



AJ INSTITUTE OF ENGINEERING & TECHNOLOGY

A Unit of Laxmi Memorial Education Trust ®

(Approved by AICTE, New Delhi, Affiliated to Visvesvaraya Technological University, Belgaavi)



MILLIONMINDS – AJIET MANGALURU ASSOCIATION

The following document outlines the scope of deliverables from the **AJIET Institution and Graphene Media Pvt. Ltd.**'s Millionminds [New Age Entrepreneurship and Startup Support Platform patronized by Startup India (A Govt. of India Initiative to foster Startup Ecosystem)]! for the Millionminds Entrepreneurship Program.

Deliverables by Millionminds Team:

1. Start-up Talk at college – 1 session per academic year
Millionminds will be responsible for:
 - Arranging entrepreneur speakers and coordinating with them
 - Briefing speakers about the topics
 - Sending creative's for promotional material
 - Video shoots of the session
2. Create video reference material about entrepreneurship for Axiom. On the Axiom website, college will have access to
 - a) Startup talks by 4 speakers every month. A total of 48 videos per year.
 - b) Access to Axiom by Millionminds video content library. Students registered through your college can watch videos categorized by industry and topic. Total video content by the end of 2017 will be 600+ hours.
3. Access to Start-up companies with Ascend Experience ships
Millionminds will provide Experience ships to
 - a) 20 students from each college per annum
 - b) 60 -80 work day's training/hands-on experience in a startup work environment.
4. Potential opportunities for job placement within the start-up ecosystem, subject to alignment of mutual requirements and offerings.

Deliverables by Institution:

1. Manage the following for Accelerate – The Startup Talk sessions
 - a) Provide logistics-auditorium or comparable venue, podium, projector, mike, recording facility, stage back drop, banners, speakers etc.
 - b) Inform students about the session and encourage them to attend. Minimum required attendance: 150-200 students.
 - c) Promote the session and speakers through social media, e-mailers, announcements, promotional material displayed prominently on the notice board and other public areas.
 - d) List of session attendees with email ID and contact number to be shared with Millionminds after the event.



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- e) Hospitality and coordination with the speakers on the day of the event. College authority to be present for the welcome and the session.
2. Opportunity for brand promotions to Millionminds and Graphene Media Pvt. Ltd. in the following relevant areas inside the college campus.
- a) Prominent wall space inside the college canteen/cafeteria/informal area frequented by students (150 -200 sq. ft.) on a yearlong basis.
 - b) During main college fest:
 - i) One promotional stall with necessary infrastructure
 - ii) Ad space on one of the main entrance gates (for branding)
 - iii) Association with one of the main top line fest events- Fashion show, music and dance event, pro night, performance events, etc. (To be confirmed after fest events are decided)



Period of agreement –

This agreement will be valid for academic years 2017, 2018 and 2019 and can be extended with mutual consent.

Terms of association-

- 1) This association will be free of cost for the college, as a barter deal, whereby either side will not be charged for the services rendered.
- 2) While undertaking brand promotions within the college premises, Millionminds will ensure that college and student sensitivities and values are not offended in any way.
- 3) In the event that the institution or Millionminds finds that they are not able to derive value through this association, the deal can be terminated with mutual consent.


[MR. PRASHANTH. SHETTY]
President/Institution Head
(Name and Signature)
(Authorized College Stamp) **AJ. INSTITUTE OF ENGINEERING & TECHNOLOGY**
KOTTARA CHOWKI, BOLOOR VILLAGE
MANGALURU - 575 008


Niyati Shah
Sr. Business Manager - Millionminds.


Signature of Millionminds
(Niyati Shah-Sr. Business Manager)