staff members/Alumni - Rs. 10.0 Lakhs

You can make your contributions through the procedures listed below. (Your contribution will be eligible for 80G benefits under the IT Act/FERA Act. Besides, CARCA is registered to receive CSR funds).

Procedure to Sponsor

1. If you are a new user register in Google Form:
<https://forms.gle/YNF4ArfApL5nBAok9>

- This involves submission of photo id and sponsor's details.
- On submission of the sponsor's detail and and photo id, approval will be given by MIT officials.
- Approval will be intimated through email, afterwards sponsors can donate the amount through Payment Link given below.

https://alumni.annauniv.edu/project_campus.php

2. If you are already Registered user in CARCA portal, you can directly make the payment.
3. If you encounter any difficulty in the above procedure, sponsors can also make payment through cheque in favour of '**CARCA**' payable at Chennai with contact details mailed to mit75@mitindia.edu

With Regards,



Dr.K.Ravichandran

DEAN MIT CAMPUS

Dr.N.Pappa(IE),

9962560646

Dr.V.Arumugam(Aero)

9444145210

Dr. K.M.Veerabadran(S&H)

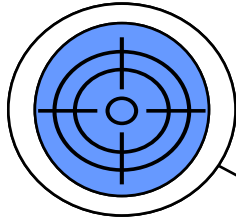
6374530721

Dr.K.Ravichandran

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Monument - MIT Connect Point

OBJECTIVE

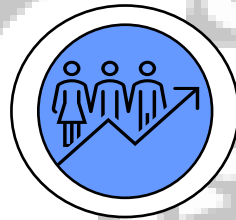


MIT Connect Point

Fostering Student Connectivity and Collaboration

- **Comfortable Seating Gallery:** Designed to enhance relaxation and informal meetings.
- **High-Speed Wi-Fi:** Ensuring seamless internet access for academic and social activities.
- **Academic Engagement:** Boosting student participation in learning and research.
- **Campus Vibrancy:** Creating a lively & interactive campus environment.

BENEFICIARIES



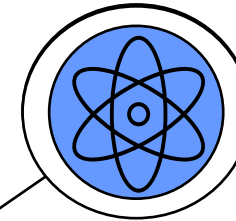
Enriching Students' Academic Journey

Fostering a Sense of Belonging, Pride, and Connection

- **Sense of Belonging:** Creating an inclusive environment where every student feels valued.
- **Institutional Pride:** Cultivating pride in MIT's achievements and legacy.
- **Connection to Heritage:** Deepening ties to MIT's rich history and traditions.



MOTIVATION

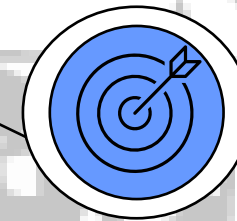


Crafting Monuments

Etching Tales in Stone

- **Echoes of History:** Monuments that resonate with the whispers of the past.
- **Inspiration for Eternity:** Inspiring generations with timeless stories.
- **Timeless Legacy:** Celebrating and preserving our heritage through art and architecture.

OUTCOMES



Monument Creation for College Students

Cultivating a Sense of Permanence Amidst Transient Academic Pursuits

- **Symbol of Intellectual Growth:** Representing the continuous journey of learning and discovery.
- **Student Impact:** Reflecting the collective achievements and contributions of the student body.

Estimated Cost: Rs.18 Lakhs



Release of Postal Stamp & Cover



Objective

To commemorate the 75th Year celebrations and to honor the Founder of MIT, a Postal Stamp and a Postal Cover are to be released.

Outcome

It acknowledges Anna University, founder's family and other contributors towards its impactful journey in engineering education and research.

The stamp also acknowledges MIT's rich history and its commitment to excellence and the pivotal roles played by faculty members, staff, and alumni in the development of human resources and institute.

It can serve as an epitome to cherish the 75th Year celebrations of MIT.

Estimated Cost: Rs.13 Lakhs



Souvenir

Estimated Cost: Rs.10 Lakhs

Advertisement Cost Details:

- Back Cover Page : **Rs.1 Lakh**
- Front/Back inner cover Page : **Rs.75,000**
- Full Page : **Rs.40,000**
- Half Page : **Rs.25,000**



To celebrate and build upon MIT's rich heritage, the institute is planning a series of significant events.



To honor our legacy, we will release a commemorative stamp celebrating our visionary Founder. Additionally, we will establish monuments to commemorate the occasion and distribute Platinum Jubilee Souvenirs to all those who have significantly contributed to MIT's growth.



As the reach of the souvenir is high, it will give a platform for the company to inform, influence the potential customers by improving salience and adding value to the product of the company.



Event Management

Objective

To commemorate the 75th year milestone in grand style, the proposal recommends the installation of a spacious German Tent adjacent to Rajam Hall. This tent will be equipped with centralized air conditioning to comfortably accommodate over 1000 delegates.

Events

- On July 18, 2024, a special function will be hosted to unveil a commemorative postal stamp. This event will also serve as an opportunity to honor our retired staff members and distinguished alumni.
- On July 19, 2024, a series of engaging events will be held specifically for school and college students.
- On July 20, 2024, the 75th-year celebrations will culminate in a valedictory function. This event will serve as a fitting conclusion to the festivities, reflecting on the achievements and memories of the past year while looking forward to the future with renewed enthusiasm.

Estimated Cost: Rs.10 Lakhs

Mementoes



Objective:

The memento in MIT's 75th-year celebration symbolizes a legacy of excellence, fostering pride, community, and ongoing commitment to innovation.

Outcome:

Evoke a sense of pride, honor contributions, strengthen community ties, and inspire continued engagement with the institution's mission and values.

Estimated Cost: Rs.10 Lakhs