



7-D, Thacker Industrial Estate, N. M. Joshi Marg, Lower Parel, Mumbai - 11.
022-49762666, +91 9029006464 care@ekeeda.com www.ekeeda.com

MEMORANDUM OF UNDERSTANDING

between



AISSMS

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi, Recognized by
Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University
and recognized 2(f) and 12(B) by UGC (Id.No. PU / PN/ Engg. / 093 (1992)
Accredited by NAAC with 'A+' Grade



AISSMS College of Engineering, Pune

&



EKEEDA Private Limited

on

April 21, 2022



V. K. Kulkarni
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1. **Brief overview**

AISSMS College of Engineering, Pune, Maharashtra, an Engineering College (hereinafter referred to as "COLLEGE", which expression shall, unless repugnant to the context or meaning there of, include its successors, legal representatives and permitted assignees)

And

EKEEDA Private Limited, a Company duly organized and existing under the laws of India having its registered office at 7-D Thacker Industrial Estate, NM Joshi Marg, Parel, Mumbai, Maharashtra – 400011, (hereafter referred to as "EKEEDA", which expression shall unless repugnant to the context or meaning thereof, include its successors, legal representative and permitted assignees)

AND WHEREAS, "COLLEGE" is among the noteworthy academic institutes offering UG programs in Engineering.

AND WHEREAS, EKEEDA, is a registered company & reputed edtech platform facilitating e-learning for engineers, with the vision of creating an employable workforce. With our presence amongst 12 lakh+ students, EKEEDA is the most preferred online platform by engineering aspirants in India. EKEEDA helps engineering students to master curriculum, upskill in cutting edge technologies & crack engineering competitive exams like GATE,SSC-JE, State Govt Engg exams in order to improve employability ratio.

2. **NOW THEREFORE BOTH THE PARTIES HERETO AGREE AS UNDER:**

- a) **3000 Licenses for Online Learning Resources:** EKEEDA will provide 3000 Licenses worth INR 1,50,00,000 in order get FREE Lifetime access to the most current, interactive & semester exam preparation material which includes 90000+ synchronous Video lectures, Study Notes & Test Series for all technical education along with structured learning resources.
- b) **Full Access to Learning Resources:** All learners will get full access academic content library through EKEEDA App & Website



A handwritten signature in blue ink, appearing to be 'V. S. Jadhav'.

V. S. Jadhav
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- c) COLLEGE will create a display board of at least 3 X 4 feet for Ekeeda Content Library awareness in premises of college & grant permission to put a stall in college premises during festivals.
- d) COLLEGE will mention about EKEEDA content library on the official website of the institute & provide a do-follow hyperlink to EKEEDA website.
- e) **Awareness and Technical Sessions:** EKEEDA and COLLEGE will jointly organize webinars, conferences, and workshops on topics of mutual interests.
- f) COLLEGE will contact EKEEDA officials every year to procure FREE licenses for First Year new admissions.
- g) COLLEGE can provide extra/ missing video lectures to upload in the EKEEDA library. These videos should be recorded by faculties of COLLEGE and should not be from YouTube.
- h) COLLEGE will ensure maximum content utilization by motivating students to use digital content library. EKEEDA will send content utilization reports to management at regular intervals.

3. Duration

This MOU is for a period of TWO years from the date of signing the agreement and the same can be extended further by mutual consultation & agreement.

4. Co-ordinators

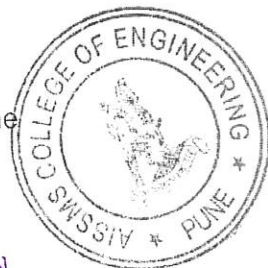
- a) COLLEGE: Mrs. Vrushali Sainath Dandawate (Librarian) will serve as Coordinator.
- b) EKEEDA: Mr. Pranay Shelar will serve as Coordinator.
- c) The respective Coordinators of COLLEGE and the EKEEDA shall be responsible for all the communication between the two institutions and the implementation of the proposed objectives of the MoU.

5. Tenure and Termination

- a) This MoU shall be effective and will come into force from the day the



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two authorized signatories of both the parties formally sign the MoU document.

- b) Either party may terminate this MoU by written notification signed by the appropriate official of the institution initiating the notice.
- c) A minimum of 30 days prior notification must be sent to the other party after completion of the academic year prior to the effective date of termination.
- d) EKEEDA may terminate this MoU by written notification to the institution in case the average watchtime of 50 hours per student per year is not maintained by the institute.

6. Intellectual Property Rights

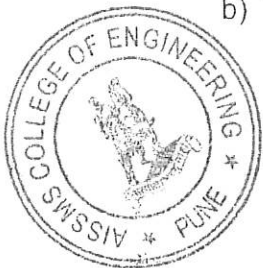
EKEEDA shall be deemed to own all proprietary rights in and to the intellectual property material provided by EKEEDA in relation to his services to the COLLEGE. It is hereby clarified and expressly agreed by and between the parties that the COLLEGE shall not exhibit, display, share, play or otherwise use the material/content directly or indirectly connected to the services of the EKEEDA, including teaching videos, or assign the rights in respect thereof to any third party either during or after the duration of this Agreement without the prior and express written consent of the Company.

7. Confidentiality

Both the parties shall not, during the term of this MoU and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or EKEEDA's business or operations without the prior written consent of each other. EKEEDA shall never disclose the students details to any entity or person or organization other than COLLEGE.

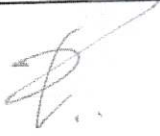
8. Undertaking by COLLEGE and EKEEDA

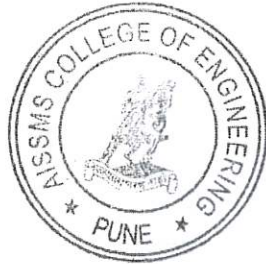
- a) Both the parties undertake to work closely and cooperate in the implementation of this MoU
- b) The authorized representatives, including the signatory and the Coordinator related to this MoU acknowledge having read and understood the MoU and agree to be bound by its terms and conditions.



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IN WITNESS WHEREOF, the undersigned, being duly authorized thereto, have signed this Agreement in two original copies in English at the place and on the date(s) indicated below:

 Dr Dattatraya Shankar Bormane PRINCIPAL Principal AISSMS, COE, PUNE-1	Ms. Anagha Wagh Director
Date: 21-04-2022	Date: 21-04-2022
Place: Pune	Place: Mumbai




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