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ARE* - WCE* : Project Based Product Development Model - To be followed in Engineering Institution for "MAKE IN INDIA" Drive

'ARE' has shown the formation of a model scheme in which Student Teacher relation in a project team, Industry Institute Interaction, Entrepreneurial Spirit, Project based Teaching form the Spokes of an innovation Wheel. All these facets of group activity when happening on the Engineering College campus create a formative dynamic attitude of progress.

Though ARE model activity took place some time during 1960-90 period, the contents of the model are still applicable in many other places, spreading the message of creative activity leading to innovative culture in College. it is not only a necessity in Engineering Colleges but the model finds application in Arts/Science/Commerce Colleges forming application oriented activity groups, calling in for connectivity with national progress/development schemes. The "Purushottam Karandak" competition of one act play started 50 years ago in Pune, have created an avenue of youth activity in performing arts, literatures, and social leadership and have created a rich tradition of various sociocultural - political - innovative attitudes in Maharashtra & other parts of Country, in almost all colleges.

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ARE* - Applied Research & Engg. Pvt. Ltd. Company, Miraj.

WCE* - Walchand College of Engineering, Sangli.

The Firodiya Karandak Competitions of one act play in PUNE are also becoming popular since last ten years and are having way in a similar manner. These activities are making the youth activity more constructive, dynamic and

shaping the mindset of the youth towards enterprising spirit building, making the field of Cinema and drama more creative leading a progressive society.

The "Dipex" competition of projects initiated by ARE group 26 years ago in Sangli, is now catching the rhythm of Marathi mind in Entrepreneurial and Intrapreneurial activities and the youth are shown the way of self employment through College based project activity. The gathering of skills and a chase for intellectual property as envisaged by P. M. Narendra Modi in this "Make in India" drive has been rightly put in the ARE activity and "Dipex" movement.

The linking of youth activity with National development through "Make in India" drive calling in for Technical skills and indigenous production activity will lead to a progressive nation. This drive will be made more effective through the model of ARE - WCE activity combining the project based Teaching, entrepreneurship training, Student-Teacher groups leading to Industry Institute integration.

The project based Teaching / Learning process thus forms a new approach of Innovative through process leading to entrepreneurial attitude in almost all disciplines in education. The Science Arts, Commerce, Management and Fine Arts Institutes find a new potential of building an enterprising and spirited youth leading to nation building in all facets of life like fine arts, literature, industries, self help groups, Bachat gats, social engineering, event management and entertainment industry, venture and sports activity.

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"DIPEX" – Annual Exhibition of student's projects organised by ABVP (Akhil Bharatiya Vidyarthi Parishad)
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The spread of ARE-WCE type model activity in different Engineering Institutions will definitely help inculcating the spirit of gathering different skills and building some kind of intellectual property leading to starting small industries taking to further expansion.

The 5000 Institutions educating about 25 lacks of Students handling different projects with one lakh teachers are a great strength leading to almost 2 lakhs of good projects ultimately giving rise to about 2000 patentable projects every year, is a covetable aim for a progressive nation trying to reach the World -Guru status. In order to reach this goal ARE-Pattern or ARE-WCE model of Student Teacher interaction with Project based Teaching will bring in industry institute interaction and content of social engineering in total approach of different kinds of projects.

Today the focus of activity in Engineering Colleges is towards seeking excellence in placement through campus interview, for which more emphasis is on presentation techniques & impression making attitude and less emphasis on Subject training, in depth understanding, creative / innovative thinking and entrepreneurial training, There are 3-5 day programmers of 'VISION' type activity of annual technical features with Technical paper presentation. robot games, project competitions, funny games etc. giving marginal scope for creative / innovative approach. No efforts are taken to groom creative through process and innovative. Culture throughout the year through proper integration of industry-institute relations, presentation of well known industrialists, Executives and Thought Leaders. The Management of Colleges is doggedly after the Curriculum follow up and result oriented Teaching technique leading to continued way of Admissions at the College every year, through projecting the image as a best centre of successful employability.

Looking to the present scenario of higher education in Engineering and Technology, need of national programme connected activity is strongly felt. The employment based education does not fulfill the need for national aim of orienting the youth to innovative approach of production activity through project based education. The generation of skilled man power needed for industrial progress should also form a part of national priority of Technical education. "Make in India" and "Innovative India", "Technically skilled India", should be part of a common policy interwoven through education throughout the Country.
