



Memorandum of Cooperation

Entrepreneurship Cell, IIT Kharagpur and Jansons School of Business

Entrepreneurship Cell, IIT Kharagpur will conduct **Entrepreneurship Awareness Drive Coimbatore 2023** during October 2023 in association with **Jansons School of Business**.

Jansons School of Business is declared as the only Zonal partner of E-Cell, IIT Kharagpur for Coimbatore District to conduct EAD 2023.

The requirements from **Jansons School of Business** are as follows:

- ☐ Sponsorship amount of 50,000 INR by **Jansons School of Business** to officially be Education Partner which is to be paid by the college.
- ☐ **Booking of Auditorium/Construction of Arena** with a minimum capacity of 350 and proper Audio- Visual facilities along with a room for **Press conference** before the event and refreshments for media persons.
- ☐ Minimum of **150** participants to be ensured from the college on the day of EAD Coimbatore. .
- ☐ The college should carry out required **publicity measures** for the event including printing and sticking up posters in colleges and management institutions in the Coimbatore..
- ☐ 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 such as 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 Provided by E-Cell, IIT Kharagpur to Jansons School of Business:

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

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

Chirag Agarwal
Senior Manager

(Entrepreneurship Cell)

Witnesses: 1)
2)

Dr. A.G.V. Narayanan
Director
(Jansons School of Business)

