



Memorandum of Cooperation

Entrepreneurship Cell, IIT Kharagpur and **Techno NJR College**

Entrepreneurship Cell, IIT Kharagpur will conduct Entrepreneurship Awareness Drive **Udaipur 2024** in association with **Techno NJR College** during October 2024.

The requirements from **Techno NJR College** are as follows:

- Sponsorship amount of Rs. 50,000 by **Techno NJR College** to officially be Education Partner which is to be paid by the college.
- Booking of Auditorium/Construction of Arena** with a minimum capacity of 500 and proper Audio – Visual facilities along with a room for **Press conference** before the event and refreshments for media persons.
- Minimum of **250** participants to be ensured from the college on the day of EAD **Udaipur**.
- The college should carry out required **publicity measures** for the event including printing and sticking up posters in colleges and management institutions in the Udaipur.
- College has to arrange for spacing of **30** standees, banners to be displayed, which will be provided by Entrepreneurship Cell, IIT Kharagpur.
- The college should take care of **all offline logistical issues** before and during EAD, charges for Mementos / Bouquets / Snacks for the Guests of EAD and make arrangements for Placards, Lamp lighting, etc.
- Allow Entrepreneurship Cell, IIT Kharagpur to display flexes, banners of the sponsors, media, 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.



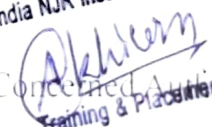


Benefits to **Techno NJR College**:

- Publicity as **Entrepreneurship Cell, IIT Kharagpur and Techno NJR College** present Entrepreneurship Awareness Drive - Udaipur 2024, the largest nationwide entrepreneurship drive:
- Video Advertisement of Techno NJR College** to be screened during EAD - Udaipur 2024.
- Exclusive banners of Techno NJR College** apart from the logo in all sponsor banners, auditorium backdrops, posters, flexes, and publicity materials.
- Logo** in all advertisements to be published in the esteemed newspaper in Udaipur.
- Presence of Logo** in subsequent advertisements in magazine associates and other national and international magazines.
- Presence of Logo** in **EAD 2024 Impact Report** which is to be 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 NJR College** mentioned in our **EAD 2024 Booklet** which is given to all IIT Kharagpur students
- Hyperlinked logo of Techno NJR College** on E-Cell's official website for a period of 1 year.
- Database** of participants attending EAD may be shared with **Techno NJR College**.
- 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 angel pool.
- Pamphlets/Brochures may be distributed during EAD 2024.

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

Unnat Agrawal
EAD-LSMC coordinator
(Entrepreneurship Cell)

For Techno India NJR Institute of Technology

Concerned Training & Placement Officer
(Techno NJR College)
6/9/2024

