

MoU - Memorandum of Understanding

Entrepreneurship Cell, IIT Kharagpur and Techno India NJR Institute of Technology.

Respected Sir,

Entrepreneurship Cell, IIT Kharagpur wants to conduct Entrepreneurship Awareness Drive **Udaipur 2019** in association with **Techno India NJR Institute of Technology** during September – October 2019.

The requirements from **Techno India NJR Institute of Technology** are as follows:

- Sponsorship amount of **INR 30,000** to be paid before **EAD** in 2 installments i.e. **INR 20,000** to be paid within 7 days of signing of MoU and **INR 10,000** to be paid within 7 days of completion of the event by **Techno India NJR Institute of Technology** to officially be Education Partner.
- **Booking of Auditorium** with minimum capacity of 200 and proper **Audio – Visual facilities** along with a room for **Press conference** before the event and refreshments for media-persons.
- The college should carry out required **publicity measures** for the event including printing and sticking up posters in colleges and management institutions in the city.
- College has to take care of the **charges of printing** Backdrops and Posters.
- College has to arrange for 10 standees, banners to be displayed on them will be provided by Entrepreneurship Cell, IIT Kharagpur.
- The college should take care of **all logistical issues** before and during EAD.
- Allow Entrepreneurship Cell, IIT Kharagpur to display flexes, banners of the sponsors, media, etc.
- College has to bear charges for Accommodation / Mementos / Bouquets / Snacks for the Guests of EAD and make arrangements for Placards, Lamp lightening, etc.
- Provide a **Registration desk** and a **stall space** for the sponsors.
- **Video recording** of the complete event to be taken care of by the college.

Benefits to Techno India NJR Institute of Technology :-

- Publicity as **Entrepreneurship Cell, IIT Kharagpur and Techno India NJR Institute of Technology** present Entrepreneurship Awareness Drive - Udaipur, 2019, largest nation-wide entrepreneurship drive.
- **Publicity** as Education Partner during the **Global Entrepreneurship Summit 2019**.
- **Video Advertisement** of **Techno India NJR Institute of Technology** to be screened during EAD -Udaipur -2019.
- **Exclusive banners of Techno India NJR Institute of Technology** apart from logo in all sponsor banners, auditorium backdrops, posters, flexes, and publicity materials.
- **Logo** in all advertisements to be published in esteemed newspaper in Udaipur.
- **Presence of Logo** in subsequent advertisements in magazine associates like **Business India, Business Barons, Careers 360, Business Economics** and other national and international magazines.
- **Presence of Logo** in **EAD 2019 Impact Report** which is to send to various corporate companies.
- **Presence of Logo** in our Annual Souvenir, which is sent to hundreds of corporate companies, PSUs and our VCs, faculty and angel pool.
- **Techno India NJR Institute of Technology's mention** in our **EAD 2019 Booklet** which is given to all IIT Kharagpur students (10,000 in total).

- **Mention & Half page Advertisement** in our annual **EAD Advertisement Brochure** sent to all EAD participants (over 30,000) and hundreds of corporate companies PSUs and our faculty and angelpool.
- **Hyperlinked logo of Techno India NJR Institute of Technology** on E-Cell's official website for a period of 3 years.
- **Database** of participants attending EAD may be shared with **Techno India NJR Institute of Technology**.
- Pamphlets/brochures of **Techno India NJR Institute of Technology** may be distributed during EAD 2019.

We look forward to a positive outcome and a fruitful association with you. In case of any queries, feel free to contact the undersigned.

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Technology

Corporate and Media Relations,

Entrepreneurship Cell, IIT Kharagpur

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For Techno India NJR Institute of Technology
Concerned Authority
Techno India NJR Institute of Technology
Director