ewinto
EXPERIENTIAL NETWORK

MEMORANDUM OF UNDERSTANDING (MoU) BETWEEN EWINTO EXPERIENTIAL NETWORKS , AND ATRIA INSTITUTE OF TECHNOLOGY (CSE DEPARTMENT)

- Mr. **MOHAMMED AZMATHULLAH**, Founder Director : **EWINTO EXPERIENTIAL NETWORKS** (hereinafter referred to as EEN), and **ATRIA INSTITUTE OF TECHNOLOGY** CSE Department (hereinafter referred to as AIT) met at AIT premises, Anand Nagar in Bangalore on 17th July 2018, with the express objective of exploring avenues of associating jointly and professionally in their respective focus domain areas, and core competencies. In parallel, to complement the aforesaid objective, there have been an exchange of emails and telecons between both EEN and AIT.

- EEN will associate with AIT for recruiting interns on a regular basis to work on projects that EEN specialise in the advertising and marketing sector integrating technology

- EEN will then personally train students in latest trends in the '**Creative Tech**' domain which is an emerging industry thus providing a brand new avenue for students to explore apart from mainstream IT solutions

- EEN perceives its strength areas broadly, to be in Experiential Marketing, AIT is a VTU recognised engineering institute. Their respective URLs contain the amplification of their strength areas. The mutually beneficial ways, referred to as above, by way of EEN providing mentoring and sharing latest industry trends in the digital experiential marketing sector and AIT providing talent for internships

- Neither EEN nor AIT, would consider themselves in any way to be employees for each other or for that matter, of each other. Their association will be by way of the above said understanding. Neither AIT nor EEN will be financially bound or associate with financial transactions for these projects

- EEN will give due credits in projects where the interns of AIT have worked for. EEN will therefore provide real problems to solve that EEN believes is its USP in changing the way on-ground activations, advertising and experiential marketing is consumed amongst audience.

- Timelines for each of these solutions would vary from project to project from the prototype phase to final execution and interns will be associated in the entire lifecycle of the same.
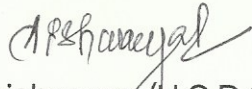
EEN's deliverables:

- Certificates
- Recommendation letters (Exceptional students only)
- Basic components

AIT's (Computer Science department) deliverables:

- To provide students on an ongoing basis
- To be available for any clarification by students in case the students need technical assistance

Signed this day: .....Oct 26th..... at Bangalore

For ATRIA INSTITUTE OF TECHNOLOGY (CSE Department)

Dr Aishwarya (H.O.D CSE)

For EWINTO EXPERIENTIAL NETWORKS

MR. MOHD. AZMATHULLAH

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