



# ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Sponsored by IDBI, IFCI, ICICI & SBI)

**Regional Office:**

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**MEMORANDUM OF UNDERSTANDING BETWEEN EDII AND ATRIA INSTITUTE  
OF TECHNOLOGY FOR CERTIFICATION PROGRAM IN "NEW ENTERPRISE  
CREATION"**

This Memorandum of Understanding (MOU) is entered on this Third of August of 2018.

**BY AND BETWEEN**

**Entrepreneurship Development Institute of India**, having their registered office at Ahmedabad (Near Village Bhat) P.O. Bhat 382428 Dist. Gandhinagar Gujarat, represented by Mr. Raman Gujral Head & Faculty, EDII South India hereinafter referred as **EDII** or the party of the **first part** and shall include all their representatives,

**AND**

**ATRIA INSTITUTE OF TECHNOLOGY**, Bangalore, Karnataka, India having their campus at #1, ASKB Campus, Anand Nagar, Bangalore – 24, India, represented by its Principal and hereinafter referred to as **ATRIA INSTITUTE OF TECHNOLOGY** or the party of the **Second Part** and shall include all their representatives.

WHEREAS **Entrepreneurship Development Institute of India (EDII)**, an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the Industrial Development Bank of India (IDBI), the Industrial Finance Corporation of India (IFCI), the Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI). The Institute is registered under the Societies Registration Act 1860 and the Public Trust Act 1950. The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus, hereinafter referred as **EDII**, having expressed interest as knowledge partner in associating with **ATRIA INSTITUTE OF TECHNOLOGY** to offer a **"Certification Program in New Enterprise Creation"** related to Entrepreneurship and Business Management for PG/UG students of **ATRIA INSTITUTE OF TECHNOLOGY**.

H.O. Ahmedabad (Near Village Bhat) P.O. Bhat 382428 Dist. Gandhinagar, Gujarat

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And whereas both the parties agree upon the terms and conditions of their association are desirous to conduct the program as hereunder.

1. EDII agrees to offer the above mentioned two programs as a knowledge partner at the UG / PG level students of **ATRIA INSTITUTE OF TECHNOLOGY**, to start with and later on to other students of the associated institutions. However, EDII reserves the right to offer similar programs to other institutions in the country in future. Mrs. Farhana Kausar, Atria Institute of Technology, will act as the programme coordinator on behalf of **ATRIA INSTITUTE OF TECHNOLOGY**.
2. **ATRIA INSTITUTE OF TECHNOLOGY** will promote the program on its own using print and electronic aids and will acknowledge the name of EDII prominently in all the promotional literature and material.
3. **ATRIA INSTITUTE OF TECHNOLOGY** will provide the classrooms and other infrastructure for conducting the program.
4. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to review the facilities provided to EDII on a regular basis to ensure smooth implementation of all the above mentioned three programs.
5. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to offer the "Certification Program in New Enterprise Creation" its students.
6. EDII as a knowledge partner agrees to conduct the Certification Program.
7. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to pay to EDII the mutually agreed fees for Certification Program. EDII agrees to provide an incentive of Rs.200/- per student to **ATRIA INSTITUTE OF TECHNOLOGY** to support its ED Cell.
8. **EDII** will upgrade the curriculum from time to time, to meet the business / corporate/ industry needs, if required
9. The duration of the **MOU** is for a period of **2 years** effective from the date of signing the **MOU** and revisable on a mutually agreeable basis. **ATRIA INSTITUTE OF TECHNOLOGY** will deposit a non interest bearing, refundable deposit of Rs. 25,000/- with

*[Handwritten signature]*

*[Handwritten signature]*  
3/8/2018



EDII. EDII will refund the caution deposit of Rs.25,000/- after the minimum COMPLETION OF THE FIRST BATCH OF THE CERTIFICATION POROGRAM AS PER THE ENCLOSED PROGRAM FLOW during one year period from the date of signing this MOU by the **ATRIA INSTITUTE OF TECHNOLOGY** , is achieved. However, if the abovementioned conditions are not complied with, the caution deposit of Rs.25,000/- will beforfeited by EDII

10. **EDII** reserves the copy right for content/other relevant aspects of all the aforesaid mentioned programs.
11. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to keep the content/other relevant aspects of all the aforesaid mentioned programs **confidential**.
12. **EDII & ATRIA INSTITUTE OF TECHNOLOGY** jointly agree to review the feedback of all the aforesaid mentioned programs and make suitable revisions, if necessary, on mutually agreeable terms.
13. **EDII** agrees to provide own/guest faculty for all the aforesaid mentioned programs.
14. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to provide own faculty for guiding and monitoring students for project works (separate projects each year as mentioned in Annexures). **ATRIA INSTITUTE OF TECHNOLOGY** also agrees to pay to EDII faculty additional honorarium for guiding students for project works, in those cases where **internal** faculty is not available, on mutually agreeable honorarium basis.
15. **ATRIA INSTITUTE OF TECHNOLOGY** agrees to pay to EDII separately for the students of all the aforesaid mentioned programs visiting EDII Ahmedabad Campus if any, for short duration teaching/training during the course. This payment will be as per EDII norms. EDII reserves the right to review and increase such expenses in future.
16. **EDII** agrees to send its faculty from Ahmedabad to program location if required for some critical course(s) on actual cost basis.
17. **EDII** will support **ATRIA INSTITUTE OF TECHNOLOGY** for conducting different training programmes, workshops, camps, seminars and conferences supported by different governmental and other agencies.
18. **EDII** will support **ATRIA INSTITUTE OF TECHNOLOGY** by highlighting about the






Course offered in their website to enable the aspiring students and their parents about the association and giving mileage to the above program. **ATRIA INSTITUTE OF TECHNOLOGY** will provide draft content to EDII for the same.

19. **EDII** will jointly with **ATRIA INSTITUTE OF TECHNOLOGY** provide the final Certificate for the programmes.
20. EDII will not be liable or responsible for any legal/ statutory/ tax related obligations.
21. Neither party shall be held responsible for non-fulfilment of their respective obligations under this agreement due to exigency of one or more of the force majeure events such as but not limited to acts like floods, earthquake, strike, lockouts, epidemics, riots, wars and commotions etc., provided on the occurrence and cessation or cessation of such events, the party within one month of such occurrence or cessation. If the force majeure conditions continue beyond six months, the parties shall then mutually decide about the future course of action.

This Agreement shall be governed by and construed in accordance with the laws of the State of Gujarat. Any dispute arising out of, or in connection with this agreement shall be subject to the exclusive jurisdiction of the courts of Gujarat.

EDI

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India, Ahmedabad  
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Signature : 

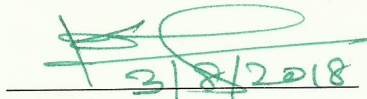
Name : Dr. Raman Gujral

Designation : Senior Faculty

Date : 03-08-2017

Project Guidance Centre

Name: Dr.K.V.Narayanswamy,  
Principal, Atria Institute of Technology, Bangalore  
Address : Atria Institute of Technology  
No.1, ASKB Campus, Anandanagar, Bengaluru-24  
Tel No : 080-23631298  
Email : [principal@atria.edu](mailto:principal@atria.edu)  
Website: [www.atria.edu](http://www.atria.edu)

Signature : 

Name : Dr.K.V.Narayanswamy

Designation: Principal

Date : 03-08-2017



## Enclosure-1

### Program Flow for Certification Program in Entrepreneurship

#### **Program Delivery:**

The entire program has been divided into 5 levels, and the participants shall learn about different facets of entrepreneurship by completing all the levels one by one. The details of input deliverables and fee structure for each level has been mentioned in the following contents.

#### **Level 1: Fundamentals in Entrepreneurship**

##### Brief Summary:

For any enterprising activity in the sense of starting a business, three things are important, viz.,

- a) Person behind the enterprise
- b) Business Idea
- c) Money

Among the three things mentioned above, the first aspect is of prime importance. This is because; it is the person who is the binding factor between the business idea and money. The first level puts more focus about the personality aspects of entrepreneurship.

##### Program Inputs:

- Icebreaking
- Introduction to Entrepreneurship, Corporate Entrepreneurship / Intrapreneurship
- Entrepreneurship Competencies, Self Rating Questionnaire, General Enterprising Tendency Test
- Simulation Exercises on Entrepreneurship – Learning about different aspects of entrepreneurship through simulation games.  
The important learning points through these games are:  
Team Building, Systematic Planning, Decision Making, Self Analysis, Calculated Risk, Costing, Pricing, Break Even Point, Negotiation Skills, Marketing and Promotion skills, Work Delegation.
- Interaction with Successful Entrepreneur

**Minimum Batch Size: 60 Numbers**

**Duration: 4 Days**

**Cost: Rs.1,000/- per person plus 18% GST**

**Please Note: At least 4 such batches have to be conducted to facilitate the continuation of further levels.**



## **Level 2: Idea Lab**

### **Brief Summary:**

The next important thing after developing personal capabilities of entrepreneurship, is to find out the feasible business idea. To generate business ideas or to find out the best business opportunity, there needs to be a different approach, where in the participant has to develop the lateral thinking mindset. Apart from this, the participant has to be aware about the ways and means to scout for opportunities and the present trends in the market. This level is called as “Idea Lab”, is specially meant to generate ideas and scout for opportunities. This level comprises of all the necessary inputs about lateral thinking, and information about different sectors of economy. In addition to this, inputs will be given about feasibility study, market research, converting idea to prototype so that, the idea can be taken to the next level.

### **Program Inputs:**

- **Steps in Starting an Enterprise**
- **Inputs about Supporting Agencies for entrepreneurship – District Industries Centre (DIC), National Small Industries Corporation (NSIC), Lead Bank Manager, KSSIDC**
- **Business Opportunity Guidance**
- **Opportunities in Agro Processing, Post-Harvest Management and Food Processing**
- **Opportunities in IT/ITES and Internet of Things (IOT)**
- **Opportunities in Engineering sector and Plastic Technology**
- **Inputs about Innovation and Design Thinking**
- **Opportunities in Civil Engineering sector**
- **Feasibility Study, Market Research, Idea to Prototype stage**
- **Assignments and Evaluation – Outside classroom activity**

**Minimum Batch Size: 50 Numbers**

**Eligibility: Those who have completed Level 1**

**Duration: 8 Days**

**Cost: Rs.2,000/- per person plus 18% GST**

**Certification: At the end of the program, an evaluation will be done and based on the scores, certification will be issued**

**Please Note:**

**Atleast three batches of Idea Lab covering 50 students has to be conducted to ensure correct program flow.**



### **Level 3: Business Plan and Idea Pitch**

#### **Brief Summary:**

This is the third important aspect of entrepreneurship – “MONEY.” Inputs in this level will be more focused towards, sources of finance and preparing a business plan, based on the information/data collected during market research. Training will be given to face the panel of investors and bankers and the way of presenting a business plan to an angel investor. Eligible and viable projects will get funding support

#### **Program Inputs:**

- **Inputs about Business Plan preparation**
- **Training on Idea Pitch**
- **Idea Pitch to Angel Investors**

**Minimum Batch Size: 30 Numbers**

**Eligibility:** Those who have successfully completed LEVEL-2 or those who have a project idea, with a proof of concept and done proper market research or who can substantiate their idea.

**Duration: 5 Days**

**Cost: Rs.2,000/- per person plus 18% GST**

**Certification:** Each participant should go through the idea pitch process, and based on the performance certification will be issued

**Please Note:**

**At least 3 batches have to be done to ensure a sizable number of start ups / viable start up ideas**



## **Level 4: Small Business Management**

### **Brief Summary:**

The beauty of entrepreneurship is that it encompasses all aspects of management viz., financial management, marketing management, HR management. The participant undergoing the certification program gets the benefit to learn about all facets of management through entrepreneurship, because it is important for an entrepreneur to be the master of all. The inputs during this level will be related to managerial aspects of a business

### **Program Inputs:**

- **Inputs about Digital Marketing**
- **Customer Relation Management**
- **Developing Website, Google ads, Facebook ads**
- **Financial Management**
- **Marketing Management**

**Minimum Batch Size: 40 Numbers**

**Eligibility: This level is open to all, irrespective of anyone having attended the earlier levels.**

**Duration: 5 Days**

**Cost: Rs.2,000/- per person plus 18% GST**

**Certification: The certification given at this stage does not acknowledge the knowledge gained in the earlier levels.**

**The participant will be evaluated before giving the certification**

**Please Note: Atleast 2 Batches has to be done**



## **Level 5: Export Business and IPR**

### **Brief Summary:**

In the present competitive era, it is imminent for an entrepreneur to know about IPR and Export Business. This level deals with opportunities in export market, procedural aspects of export business and different aspects of IPR.

### **Program Inputs:**

- **Export Marketing, Opportunities in Export Business, Formalities in Export Business**
- **Inputs about IPR (Intellectual Property Rights), Formalities for Patenting, Priart Searching, Cost factors in Patenting**

**Minimum Batch Size: 40 Numbers**

**Duration: 2 Days**

**Eligibility: This level is open to all, irrespective of anyone having attended the earlier levels.**

**Cost: Rs.3,000/- per person plus 18% GST**

**Certification: The certification given at this stage does not acknowledge the knowledge gained in the earlier levels.**

**The participant will be evaluated before giving the certification**

**Please Note: Atleast 2 Batch has to be done**

**Participants completing all 5 levels successfully will receive a consolidated Certification of New Enterprise Creation with an indication of marks obtained at all the levels and a consolidated score**