

Memorandum of Understanding (MoU)

(Entrepreneurship Cell, IIT Kharagpur & Techno India NJR, Udaipur)

Entrepreneurship Cell, IIT Kharagpur (hereby referred to as **E-Cell**) and **Techno India NJR Institute of Technology Udaipur**, sign this Memorandum of Understanding on the 23.11.2020 to associate with each other. The deliverables from both the parties are as follows:

Deliverables from Entrepreneurship Cell:

- Publicity as **Entrepreneurship Cell, IIT Kharagpur and Techno India NJR** present **Entrepreneurship Awareness Drive – Jaipur 2020**, largest nation-wide entrepreneurship drive.
- **Publicity** as **Education Partner** during the **Global Entrepreneurship summit 2021**.
- **Presence of Logo** in **EAD 2020 Impact Report** which is sent 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** mention in our **EAD 2020 Booklet** which is given to all IIT Kharagpur students (8,000 in total).
- **Mention & Half page Advertisement** in our annual **EAD Advertisement Brochure** sent to all EAD participants (over 20,000) and hundreds of corporate companies PSUs and our faculty and angel pool.
- **Mention** in our **online Media Associates** like Yourstory, Dare2Compete, Trak.in, VC Circle etc. and our monthly **Email Newsletter** sent to all subscribers over the past.
- **Hyperlinked logo of Techno India NJR** on E-Cell's official website for a period of 3 years.
- **Database** of participants attending EAD may be shared with **Techno India NJR**.

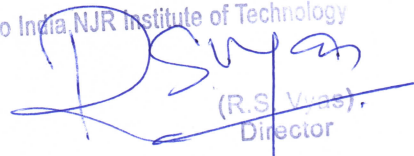
Deliverables from Techno India NJR:

- The college is expected to intensively **publicise the event** in its network and share relevant contact of the city with Entrepreneurship Cell, IIT Kharagpur.
- The enlisted benefits would be provided to the colleges based on the number of registrations that their college has for **Entrepreneurship Awareness Drive 2020**.
- **National EAD/LSM Partner: Techno India NJR** is expected to provide a minimum of 1000 registrations from their college for EAD 2020. **Techno India NJR** would get above mentioned benefits in all 9 cities in which EAD/LSM is being organised.
- **Regional EAD/LSM Partner: Techno India NJR** is expected to provide a minimum of 500 registrations from their college for EAD 2020 **Techno India NJR** would get above mentioned benefits in 3 cities of their choice in which EAD/LSM is being organised.
- **City EAD/LSM Partner: Techno India NJR** is expected to provide a minimum of 250 registrations from their college for EAD 2020. **Techno India NJR** would get above mentioned benefits in the city in which they have associated for EAD/LSM.

Note: The association will be a complete barter with no monetary exchanges.



Sarthak Chauhan,
Senior Manager,
Entrepreneurship Cell,
IIT Kharagpur.



For Techno India NJR Institute of Technology
(R.S. Vyas),
Director

Authorized Signatory
<Techno India NJR>

www.ecell-iitkgp.org
