

Memorandum of Understanding

COLLEGE LOGO

<< Name of College >>

and



SMART COOKIE

Student / Teacher Rewards Program

Smart Cookie Rewards Private Limited

(Smart Cookie)

Memorandum of Understanding
between
COLLEGE LOGO _____ **Name of College** _____



SMART COOKIE
Student / Teacher Rewards Program

(COLLEGE)
and
Smart Cookie Rewards Private Limited
(Smart Cookie)

This non-binding Memorandum of Understanding (MoU) is entered into effective as of _____, 2024 by and between

Smart Cookie Rewards Private Limited, (hereinafter referred to as "**Smart Cookie**") incorporated as Smart Cookie Rewards Private Limited with its registered office located at 55 Anmol Building, Prashant Society, Kothrud Pune 411038, Maharashtra – India.

AND

_____ (hereinafter referred to as "**College**")
located at _____ - INDIA.

This MoU is being signed with Smart Cookie as a partner to facilitate various programs for Institutes, Students and Faculty enrolled in **College**.

Purpose

This MoU between **College** and **Smart Cookie** will outline the collaboration to facilitate the various programs for Students and Faculty enrolled in **College**.

1. Protsahan Bharati / Smart Cookie Real-time Student Teacher Rewards Platform.
2. CJN – Continuous Job Network
3. Internship Tracking and Rewarding System.
4. Campus Radio, an IP radio station platform to be used for Implementation, Student Engagement, Sports, Education and Employment.

5. Campus TV, an IP TV station platform to be used for Implementation, Student Engagement, Sports, Education and Employment
6. Project Showcase is a platform that connects students and employers. It gives students an opportunity to showcase their unique ideas and projects to the industry specialists of respective fields and get feedback from them.
7. Startup World an initiative of Blue Planet Solutions will provide an environment where the students can get real time industry exposure by working on Live Projects during their internship with Blue Planet.
8. LearningPlanet.in is an online education portal with online exams.
9. Ethical HR, Ethics is not a luxury. The corporate HR pain point is lack of the sense of responsibility to keep commitments. Here Student take an oath of Ethical HR and get enrolled in CIBIL like system for Ethical score. Students also get preference in recruitment based on their score.
10. Job Sitara, A Fresh New Approach to Employability
11. Mini Shark Tank, Micro Investments to Startup Ideas
12. Alumina Connect, a platform to connect Alumina of the Colleges back to the College and participate in the improvement of the College.
13. NRI – OCI Connect, a platform to where expatriates are connected with different Colleges and create a community as Friends of India.
14. Sponsors for Rewards
15. Block Chain Applications
16. Elder Support System
17. Incubation Centre
18. Internship opportunities in Implementation of the Projects
19. Technology and Business Advisory Services

Context

The College and Smart Cookie will be working towards the following:

1. Smart Cookie / Protsahan Bharati is a Student-Teacher reward platform where the Teachers reward their students for performing well in any day-to-day activity. Primarily, it is an effort

to make the whole process of education more fun, interactive and most importantly, 'Rewarding' because a person who feels appreciated, will always do more than what is expected.

2. CJN – Continuous Job Network. The Continuous Job Network TV Channel (CJN) is an innovative concept aimed at revolutionizing the job market by offering a dedicated 24x7 platform focused on jobs, employability, corporate branding and career development. Our vision is to create an ecosystem where students excel, educators thrive and employers find the talent they need thus facilitating seamless interaction, learning and career growth for all stakeholders that is accessible to a global audience.
3. Internship tracking and Rewarding system.
4. Campus Radio is a college operated internet radio station. This gives a Platform for Enthusiastic and talented Students like singers, poets, news readers etc. to become our brand ambassadors. This platform can also be used by teachers and faculty members to give online education to students.
5. Campus TV is a college operated internet TV station. This gives a Platform for Enthusiastic and talented Students like singers, poets, news readers etc. to become our brand ambassadors. This platform can also be used by teachers and faculty for online education.
6. Project Showcase is a platform that connects students and employers. It gives students an opportunity to showcase their unique ideas and projects to the industry specialists of respective fields and get feedback from them. Getting feedback from such veterans other than their educational coaches gives them the confidence to keep on innovating.

Organizations and their representatives get an opportunity to review the pool of talent that is available at their disposal. It gives them an opportunity to select the best of students to work with, based on their capability.

7. StartupWorld, an initiative of Blue Planet Solutions an affiliate of Smart Cookie will provide an environment where the students can get real time industry exposure by working on Live Projects during their internship. These are the actual projects which we get from their overseas clients. They have a team of experts having rich industry experience. These experts guide the students their way through the development of these projects under their personal guidance and support.
8. LearningPlanet.in an online education and testing portal where school / college / institute faculty can schedule their course for student for self-paced online learning and exams. There are modules for Attendance, Certificates and Rewards.
9. Ethical HR, a platform where students take oath of being ethical, this platform creates a SCORE for the ethics of the students. Students to get preference in recruitment based on their ethics score.
10. JOB Sitara, a fresh new Approach to employability here Students would link their Project Showcase and Ethical HR Score to get placements in the corporate world.
11. Mini Shark Tank, a show aimed to do micro funding to various students inspired Startup's.
12. Alumina Connect, a platform to connect Alumina of the Colleges back to the College and participate in the improvement of the College, Smart Cookie has created a comprehensive program to connect their Alumni to support students through its Wonderful Days program.
13. NRI – OCI Connect, a platform to where expatriates are connected with different Colleges and create a community as Friends of India, the Wonderful Days program will be used to connect he NRI-OCI community.
14. Sponsors for the Rewards, Smart Cookie and Colleges will work together to identify possible sponsors for giving rewards to the Students and Teachers, these will include but not be limited to

- a. College Vendors
 - b. Cafes, Book Shops, Merchants around the college / in the city.
 - c. Foreign and Brand Name Indian Colleges.
 - d. eLearning Vendors
 - e. NGOs
15. Block Chain Applications, colleges wanting to give exposure to the students and teachers to the innovative world of Block Chain, NFTs and various other certifications and badges representing enthusiasm and accomplishments of student and teachers.
16. Elder Support Systems, Smart Cookie is involved in various social programs like Readers and Elders, Home health Support, Preventive Health Support etc.
17. Incubation Center, Smart Cookie can connect **College** to Global Startup Entrepreneurs and get some to work of an incubation center at **College** if exits.
- a. College to provide.
 - i. Lab
 - ii. Accommodation in Dorm
 - iii. Cafeteria if any
 - iv. Students to do startups.
 - v. Faculty/Students to connect to Angels/VCs and Collaborators.
 - b. Smart Cookie will help in
 - i. Bringing Startup teams
 - ii. Problem Statements
 - iii. Sponsors
 - iv. Process
 - v. Rewards Engine
 - vi. International Connections
18. Internship opportunities in Implementation of the Projects
19. Technology and Business Advisory Services
- a. Interact with Vendors on Behalf of **College** for all its procurement.
 - i. Digitalization
 - ii. Internet Connection Upgrade

- iii. Setup Wi-Fi in Campus
- iv. ERP System
- v. Student Teacher Records
- vi. International Courses from Coursera
- vii. Setting up of Center of Excellence
- viii. Setup up for Special Courses like Blockchain
- ix. Document Management

College is exploring partnership with different stakeholders and has identified **Smart Cookie** as a potential partner. As a part of this MoU, both the parties hereto agree to the following respectively:

1. **Smart Cookie / Protsahan Bharati**

- **Smart Cookie / Protsahan Bharati** with the help of **College**, shall register their students and Teachers on Protsahan Bharati / Smart Cookie platform.
- Will make all the necessary resources (Free applications, Counselling and Guidance) available to students registered through this partnership.
- Will create success stories of
 - The **College** participating in the **Smart Cookie** Program.
 - Students logging of internships activities successfully.
 - Gamification of Students / Teachers getting real-time rewards.
 - **College** launching their Radio Channels
 - **College** launching their TV Channels
 - Students completing their internships.
 - Students and Teachers recognition on the project showcase platform
- Circulate these stories among other students through offline (newspapers) & online (videos/blogs posts on social media) media and appoint successful students / colleges as ambassadors to help & guide their peers.
- All Financial implications involved between **College** and **Smart Cookie** for services of the platform will be discussed and agreed upon separately as Annexure to this MOU.

2. College

- Will acknowledge **Smart Cookie** as a Digital Platform for its benefits and services to the Internal Departments / Institutions / Students / Faculty in all external communications to the institutions and general public, including official press releases.
- Will send out communications to inform / encourage / direct teachers to use Smart Cookie's programs mentioned for their students and themselves.
- Will support media coverage to build awareness about the various programs among students by issuing press releases, testimonials or feedback from Internal Departments / Affiliated Institutions / All Students / All Faculty, success stories of students, trends & surveys from time to time.
- Will assign one / multiple POC (point of contact) at **College** to help **Smart Cookie** implement its projects at university.
- Will direct POC (person of contact), TPO Head to help create a team of interns, IT Head to help in getting the data prepared for Smart Cookie Project implementation, Administration Department to help in putting up posters and banners across the college, Art and Culture Head to help implement Campus Radio and Campus TV etc. in the college.

3. Miscellaneous

- During the operation of this MoU, circumstances may arise which may call for the alteration, modifications, or amendments to this agreement. These modifications, alterations, or amendments will be mutually discussed and agreed upon in writing and attached to the main agreement as Annexures.
- Any modification to this MOU shall only be made by way of written document duly executed by representatives of both parties hereto.
- Both parties will appoint a POC (Point of Contact) to handle communication and Initiatives under this MOU.

4. Resolution of dispute through Arbitration/Court of Law

- a) All disputes relating to this MOU or claims arising out of or relating to this MOU or breach, termination or the invalidity thereof or on any issue whether arising during the progress of the services or after the completion or abandonment thereof or any matter directly or indirectly connected with this agreement shall be referred to the Arbitrator who shall be appointed with mutual consent of both the parties. The arbitrator shall be appointed within a period of 60 days from date of receipt of written notice/demand of appointment of arbitrator from either party.
- b) The decision of sole arbitrator shall be binding on both the parties. The cost of arbitration shall be borne by respective parties equally. The venue of such arbitration shall be Pune Maharashtra.
- c) The arbitration proceedings shall be governed by Indian Arbitration and Conciliation Act 1996, as amended from time to time including provisions in force at the time when the references are made.
- d) Even then, if some dispute still remains to be resolved, in that case, the dispute shall be adjudicated before the Court of Law at Pune - Maharashtra.

5. Intellectual Property

- Intellectual Property means all systems, process, procedures, propositions, descriptions, models, copyright, trademarks, trade secrets, patents, utility models, methods and other intellectual property rights recognized in any jurisdiction worldwide including all applications and registrations.
- All intellectual property brought-in / used by Smart Cookie for any of the activities / projects / platforms undertaken under this MOU shall belong to Smart Cookie at all times.
- The Materials provided by Smart Cookie are protected by copyright including without limitation by Copyright during the term of existing MOU.
- **College** shall have approach to all provisions of technology of Smart Cookie during the term of the existing MOU.

- **College** shall not use Intellectual Property that is in any way based on the systems, process, protocols, propositions and models of Smart Cookie, even though **College** may have amended and added to the foundation Intellectual Property.
- **College** will not be precluded from entering into a MOU of this kind with any other Digital Platform for the general benefit of the Institutions / Students / Faculty etc.

6. Term and Termination

- This Memorandum of Understanding will be operational and valid for 5 (Five) years from the date of signing or until the date of earlier termination. Upon completion of Five years, the MOU would be automatically renewed for the next Five years.
- Either party may terminate this agreement for cause by providing notice of at least 60 (Sixty) days in writing to the other party at the official address of communication with additional 30 days to cure the cause.

IN WITNESS WHEREOF, the parties hereto have caused this Memorandum of Understanding to be executed by their representatives in duplicate, each party retaining one {1} copy thereof respectively.

Accepted and Agreed

For _____
(College)(Party 2)

For **Smart Cookie Rewards Pvt. Ltd.**
(Smart Cookie) (Party 1)

By _____
Name:
Title:
Date:

By _____
Name:
Title:
Date:

ANNEXURE

Financial Terms and Conditions

Sr.	Description	Rate
1.	Smart Cookie	
	Basic Platform for Rewarding and 360 Degree Feedback for Faculty	Free
	Smart Cookie Rewards Fund Raising	
	a. Investment for Effective Implementation of Rewards Engine for distribution of Rewards Points.	To be Mutually Decided Minimum Amount to be year marked by every college (Associated Colleges to Invest for Student Welfare)
	b. Sponsors associated with Colleges and Universities to contribute for Rewards Points in the form of Cash or Kind	To be Mutually Decided
2.	CJN – Continuous Job Network	To be Mutually Decided
3.	Campus Radio	
	a. Basic Platform for Internet Radio for the College	Free Initial Training Basic Bandwidth of 1 TB
	b. Training and Support	To be Mutually Decided
	c. Extra Bandwidth	To be Mutually Decided
	d. Advertising and Promotional Program Revenue Share	To be Mutually Decided
4.	Campus TV	
	a. Basic Scheduling Platform for Internet TV	Free Initial Training Basic Bandwidth of 5 TB
	b. Content Storage	To be Mutually Decided
	c. Training and Support	To be Mutually Decided
	d. Extra Bandwidth	To be Mutually Decided
	e. Revenue Share	To be Mutually Decided
	f. Branding Services	To be Mutually Decided
	g. Placement TV	To be Mutually Decided
	h. Admission TV	To be Mutually Decided
5.	Startup World	
	Basic Platform for Internship with the following features <ul style="list-style-type: none"> • Student Login • Industry Login • Mentor Login • Staff Login • Internship Activity and Contribution Tracking 	To be Mutually Decided
6.	Learning Planet	
	a. Setup Charges	To be Mutually Decided
	b. E-Learning Platform	To be Mutually Decided

7.	Technology and Business Advisory Services	
	a. Interact with Vendors on Behalf of College for all its procurement. <ul style="list-style-type: none"> i. Digitalization ii. Internet Connection Upgrade iii. Setup Wi-Fi in Campus iv. ERP System v. Student Teacher Records vi. International Courses from Coursera vii. Setting up of Centre of Excellence viii. Setup up for Special Courses like Blockchain ix. Document Management 	
8.	Project to be jointly developed	
	a. Ethical HR b. Alumina Connect c. Curriculum Planning and Teacher Training d. NRI – OCI Connect e. Elder Support System f. Admission Engine g. Placement TV	Will be Jointly Developed, Tested, Productized and Made available to the Market using the Internship program at the college. College can indicate if they want to participate in the program.
9.	Design, Development and Implementation of Interdisciplinary value-added Training Courses	
	a. Sports MBA b. Jobs Academy c. International Internships d. Establishing Relationship with International Colleges / Universities for Student / Faculty exchange program and Joint Online Courses e. Establishing Relationship with International Large Corporations, SME's and Startups	

ANNEXURE II

Sr.	Project	Name of Coordinator / Designation	Phone No	Email ID
1.	Smart Cookie			
2.	CJN – Continuous Job Network			
3.	Campus Radio			
4.	Campus TV			
5.	Startup World (Internships)			
6.	Learning Planet			