

**MEMORANDUM OF UNDERSTANDING
BETWEEN**

**Jyothy Institute of Commerce and Management,
Bengaluru, India**

AND

Vanillakart, Goa ,India

Memorandum of Understanding (MOU)

This agreement is made on 20th of March 2024

BETWEEN

(1)

JYOTHY INSTITUTE OF COMMERCE AND MANAGEMENT, Bengaluru, India
and

(2) VANILLAKART a subsidiary of EMVITY BRUSHFLICKS CREATIVE HUB PVT LTD., MARGAO-GOA, INDIA is a Marketplace for technology enabled marketing services. Poised to be the next big service commerce platform.

Both hereafter referred to as the "Parties" collectively or "Party" individually.

1. Introduction

The purpose of this MoU is to foster collaboration between the JYOTHY INSTITUTE OF COMMERCE AND MANAGEMENT, Bengaluru, India

and

VANILLAKART a subsidiary of EMVITY BRUSHFLICKS CREATIVE HUB PVT LTD., MARGAO-GOA, INDIA. The aim is to establish an industry-academia link between the institution and the company for mutual benefit and to facilitate internship and placement.

2. Areas of Co-operation

The parties agree to promote the collaboration in the following areas to further the common interests of the two parties:

- a. Promoting a vibrant Institute –Industry Interaction, where faculty and students are exposed to industry experts, so they understand the current trends and needs of the world in terms of research and development.
- b. Assistance for student internships and placement.
- c. Create excellent student's group, comprising of faculty and students which will be on par with industry requirements.
- d. Mentoring support for budding students' association.

Senior staff from JYOTHY INSTITUTE OF COMMERCE AND MANAGEMENT, Bengaluru, India and VANILLAKART a subsidiary of EMVITY BRUSHFLICKS CREATIVE HUB PVT LTD., MARGAO-GOA, INDIA will communicate and meet regularly to promote the collaboration.

3. Use of Names, logos, Marketing and Publicity

Neither party shall use the name or logo, or any variation thereof, of other without first obtaining written consent from the other party.

4. Review

This agreement will be reviewed annually but may only be varied in writing, signed by the parties (or their authorised representatives).

5. Validity and Termination

This agreement shall remain valid for 3 years unless terminated by :

- a. Mutual agreement between the two parties, or
- b. either party by 6 months written notice.

6. Student Fee Allocation

In consideration of the collaborative programs outlined in this Memorandum of Understanding (MoU), the Parties hereby establish the following arrangements related to fees paid by students of JYOTHY INSTITUTE OF COMMERCE AND MANAGEMENT, Bengaluru, India:

a. Student Fee:

Each student participating in the Internship program facilitated by VANILLAKART, a subsidiary of EMVITY BRUSHFLICKS CREATIVE HUB PVT LTD., will be required to pay a program fee of INR 2655, inclusive of all the 8 certifications.

b. Student Payment Schedule:

Students are expected to pay the program fee in advance, on or before the stipulated due date, as communicated by the college authorities.

7. Additional Consultation Support

In furtherance of the collaborative efforts between Jyothy Institute of Commerce and Management and VANILLAKART, a subsidiary of EMVITY BRUSHFLICKS CREATIVE HUB PVT LTD., the Parties agree to extend additional consultation support in the following areas:

a. Entrepreneurship Cell (E-Cell) Support:

If the college has an entrepreneurship cell, VANILLAKART will provide assistance to students in the idea phase. This includes introducing students to government grants available, facilitating connections with AIC NITTE incubation opportunities, and offering mentoring support. VANILLAKART will also bring industry mentors to guide students in developing their entrepreneurial ventures.

b.PR & Media Handling:

During internship periods or specific collaborative events, VANILLAKART will undertake public relations activities on behalf of JYOTHY INSTITUTE OF COMMERCE AND MANAGEMENT. This includes efforts to get the college published or covered in renowned media houses, thereby enhancing the visibility and reputation of the institution.

c.TEDx Licensing Support:

In the event that the college does not possess a TEDx licence, VANILLAKART will provide support for TEDx licensing. While VANILLAKART does not issue the licence directly, the company will assist the college in navigating the application process, ensuring a smooth and efficient licensing procedure. This support aims to empower the college in organizing TEDx events and fostering intellectual discourse within the campus community.

d.MOU with AIC NITTE (Atal Incubation Centre) Support:

VANILLAKART will facilitate a Memorandum of Understanding (MOU) with AIC NITTE to strengthen the support system for student ideas. This collaboration aims to provide students with access to Atal Incubation Centre resources, mentorship, and opportunities for building and developing their startup ideas. The MOU will serve as a bridge between the college and AIC NITTE, fostering innovation and entrepreneurship among the student community.

e.MOU with CII YI (Confederation of Indian Industry Youth India) Goa:

VANILLAKART will establish a strategic partnership through an MOU with CII YI Goa. This collaboration aims to provide students with networking opportunities, industry insights, and mentorship from professionals associated with the Confederation of Indian Industry. The MOU with CII YI aims to enhance the exposure and learning experiences for students in the realm of entrepreneurship and industry engagement.

f.MOU with Net Zero India Foundation (Govt. Body)Support:

VANILLAKART will facilitate a Memorandum of Understanding (MOU) with Net Zero India Foundation. Approved and signed by the advisor to the MSME Minister Mr.Piyush Mishra and Former NSDC Managing Director. Recognizing Net Zero India Foundation as a central government body, this strategic partnership aims to align educational initiatives with the foundation's mission of achieving a sustainable, carbon-neutral future for India. Through this MOU, students will gain access to valuable resources, research opportunities, and guidance from Net Zero India Foundation, fostering an environment that encourages environmental consciousness and innovation in sustainability. This collaboration seeks to empower students to

contribute to the national goal of achieving net-zero carbon emissions and creating a greener, more sustainable future for the nation.

The aforementioned additional consultation support is intended to enrich the collaborative experience and contribute to the overall development of students and the institution.

Signed on behalf of
JYOTHY INSTITUTE OF
COMMERCE AND MANAGEMENT
Bengaluru, India


20/03/2024

Mr. Rajesh K

Executive Director

EXECUTIVE DIRECTOR
Jyothy Institute of Commerce & Management
Thathaguni, off Kanakapura Road,
Bengaluru - 560082

Witness: 1.

Signed on behalf of
EMVITY BRUSHFLICKS CREATIVE
HUB PVT LTD
Goa, India



Ms. Farheen Sayed

Director





EXECUTIVE DIRECTOR
Agency Institute of Commerce & Management
Thalagudi, off Kanakapura Road,
Bengaluru - 560082