



## Memorandum of Understanding Entrepreneurship Cell, IIT Kharagpur and SKIT, Jaipur

**Entrepreneurship Cell, IIT Kharagpur** will conduct Entrepreneurship Awareness Drive **Jaipur 2022** in association with **SKIT, Jaipur** during October 2022. The proposed date of the event is 03 October 2022. Some of the tentative speakers as of 01 September 2022 are Mr. Puneet Datta (CEO, Atal Incubation Centre), Mr. Dinesh Pratap Singh (Co-Founder, WoodenStreet), Mr. Ashish Arora (SVP and National Head - Academics, Unacademy), Mr. Sharad Bansal (Founder and CEO, Tinkerly), and Mr. Mohit Sahney (Founder and CEO, Finova Capital).

The requirements from **SKIT, Jaipur** are as follows:

- ☐ Sponsorship amount of 50,000 INR by **SKIT, Jaipur** to officially be Education Partner which is to be paid by the college.
- ☐ **Booking of Auditorium/Construction of Arena** with a minimum capacity of 850 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 Jaipur.
- ☐ 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 SKIT, Jaipur:

- ☐ Publicity as **Entrepreneurship Cell, IIT Kharagpur and SKIT, Jaipur** present Entrepreneurship Awareness Drive - Jaipur 2022, the largest nationwide entrepreneurship drive.
- ☐ Publicity as **Education Partner** during the **Global Entrepreneurship Summit 2023**.
- ☐ **Video Advertisement** of **SKIT, Jaipur** to be screened during EAD - Jaipur 2022.
- ☐ **Exclusive banners of SKIT, Jaipur** 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 Jaipur.
- ☐ **Presence of Logo** in subsequent advertisements in magazine associates and other national and international magazines.
- ☐ **Presence of Logo** in **EAD 2022 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.
- ☐ **SKIT, Jaipur** mentioned in our **EAD 2022 Booklet** which is given to all IIT Kharagpur students
- ☐ **Hyperlinked logo of SKIT, Jaipur** on E-Cell's official website for a period of 1 year.
- ☐ **Database** of participants attending EAD may be shared with **SKIT, Jaipur. 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 2022.

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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