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MEMORANDUM OF UNDERSTANDING

between



PDEA's College of Engineering, Manjari

&



EKEEDA Private Limited

on

June 09, 2022



1. **Brief overview**

PDEA's College of Engineering, Manjari, 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).

PDEA's College of Engineering, Manjari is a very well-known, AICTE approved and NAAC Accredited college in Manjari, Hadapsar, Pune area. They facilitate Engineering studies in Mechanical, Computer, IT, Instrumentation, Electronics & Telecommunication Engineering Branches. They have a team of skilled, experienced and dedicated Professors, administrative and non-teaching staff who are committed to achieving excellence in every activity of the institute. They maintain clarity in our working and possess an excellent infrastructure, well equipped engineering departments, libraries, training and Placement cell, sports facilities, well lit class rooms, seminar rooms and Auditorium Hall where the students are exposed to thought provoking and inspiring seminars and guest lecturers apart from the regular lectures, cultural activities and sports activities, thus, making learning an interesting process for the students.

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) **1000 Licenses for Online Learning Resources:** EKEEDA will provide 1000 Licenses worth INR 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 to premium academic content library through EKEEDA App & Website without paying any cost.
- c) COLLEGE will mention about EKEEDA content library on the official website of the institute & provide a do-follow hyperlink to EKEEDA website.
- d) **Awareness and Technical Sessions:** EKEEDA and COLLEGE will jointly organize webinars, conferences, and workshops on topics of mutual interests.
- e) COLLEGE will contact EKEEDA officials every year to procure FREE licenses for First Year new admissions.
- f) 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: Prof. Anuradha Jadhav 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 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.

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. R. V. Patil Principal Pune District Education Association's College of Engineering, Manjari (Bk.), Pune - 412307	 Mrs. Anagha Wagh Director EKEEDA PRIVATE LIMITED MUMBAI
Date: 09-06-2022	Date: 09-06-2022
Place: Manjari, Pune	Place: Mumbai