



**KR MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

**MEMORANDUM OF UNDERSTANDING**  
**BETWEEN**  
**KR MANGALAM UNIVERSITY**  
**AND**  
**DIGITAL MARVELED**

This Memorandum of understanding (MoU) is entered between **Digital Marveled** deal in PUBLISHING, PRINTING, AND REPRODUCTION OF RECORDED MEDIA. Providing different solutions through a single platform is our first priority. We facilitate people with a platform where they can show their creativity:

And **KR Mangalam University**, Sohna Road, Gurgaon - 122103 (Delhi NCR Region), a private university established in 2013 and empowered to award degrees as specified by UGC under section 22 of the UGC Act, 1956;

**WHEREAS:**

- A Digital Marveled providing Industry specific training and Internships to students
- B The Parties are desirous of entering into an arrangement whereby the importance of industry-based knowledge and practical knowledge in promoting industry collaboration and increase contribution to economic development;
- C Parties have agreed that the terms and conditions as set out in this MOU shall form the basis of such engagement.

**PURPOSE:**

Whereas, both **KR Mangalam University** and **Digital Marveled**, now

- **Digital Marveled**, encourage interns to learn and apply all the possible aspects which they will be facing in their careers with help of this Internship/Live Project
- Desiring to club their efforts by pooling their expertise and resources.

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





Now, therefore, in consideration of the mutual promises made herein and of good and valuable consideration, the receipt and sufficiency of which both **KR Mangalam University** and **Digital Marveled** hereby acknowledge and agree to collaborate in areas of mutual interest set forth in this memorandum of understanding (MOU).

**ROLES AND RESPONSIBILITIES:**

**Digital Marveled** and **KR Mangalam University** agree on the following activities.

- **Digital Marveled** Engage in superior customer service.
- Persist in sales even in the face of failure.
- Demonstrate services as deemed necessary by clients and management.
- Make product knowledge readily available.
- Find ways to sell products in the face of a down market.
- Research client base.
- Analyze and create a digital marketing plan.
- Analyze the competition with Digital Marketing Tools.
- This MoU will take effect from the date it is signed by representatives of the parties. It will remain valid for One year, and may be continued thereafter suitable review and agreement.

**NON-WAIVER:**

No failure or neglect of either party hereto in any instance to exercise any right, power or privilege hereunder or under law shall constitute a waiver of any other right, power or privilege or of the same right, power or privilege in any other instance. All waivers by either party hereto must be contained in a written instrument signed by the party to be charged and, in the case of the Company, by an executive officer of the Company or other person duly authorized by the Company.

**CONFIDENTIALITY:**

In order to ensure the safety of the privacy of the parties, both the parties to the memorandum of understanding agree to adhere to the confidentiality expectations as outlined.

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



**K.R. MANGALAM UNIVERSITY**

Tagline: Education for All, Knowledge for All

This Memorandum of Understanding is the complete agreement between **Digital Marveled** and **KR MANGALAM UNIVERSITY** and may be amended only by written agreement signed by each of the parties involved

**Digital Marveled**



Authorized Official:

*Aman*

Aman Kumar/ HR Manager

Seal & Signature

Printed Name and Title

Address: Digital Marveled Pvt. Ltd, Shital Vihar, Sector – 62A, Noida, Uttar Pradesh – 201020

Telephone(s): +91-9289047109

E-Mail Address: aman@dmarveled.com

**KR Mangalam University, Gurugram**



Authorized Official:

Rajesh Kumar / Dy. Director CDC

Seal / Signature

Printed Name and Title

Address: KR Manglam University, Sohna Road, Gurugram, Haryana - 122103

Telephone(s): +91 11-4888 4888, +91-99996 33358

E-Mail Address: rajeshkumar.s@krmangalam.edu.in

*Rajesh*

Registrar

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



## **CERTIFICATE OF COMPLETION**

### **TO WHOMSOEVER IT MAY CONCERN**

This is Certified that **Ramesh Choudhary** (a student of **KR Mangalam University**) has successfully completed the Summer Internship program in **Sales & Marketing Department**.

He/She possesses a good moral character and a pleasing personality.

Internship duration - **11.07.2022-30.08.2022**

Department - **Sales & Marketing**

Project End Date - **August 30th, 2022**

Remark - **Average**

We wish him/her success for all his future endeavours.

For Digital Marveled Pvt Ltd



*Ananya Singh*

Signature  
HR Manager

Registrar

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





**SUMMER TRAINING PROJECT**  
**ON**  
**A STUDY ON DIGITAL MARKETING AT**  
**DIGITAL MARVELED**



*Submitted in partial fulfillment of the requirements  
for the award of the degree of*



**Master of Business Administration (MBA)**

**To**

**K.R. Mangalam University, Gurugram**

**Guide:**

**Dr. Anshika Prakash**

**Submitted by:**

**RAMESH CHOUDARY**

**Roll No.: 2102570014**

**MBA- Batch (2021-2023)**

A handwritten signature in black ink, likely belonging to the Registrar.

**Registrar**

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

# CERTIFICATE



**DIGITAL MARVELED**  
AN AMBITION TO THE TOP

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We wish him/her success for all his future endeavours.

For Digital Marvel Pvt Ltd

*Ananya Singh*

Signature  
HR Manager



Office Address: Digital Marvel Pvt. Ltd.  
Sector 62A Noida Uttar Pradesh, Pin code-201020, [www.digitalmarvel.com](http://www.digitalmarvel.com)

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



## Declaration

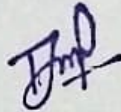
I, Ramesh Choudary Roll No. 2102570014 certify that the Summer Training Project Report entitled "Fundamentals of Digital Marketing and It's Emergence in Competitive Business World at Digital Marveled " is completed by me and it is an authentic work carried out by me at Digital Marveled Pvt Ltd. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Name of the Guide: Dr. Anshika Prakash

Designation: Associate Professor

K R Mangalam University,

Gurugram



Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)