

MEMORANDUM OF UNDERSTANDING

Between



APPWARS TECHNOLOGIES PVT. LTD.

(The Ministry of Corporate Affairs Registered Company
and A Ministry of MSME Government of INDIA Approved
Company)


and




K.R. MANGALAM UNIVERSITY

Sohna Road, Gurugram (Haryana)-122103




Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)


Registrar
K.R. Mangalam University
Sohna Road, Gurugram
Haryana - 122103

MEMORANDUM OF UNDERSTANDING

The Memorandum of Understanding is executed on the 8th day of May month 2023.

BETWEEN

APPWARS Technologies Pvt. Ltd., trading as APPWARS Technologies Pvt. Ltd. (The Ministry of Corporate Affairs Registered Company and A Ministry of MSME Government of INDIA Approved Company) also an ISO 9001:2015 Certified Company is India's fastest growing company in the field of Website Development, Mobile App Development, Digital Marketing with most advanced technologies & experience in hand. Our Certification Partners are IBM, Microsoft, Adobe, EC- Council, HPES, Autodesk, Tally, Certiport etc.; herein after referred to as the **FIRST PARTY** which includes authorized persons for and on behalf of the **APPWARS TECHNOLOGIES PVT. LTD.**

And

K.R. MANGALAM UNIVERSITY, Sohna Road, Gurgaon - 122103 (Delhi NCR Region), a University established under the **Haryana Private Universities Act 2006 (Amended 08 of 2013)** and under section 2(f) of UGC Act, 1956 wherein empowered to award degrees, as specified under section 22 of the UGC Act, 1956, through its Registrar, presently Gp. Capt. Praveen Mahajan duly authorized to enter into and sign an MOU on behalf of **K.R. Mangalam University**, as **SECOND PARTY**.

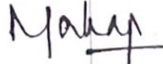
APPWARS TECHNOLOGIES PVT. LTD. and **KR MANGALAM UNIVERSITY** shall each be referred to in this Agreement as a "Party" and collectively as "the Parties"

BACKGROUND

A. APPWARS TECHNOLOGIES PVT. LTD. is working with large number of Universities in India & abroad; **APPWARS TECHNOLOGIES PVT. LTD.** and **KR MANGALAM UNIVERSITY** wish to collaborate to explore or provide or facilitate the below listed items in the identified sectors (the "Collaboration");




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Sohna Road, Gurgaon
Haryana - 122103

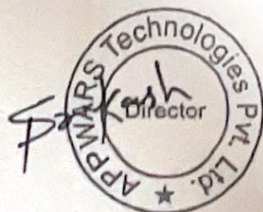
- Faculty Development Programs
- Short Term Master Classes
- Industrial visits at company premises
- Placement support for trained students
- International Conferences & Seminars/Events


B. K. R. Mangalam University, Haryana, India

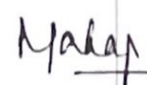
K.R. Mangalam University is a fast-growing higher education institute in Gurugram, India. Since its inception in 2013, the University has been transforming young lives through ground-breaking pedagogy, global collaborations, and world-class infrastructure.

Empowering the new generation of change-makers by imparting sharp understanding and intellect to facilitate the creation of highly sophisticated futuristic solutions. For 13 years, the School of Engineering and Technology has been implementing a variety of coherent techniques to give future-focused students a memorable and useful learning experience for innovation across all engineering and technological fields. Students are exposed to and given training practices in line with the industry advancements that result in the creation of ground-breaking innovations in order to broaden perspectives.

School of Engineering and Technology offering B.Tech - Computer Science & Engineering (CSE) with AI & ML with academic support of Samatrix and IBM, B.Tech - Computer Science & Engineering (CSE), B.Sc.(Hons.) - Computer Science with Academic Support of IBM, B.Tech - Mechanical Engineering (ME Automotive Designs & Electrical Vehicle) with Academic Support of Siemens, B.Tech. (Civil Engineering) with specialization in Sustainable Development & Smart Cities, BCA with Specialization in AI & Data Science with Academic Support of Samatrix and IBM, B.Sc.(Hons.) - Cyber Security, B.Sc.(Hons.) - Data Science, B.Tech - Computer and Electronics Engineering (CEE), B.Tech - Computer Science Engineering with specialization in Full Stack Development in Association with Xebia, Integrated B.Tech (CSE) + MBA With Academic Support of IBM and Samatrix, B.Tech. in (Computer Science & Engineering) (CSE) with specialization in UX/UI in association with ImaginXP.




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This Memorandum of Understanding ("MOU") is not, and is not intended to be, legally binding except as specifically set out below.

1. Terms of the MOU

It is intended that the terms of this MoU will remain in force for an initial period of **Three Years** set out above or is otherwise terminated in accordance with the provisions of Clause

4. The MoU can be extended for further periods of 60 days upon the parties mutually agreeing such extension in writing.

2. Scope of Relationship

a) In respect of the Collaboration, the scope, responsibilities of each party and the financial arrangements shall be agreed as per separate specific financial agreements or MoUs signed by the parties from time to time.

b) The Collaboration Covers:

i. APPWARS TECHNOLOGIES PVT. LTD.'s Offerings / facilitations mentioned below:

- Faculty Development Programs
- Short Term Master Classes
- Industrial visits at company premises
- Placement support for trained students
- International Conferences & Seminars/Events

ii. Any other activities which may be agreed between the parties from time to time in writing.


iii. Any other commercial arrangements with any third parties required in connection with the Collaboration will be entered upon the agreement of both parties as appropriate.

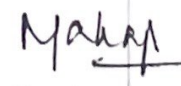
3. Obligations of the Parties

a. Each party warrants that it:

- i. will comply at all times with any applicable laws and regulations, including the provisions of the relevant Data Protection Act and any anti-bribery legislation; and
- ii. it shall not, in the course of the Collaboration, do anything which infringes (or causes the other party to infringe) the intellectual property rights of any third party.




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4. Termination

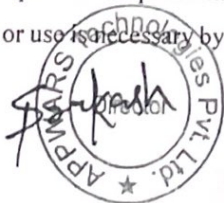
- a. Either party shall be entitled to terminate the MOU on 60 days' notice.
- b. The MoU will automatically terminate:
 - i. If either party becomes insolvent or is subject to a change of control;
 - ii. Any potential Binding Agreement would be unenforceable, void or illegal due to any statutory or regulatory requirements; or
 - iii. Terminates any Binding Agreement for cause.

5. Intellectual Property and Know-How

- a. All intellectual property created by a party in connection with the Collaboration shall remain the property of that party. The parties agree that any material jointly created by the parties for the Collaboration shall be jointly owned (in equal proportions) by the parties, unless otherwise agreed in writing.
- b. Where the Collaboration reasonably requires the use by one party of intellectual property that is owned by the other party (the "IPR Owner"), the IPR Owner will license such rights to the other party on a non-exclusive basis, without the right to sub-license, solely for the purpose and to the extent necessary in connection with the Collaboration. Any such license will automatically terminate when the MoU is terminated.

6. Confidentiality

- a. For the purposes of this MoU, "Confidential Information" shall include all information (whether written or oral) concerning the business and affairs of either party which is obtained or received as a result of the discussions leading up to, the entering into or the performance of this MoU, including Financial Information, Trade Secrets, University/University Lists, Trade and Commercial Details, Computer Software & Databases, the Contents of all Reports & Documentation prepared by either party or on its behalf and any other information of a confidential nature designated by a party as confidential;
- b. Each of the parties shall at all times while this MoU remains in force and after it has terminated, keep confidential the Confidential Information except where:
 - i. The Confidential Information was already lawfully known, or became lawfully known to either of the parties independently;
 - ii. Disclosure or use is necessary by either of the parties (including their employees, agents and



[Signature]

Registrar

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[Signature]

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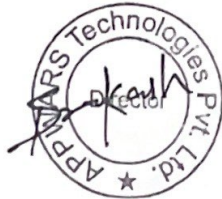
- sub-contractors) for the proper and effective performance of this MoU;
- iii. Disclosure is required by law to any government, governmental department, agency, regulatory or fiscal body or authority (whether national or foreign) and their authorized agents (including professional advisers);
- iv. The Confidential Information is disclosed, in the case of APPWARS TECHNOLOGIES PVT. LTD., to another member of the APPWARS TECHNOLOGIES PVT. LTD. Group of Companies;
- c. Each party undertakes to the other that it will not disclose or make use of, for its own benefit, any of the Confidential Information of that other party.

7. Assignment

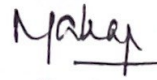
Unless this MoU expressly states otherwise, no right or obligation arising under this MoU may be assigned, transferred or otherwise disposed of, in whole or in part, without the prior written agreement of the parties, except that APPWARS TECHNOLOGIES PVT. LTD. may assign to another member of the APPWARS TECHNOLOGIES PVT. LTD. Group within the need to obtain prior written consent.

8. Governing Law

This MoU (and all discussions and any legal agreements prepared in connection with this MoU) is governed by and construed in accordance with the law of India.




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Haryana - 122103

IN WITNESS WHEREOF APPWARS TECHNOLOGIES PVT. LTD. and K.R. MANGALAM UNIVERSITY

Here unto have executed this Memorandum of Understanding on the year and date first above written:

SIGNED BY

For and on behalf of

APPWARS TECHNOLOGIES PVT. LTD.

For and on behalf of

K.R. MANGALAM UNIVERSITY



Mr. Sonu Prakash
Director,
Appwars Technologies Pvt. Ltd
Sector-2, Noida

Date: 08.05.2023

Mahajan

Gp. Capt. P. Mahajan,
Registrar,
K. R. Mangalam University, Sohna Road, Gurugram
Sohna Road, Gurugram
Haryana - 122102

Date: 08.05.2023

[Signature]

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

1. WITNESS

Vaibhav Gupta
Project manager
8802928366.

2. WITNESS

Jadwan Bhardwaj
Branch Manager
8743019452.

1. WITNESS

Vijeta Vashwanth Raghav
Asst. Professor (CSE), SOET
9718431431

2. WITNESS

Dr. Pallavi Pandey
Asst. Professor (CSE)
SOET, 9711673119



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

(Est. Under the Govt. of Haryana private Universities Act No. 2006, under section 2f of the UGC Act, 1956)

Ref No.KRMU/SOET/2022-23/.....

Notice

2nd April 2023

School of Engineering & Technologies on behalf of K R Mangalam University (KRMU) is doing field Project on Digital Marketing under MOU with Appwars Technologies B-3, Sector-2 , Noida, U.P-201301 from 10th April 2023 to 10th June 2023 for SOET Students. Event will be coordinated by Dr. Pallavi Pandey & Ms. Yogita Yashveer Raghav.

Dean SOET
School of Engineering & Technology (SOET)
K.R. Mangalam University
Sohna Road, Gurugram
Haryana-122103

Registrar
K.R. Mangalam University
Sohna Road, Gurugram (H)



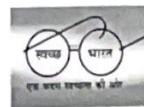
Website
krmangalam.edu.in



Phone
011 -48884888



Address
Sohna Road, Gurugram, Haryana
122103



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REPORT

School of Engineering and Technology

Event Name: Field Project on Digital Marketing for CSE Students with APPWARS Technologies Pvt. Ltd

Target Group: UG students

Date: 10 April 2023 to 10 June 2023

Venue: Appwars Technologies Pvt. Ltd. Sector-2, Noida

Organisers:

Dr. Pallavi Pandey, Assistant Professor, K R Mangalam University

Ms. Yogita Yashveer Raghav, Assistant Professor, K R Mangalam University

Introduction

School of engineering and technology on behalf of K R Mangalam University has signed an memorandum of understanding with Appwars Technologies Pvt. Ltd. Sector-2, Noida.

The signing of the MoU between K R Mangalam University and Appwars Technologies Pvt. Ltd. Sector-2, Noida marks the beginning of a promising collaboration that will propel technological advancements, foster innovation, and create a platform for meaningful research and development. This partnership represents a commitment to leveraging collective strengths, expanding academic horizons, and contributing to society's technological progress. Together, both institutions are poised to make significant contributions to the field of technology and shape the future of innovation.

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Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing. , social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory. Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategies cover everything from Pay per click, search engine marketing, public relations (PR), Engineering with Marketing & the much more. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing. , social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. As said a basic research was conducted to enable the company to assess how far the customers are satisfied with product and services of various companies

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Glimpses of the Visit



Figure 1. Signing MoU

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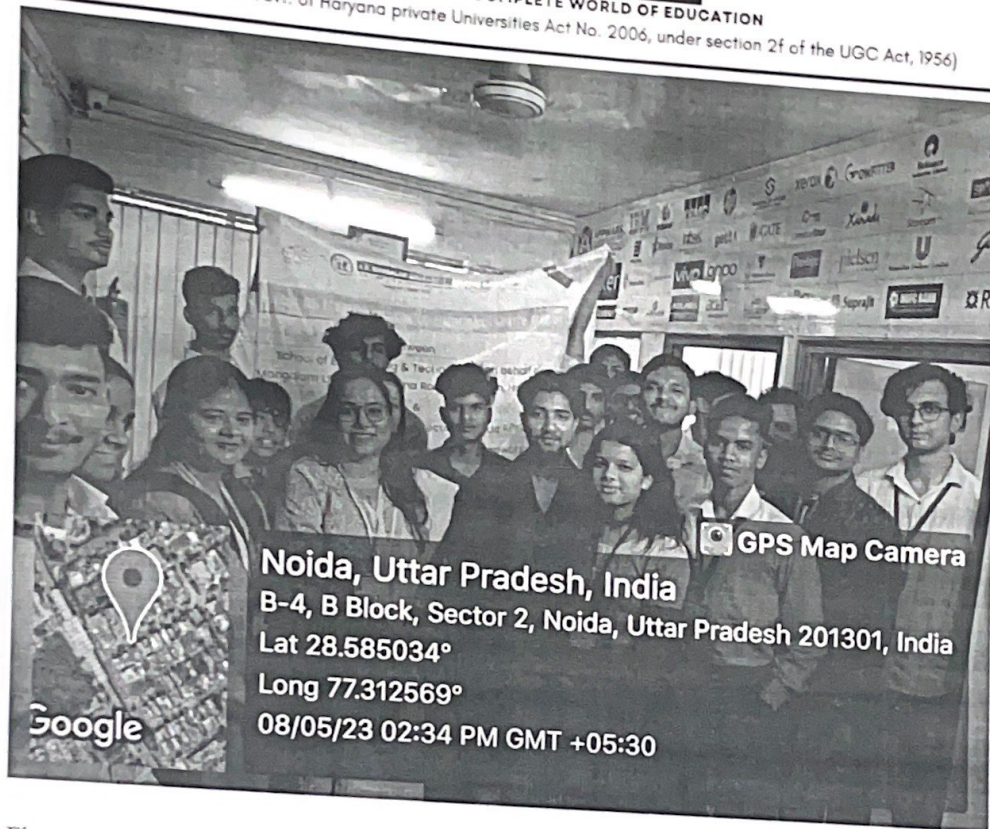


Figure 2. Students at Appwars Technologies, Noida

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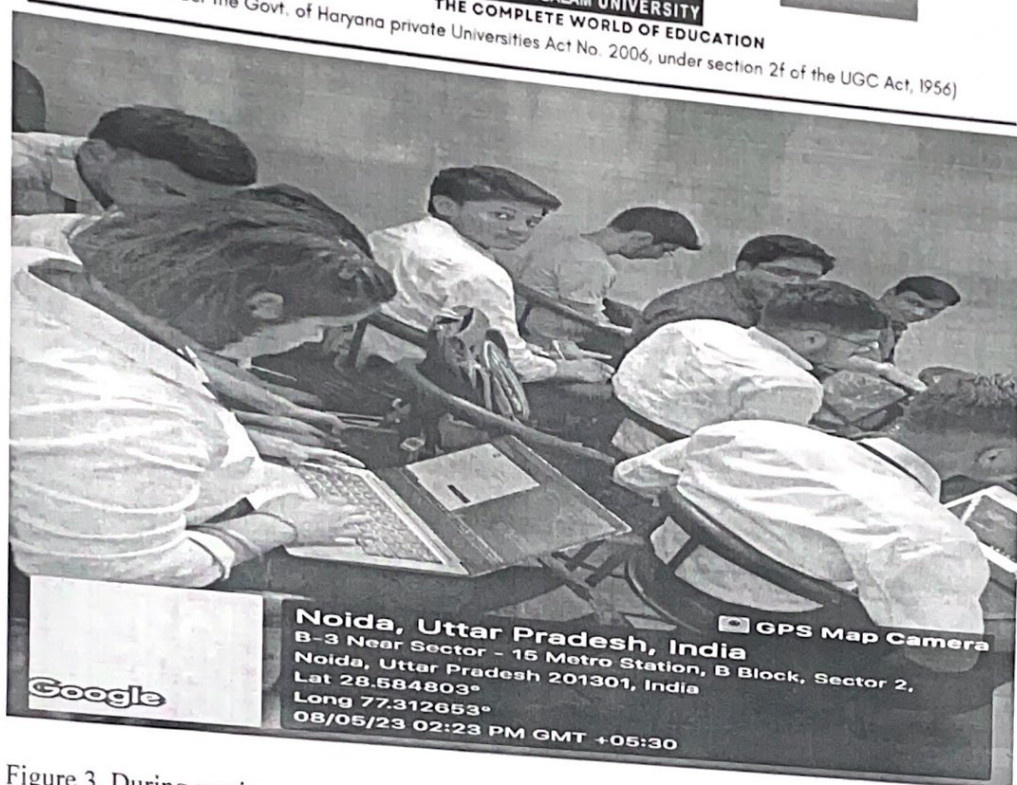


Figure 3. During session.

Report prepared by	Dr. Pallavi Pandey
Report Checked by	Ms. Yogita Yashveer Raghav
Report verified by	Dr. Pankaj Aggarwal
Report seen by IQAC Office	Dr Shikha Dutt Sharma

School of Engineering & Technology (SOET)
K.R. Mangalam University
Sohna Road, Gurugram
Haryana 12210

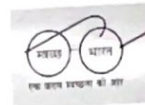
IOAC
K.R. Mangalam University
Sohna Road, Gurugram-12210

[Signature]

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Attendance

S No.	Roll Number	Name	Programme	Signature
1	2201060070	Shubh	BCA-1	Shubh
2	2201060143	Anuj	BCA-1	Anuj
3	2201060061	Anusha	BCA-1	Anusha
4	2201060083	Nandini	BCA-1	Nandini
5	2201060124	Ritu	BCA-1	R
6	2201060119	Akshay	BCA-1	Akshay
7	2201060053	Ayush	BCA-1	Ayush
8	2201060096	Palak	BCA-1	Palak
9	2201060069	Tanuj	BCA-1	Tanuj
10	2201060087	Sachin	BCA-1	Sachin
11	2201060119	Sumit	BCA-1	Sumit
12	2201060018	Abhinav	BCA-1	Abhi
13	2201060001	Lakshay	BCA-1	Lakshay
14	2201060024	Shivam	BCA-1	Shivam
15	2201060060	Vaishali	BCA-1	Vaishali

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16	2201060035	Tejas	BCA-1	Tejas
17	2201060154	Praveen	BCA-1	Praveen
18	2201060054	Divyanshu	BCA-1	Divyanshu
19	2201060068	Rahul	BCA-1	Rahul
20	2201060162	Sejal	BCA-1	Sejal
21	2201060142	Himanshu	BCA-1	Himanshu
22	2201060056	Omm	BCA-1	Omm
23	2201060072	Rohit	BCA-1	Rohit
24	2201060082	Soban	BCA-1	Soban
25	2201060066	Devesh	BCA-1	Devesh
26	2201060085	Shreya	BCA-1	Shreya
27	2201060089	Aman	BCA-1	Aman
28	2201060106	Ashish	BCA-1	Ashish
29	2201060118	Rajesh	BCA-1	Rajesh
30	2201060139	Harsh	BCA-1	Harsh
31	2201060146	Tanishq	BCA-1	Tanishq

Final

[Signature]

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Attendance

S No.	Roll Number	Name	Programme	Signature
1	2101730014	NITIN YADAV	B.Tech CSE	Nitin Yadav
2	2101730051	Kartik Rath	B.Tech CSE	Kartik Rath
3	2101730044	N RIA	B.Tech CSE	N.Ria

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Gurugram

“MoU followed by interactive session for CSE Students with
APPWARS Technologies Pvt. Ltd.”

School of Engineering and Technology

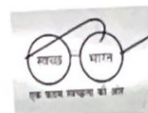
BCA - I

Project Guide: Mr. Sonu, Director, Appwars Technologies Pvt. Ltd.

Sector-2, Noida

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Academic Year – 2022-23



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CERTIFICATE

This is to certify that

S No.	Roll Number	Name	Place of Work	Duration of Project
1	2201060070	Shubh	Appwars Technologies, Noida	8 May, 2023 – 7 June, 2023
2	2201060001	Lakshay	Appwars Technologies, Noida	8 May, 2023 – 7 June, 2023

enrolled in *BCA -I* have satisfactorily completed the projects based on data Science under the guidance of Mr. Sonu, Director, APPWARS Technilologies, Dr. Pallavi Pandey and Ms. Yogita Yashveer Rahgav of School of Engineering and Technology.

This project work represents their original work and the references given in the present report are authentic.

Sonakash

Guide Name: Mr. Sonu

Department: Director

Appwars Technologies

Pankaj

Dean Name: Dr. Pankaj Agarwal

School Name: SOET

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School of Engineering & Technology (SOET)
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