

## Memorandum of Understanding (MoU)

(Entrepreneurship Cell, IIT Kharagpur & Techno India NJR Institute Of Technology)

**Entrepreneurship Cell, IIT Kharagpur** (hereby referred to as **E-Cell**) and Techno India NJR Institute Of Technology, sign this Memorandum of Understanding on the 06/09/2021 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 Institute Of Technology** present Entrepreneurship Awareness Drive – Udaipur 2021, largest nation-wide entrepreneurship drive.
- **Publicity** as **Education Partner** during the **Global Entrepreneurship summit 2022**.
- **Presence of Logo** in **EAD 2021 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 Institute Of Technology** mention in our **EAD 2021 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 Institute Of Technology** on E-Cell's official website for a period of 1 year.
- **Database** of participants attending EAD may be shared with **Techno India NJR Institute Of Technology**.

### Deliverables from Techno India NJR Institute Of Technology:

- 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 2021**.
- **National EAD/LSM Partner: Techno India NJR Institute Of Technology** is expected to provide a minimum of 1200 registrations and attendees from their college for EAD 2021. **Techno India NJR Institute Of Technology** would get above mentioned benefits in all 20+ cities in which EAD/LSM is being organised.
- **Regional EAD/LSM Partner: Techno India NJR Institute Of Technology** is expected to provide a minimum of 800 registrations and attendees from their college for EAD 2021. **Techno India NJR Institute Of Technology** would get above mentioned benefits in 10 cities of their choice in which EAD/LSM is being organised.
- **City EAD/LSM Partner: Techno India NJR Institute Of Technology** is expected to provide a minimum of 500 registrations and attendees from their college for EAD 2021. **Techno India NJR Institute Of Technology** would get above mentioned benefits in 3 cities of their choice in which EAD/LSM is being organised.

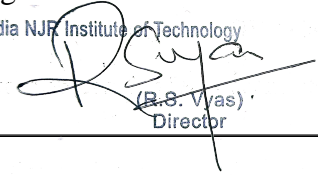
**Note:** The association will be a complete barter with no monetary exchanges.



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Gaurav Garg  
Senior Manager,  
Entrepreneurship Cell,  
IIT Kharagpur.

For Techno India NJR Institute of Technology



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(B.S. Vyas)  
Director

Authorized Signature  
**Techno India NJR Institute Of  
Technology**

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