



Where idea
meets experience

MEMORANDUM OF UNDERSTANDING
BETWEEN

MILLIONMINDS
AND
Arya Group of Colleges

Millionminds

Millionminds is a collaborative startup support platform for student entrepreneurs across India with major focus on tier II and III cities, where we believe that despite the dearth of resources there is immense potential. Since our inception in the year 2016, we have collaborated with over 750 Colleges, and engaged over 30000 students through the various activities of our program, with an objective of fostering entrepreneurship across campuses, absolutely free of cost.

This Memorandum of Understanding made on 20th August, 2019.

BY AND BETWEEN:

Millionminds, a product of Graphene Media Pvt. Ltd., a Company incorporated under the Companies Act, 1956 and having its Registered Office at E - 610, Crystal Plaza, Opp. Infinity Mall, Andheri West, Mumbai 400053. (Pan No. AAFCG4964R) through its duly authorized signatory (hereinafter collectively referred to as "MILLIONMINDS" which expression, unless repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, legal representatives, transferees in interest, executors, administrators and permitted assigns) of the FIRST PARTY

AND

Arya Group of Colleges having registered office at city Jaipur through its duly authorized signatories * Dr. Arvind Agarwal, President, Arya Group of Colleges (herein after collectively referred to as "COLLEGE" which expression, unless repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, legal representatives, transferees in interest, executors, administrators and permitted assigns) of the SECOND PARTY

Each of the parties hereto is referred to individually as "Party" and collectively as "Parties".



NOW THEREFORE in recognition of these above-mentioned facts, IT IS HEREBY AGREED by and between the Parties as follows

The Parties have agreed to enter into this Agreement on such Terms & Conditions as are mentioned herein below.

THE TERMS AND CONDITIONS IN RESPECT OF THIS AGREEMENT ARE AS FOLLOWS:

Campus Star

CampuSTAR is a network of bright, young and talented students. Who are passionate and motivated to elevate the startup culture.

Purpose:

- Connect - Establish a bond between youth & eminent startup entities.
- Co-Ordinate - Manage & ideate with peers to build exceptional experiences.
- Create - Lead & execute the most happening brand & startup events

Benefits:

- Exposure - Be part of major events on & off campuses across India.
- Opportunities - Garner opportunities for career, networking & growth
- Recognition - Get certified by key industry , Millionminds

Deliverables by Millionminds:

01. Accelerate: The Startup Talk

Millionminds invites successful startup entrepreneurs to engage with students' on-campus, in an hour-long interactive session, wherein the speaker shares their knowledge of the startup business & entrepreneurship, insights from the startup ecosystem, and their startup journey.

Purpose:

- To introduce the students to the startup ecosystem and various business concepts
- Allow students the opportunity to interact with people who started like them, from their city – people with whom the students can easily relate

Millionminds will be responsible for:

- Arranging Entrepreneur Speakers for the session
- Promotional Material for the Event, that includes:
 - Pre-event Posters
 - Pre-event Social Media Post



College must ensure:

- Attendance of at least 150 students.
- Online & offline event promotion through Creative's provided by Millionminds Team
- Provide basic seminar infrastructure facilities, that include:
 - A room with seating capacity of at least 100 individuals (as per audience count)
 - Adequate Lighting and Sound Facilities
 - Projector
 - Videography to be done by Campus Star with professional camera. (Not with Mobile)

02. Millionminds Webinars

Millionminds hosts sessions with industry doyens who have achieved great success. These sessions are broadcasted at all the campuses through webinar technology, and can be accessed by the colleges through the unique user id shared with them.

Purpose:

- To help students understand the startup ecosystem and industry scenario
- Allow students the opportunity to interact with people towards whom they look up to for inspiration

Millionminds will deliver:

- i. Arranging Speakers for the session
- ii. Promotional Material for the Event
- iii. Arranging Technical Facilities for the Session
- iv. Unique User Id and Password for the college authority to access the webinar session

College must ensure:

- Online & offline event promotion through Creative's provided by Millionminds Team
- Technical requirements (will be communicated before the event)
- The session is viewed by the students of the institute.

03. Campus Adda

Campus Adda is an engagement activity for the students. These interactive engagements include group discussions, debates, and opinion polls on topics related to Entrepreneurship and the Startup Ecosystem. The session will be conducted and mentored by the Campustar (Millionminds Campus Ambassador; details below)



Purpose:

- Knowledge enrichment through peer-to-peer learning

Millionminds will deliver:

- i. Details of the session to be conducted
- ii. Technical support, if any required
- iii. Session would cover –
 - Session Topic (1)
 - Trending Topic of Entrepreneurship + Innovation (1)
 - Industry Vertical Topic (1)
 - Live Case Study (1)

College must ensure:

- Smooth execution of the session.
- Minimum of 4 groups of 10 students each

04. Axiom – Entrepreneurship Learning Program

Axiom is a two step, comprehensive Entrepreneurship Learning Program that engages students online and offline, ensuring that the students learn from the Practitioners themselves.

- a. **Virtual Exposure (ONLINE):** Learner gets access to 50+ hours of online video content, rich with startup business and entrepreneurship knowledge from successful startup founders and industry experts, capturing each step from ideation to execution in 401 topics, under 31 chapters encapsulated in 3 Levels.
- b. **Experienceship (OFFLINE):** For complete comprehension, knowledge garnered must be applied in practice. The learners are therefore engaged in startup work setups, for a period of 7 to 14 days, where they can better understand the working of a business by working with the teams at the startup, and spending at least one of the days with the startup founder as well.

**** Experienceship is for those who completes the online course.**

The students completing the course will receive a Certificate of Course Completion from Millionminds, and in case of good performance, the students may also get job opportunities.

Purpose:

- Offer holistic learning to the students about entrepreneurship, by engaging them with the practitioners themselves

Millionminds will deliver:

User Id and Password for the college authority to access the Customized College Dashboard, wherein the authority can:

- View and keep track of the progress of deliverables



- View and keep track of the progress of students enrolled for Axiom
- Create new accounts for student interested in Axiom Program

Student access to the Online Course

Experienceship to the registered students

College must ensure:

- On-campus Promotion of the Program
- Student Registrations (max. 25 students per batch)

05. Internships

1-4 weeks of internships with startups to understand how they function. Duration dependant on the completion of AXIOM course and performance on Adda projects

06. Campus Placements Opportunities:

As Millionminds is associated with several entrepreneurs across the country, we receive notices of internship and job opportunities from their companies. As a member institute, Millionminds will make sure you are informed about these, thereby creating employment opportunities for your students

Build your college reputation through the above engagements and get a chance to get placements from Startups

07. The Startup League

The Startup League is a pan-India startup event by Millionminds that offers a platform to students with innovative business or product ideas to showcase their pitches to industry experts, and garner opportunities for mentorship, funding, and networking.

Being the member college, you can either Host or Participate for the event and get students enrolled to present their idea to the Founders.

Purpose:

- To offer students, inclined towards entrepreneurship and with a zeal to work on their own startup business, opportunity to access the right resources

Millionminds will deliver: (Host College)

- i. Communication Material for the Event.
- ii. Arranging for Physical & Technical Infrastructure for the event

College must ensure:

- Online & offline event promotion through Creative's provided by Millionminds Team
- Student Registrations for the event.
- Invite nearby Students to participate for the event.
- Taking care of the hospitality for the Judges



08. The Big Talk

Get a platform for your students to experience holistic topics by industry icons.

Millionminds will deliver:

Arrange for the Industry Icon

Share the Log in details for the Big Talk

Creative for pre-hyping of the Event

College must ensure:

Technical requirements (will be communicated before the event)

Students Registration for the event

Promoting the events (Poster/Mailers etc)

Deliverables by the Member Institute:

Option 01:

In barter of the Millionminds Entrepreneurship Program, the college will provide Millionminds with:

A. Canteen Wall Space:

A wall space 200 sqft of wall space (4*50sqft) inside/outside canteen, main corridors etc.

It will be utilized for Brands that are associated with Millionminds.

College to give permission for the utilizing the given space throughout the Agreement Period.

Please note that the space must not be in the campus study area, as Millionminds would not want to obstruct academic functions in any manner.

Permissions – Activations:

Permission for 4 activities throughout the year for brands to conduct promotions, sampling, seminars etc. within the college campus.

10"x10" space, Desk, (2 opportunities in the auditorium with lights, sound, laptop, and projector)

4 Posters (for each activity), 2 Banners (for each activity)

Permissions - College Fests:

Promotional stall space (10"x10") at any 2 college fests (Cultural, Tech, Techno-Cultural, Management, Sports Fests)

6 Banners at Entrance gate and the Fest area

Logo presence on the backdrop of Main Stage

Period of agreement


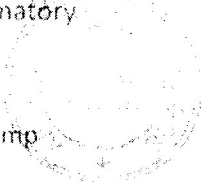
For 3 academic years 2019-2022; in order to deliver these unmatched benefits every year to your students in a structured & fruitful manner.




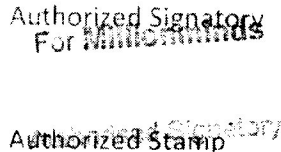
Millionminds Declaration:

- Millionminds confirms that the above requested branding space will be used by Millionminds strictly for managing costs and expenses of the above mentioned services offered through the Millionminds Entrepreneurship Program.
- For this purpose Millionminds will collaborate only with reputed brands, and would not in any manner implement branding that might hurt the institutional values, principles and culture.
- Millionminds will not own/acquire the above mentioned spaces. These spaces will only be used by Millionminds during our period of agreement.

For College,


Authorized Signatory

Authorized Stamp

For Millionminds,


Authorized Signatory
For Millionminds

Authorized Stamp