



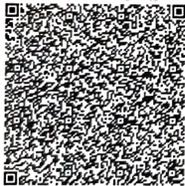
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 Description : MOU  
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MEMORANDUM OF UNDERSTANDING  
BETWEEN

SUNRISE DIGITAL MEDIA, SHIVAMOGGA

AND J.N.N College of Engineering, SHIVAMOGGA This Memorandum of Understanding (MoU) is made on 16<sup>th</sup> August 2021 at Shivamogga

BETWEEN

Sunrise Digital Media, Company Reg. No: 49/186/S/0040/2017, represented by its Founder, Sandesh M having its office at 1st Floor, Prakash Complex, Behind Shankar Mutt, B H Road, Shivamogga 577201, Karnataka, which term shall mean and include its successors in interest and assigns of other part.



*Bulani*  
Principal

J.N.N College of Engineering  
Shivamogga

For Sunrise Digital Media

*Sandesh M*  
Proprietor

Statutory Alert:

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**AND**

**J.N.N College of Engineering, SHIVAMOGGA**, established in 1980 by National Education Society. It is a private engineering college and the College is affiliated to Visvesvaraya Technological University, Belagavi and is recognized by the All India Council for Technical Education (AICTE) and Government of Karnataka, being re-accredited by National Board of Accreditation (NBA) represented by its Principal **Dr. P Manjunatha** and having its registered engineering campus at Savalanga Road, Navule, Shivamogga, Karnataka 577204 , India (hereinafter referred to as "**JNNCE**"), which term shall mean and include its successors in interest and assigns of one part.

Sunrise Digital Media and JNNCE are individually referred as **party** and jointly referred as **parties**.

**WHEREAS**, Sunrise Digital Media is a full service digital marketing agency. It has agreed to offer internship program to fresh graduates to create opportunities, to learn Digital Marketing and scope of Social Media channels. The program intends to fulfil the twin goals of providing hands-on learning experience to fresh graduates as well as benefitting small scale business, medium scale business, entrepreneurs in digital platform with infusion of fresh energy and to enhance their professional development.

**WHEREAS**, **JNNCE**, established in 1980 by National Education Society. It is a private engineering college and the College is affiliated to Visvesvaraya Technological University, Belagavi and is recognized by the All India Council for Technical Education (AICTE) and Government of Karnataka, being re-accredited by National Board of Accreditation (NBA). The college is offering **07 B.E** programme (namely Civil, Mechanical, Electrical & Electronics, ECE, Telecommunication, Information Science and Computer science programme). Further, the college is also offering M.Tech and M.B.A and M.C.A programme.

**WHEREAS**, the parties, after studying their respective strengths and objectives, wish to enter into this MoU for the following scope and objectives; and the same will be carried out between them.

NOW IN THE PREMISES OF MUTUAL PROMISES THE SUFFICIENCY WHEREOF IS HEREBY ADMITTED BY THE PARTIES THIS MOU WITNESS AS FOLLOWS:

**1. SCOPE OF THE MOU:**

To provide a platform for-

- a) **Short-term exposure** to fresh MBA graduates to enhance their professional development through experiential learning with Sunrise Digital Media.
- b) **Harnessing fresh energy and ideas** towards Sunrise Digital Media to learn digital marketing.

**2. DURATION:**

Internship program may be offered by Sunrise Digital Media.

- a. **Short term duration:** Four weeks to Six weeks for MBA students pursuing Marketing/ Finance/ Human resource

24/9/24  
Principal  
J N N College of Engineering  
Shivamogga.

For Sunrise Digital Media  
Proprietor

- b. **One year internship for meritorious** graduates / post graduates / research scholars. One year internship may be considered for the projects/ ideas, which company finds to be important & relevant.

### 3. UNDERTAKING BY SELECTED CANDIDATE

The selected interns should give an **undertaking** to abide by the rules of the Company and also enter into an agreement with the Sunrise Digital Media with a **confidentiality clause** to protect the interest of the Sunrise Digital Media. Dismissal of interns may need to be considered in cases of major misconduct / fraud/ theft / etc. Adherence to fair and transparent process under such circumstances is advisable.

### 4. OBJECTIVES OF THE MOU:

**On mutually agreed terms & conditions and availability of expertise & resources the following items can be carried out for the mutual benefits of JNNCE and Sunrise Digital Media with the concerned institution/ resource persons from time to time.**

- a. **Eligibility Conditions for Internships:** Sunrise Digital Media shall provide the internship for the students of Indian Citizen of JNNCE and **not more than 18 months should have passed from the date of declaration of final year results** to the date from which the internship is sought.
- b. **Joint Workshops / Seminars:** The parties agree to organize / conduct, whenever feasible, joint seminars / workshops / conferences in the identified areas for the benefit of the students and faculty members of JNNCE and Sunrise Digital Media.
- c. **Consultancy:** For specific technical problems, Sunrise Digital Media can approach JNNCE based on expertise, equipment and experience and on mutually agreed terms & conditions the same will be carried out.
- d. **International Relations:** JNNCE can leverage the knowledge of their collaborating partners from the reputed universities in USA, Europe, Asia, etc. for any works identified by Sunrise Digital Media.
- e. **Executive Development Program / Training:** JNNCE can provide training to Sunrise Digital Media employees in the identified areas of work or specialization.
- f. **Joint Publication of Papers:** The parties will use the results for academic publications jointly. The authorship of the potential publications will be shared between the parties.
- g. **Research Projects:** JNNCE shall solely or jointly undertake research projects with Sunrise Digital Media in the identified areas on mutually agreed terms & conditions. Both the organizations shall also submit collaborative research projects to various national and international funding agencies. In collaborative research both the organizations would ensure the successful completion of the funded research projects. For all the matters concerned, a co-ordination committee overseeing the issues consisting of five members (Two members from JNNCE, three members from Sunrise Digital Media) for identifying joint research projects to be carried out under this MoU. The ethical approval of these projects if any would be granted by Ethics Sub Committee of JNNCE'

  
 Principal  
 J N N College of Engineering  
 Shivamogga.

For Sunrise Digital Media  
  
 Proprietor

## 5) Roles and Responsibilities of Parties

- i) **Selection:** Once the internship offer is posted in the portal with short list the applicants on the basis of their skills, desire roll and locational preferences. After this an interview would have to be carried out to select the desired candidate(s) and release the offer letter on the platform to commence the internship. The selected interns shall be communicated through email/ phone call and seek their probable date of joining the internship program.
- ii) **Mentors:** Interns may be guided by company officials. The interns will not only work on assigned projects but also visit project sites to get maximum exposure & value addition.
- iii) **Support:** SPV shall provide space to work for interns. Interns shall bring laptops/ other devices etc. as needed by them. The interns shall arrange their own boarding/lodging/ transport to and from their place of stay to the place of internship.
- iv) **Submissions:** At the end of internship programme, interns shall submit a report on
  - i) assigned tasks to the company and college as per the predetermined format and number of copies
- v) **Certificate of Internship:** Based on the recommendation of the faculty and company representative the Certificate of Internship will be awarded to students.

## 6) NOTICES

In order to implement and coordinate the activities under this MoU, the following members will be designated as a representative for the parties.

### For Sunrise Digital Media

*Sandesh M*  
**Sandesh M**  
 Founder  
[contact.sunrisedesign@gmail.com](mailto:contact.sunrisedesign@gmail.com)

*Sandesh M*  
**Proprietor**

### For JNNCE

*Dr P Manjunath*  
**Dr P Manjunath**  
 Principal  
[principal@jnnce.ac.in](mailto:principal@jnnce.ac.in)  
**Principal**  
 J N N College of Engineering  
 Shivamogga.



## 7. CONFIDENTIALITY

The parties hereby agree not to disclose or divulge any confidential information which is not generally available to public but received from a party to any third person.

## 8. INTELLECTUAL PROPERTY RIGHTS (IPR)

Sharing any IPR generated out of this MoU will be decided on case to case basis under mutual consent between the parties. Parties or their affiliates hereby warrant, covenant and undertake that at any point of time during this MoU or after termination thereof they shall not use the name and related trademarks, logos or any other name used by in any internal or external media or any publications without obtaining the prior consent of respective party in writing.

## 9. ARBITRATION

Any dispute or differences arising out of interpretations of any of the clauses listed shall be resolved by mutual consultations and if any arbitration is needed the matter shall be referred to the **Principal, JNNCE** and **Founder of Sunrise Digital Media**, and their decision shall be binding on all the parties to this MoU.

## 10. DURATION AND EXTENSION OF ENGAGEMENT

This MoU duration of the internship will be a minimum of 8 weeks up to 1 year from the date of signing of this MoU by both the parties and will be renewed further if mutually agreed. This MoU or any part thereof may be amended at any time during its tenure only by the consent, in writing, of the parties concerned. Either party may terminate immediately the MoU by written notification signed by the appropriate official of the parties initiating the notice.

## 11. This internship is neither a job nor an assurance of a job in the Sunrise Digital Media.

THIS MOU IS EXECUTED IN DUPLICATE WITH EACH COPY BEING AN OFFICIAL VERSION AND HAVING AN EQUAL VALIDITY. BY SIGNING BELOW, THE ORGANIZATIONS, ACTING BY THEIR DULY AUTHORIZED OFFICERS, HAVE CAUSED THIS MEMORANDUM OF UNDERSTANDING TO BE EXECUTED, EFFECTIVE AS OF THE DAY AND YEAR FIRST ABOVE WRITTEN.

For J.N.N College of Engineering

For Sunrise Digital Media



24/9/21  
**Dr P Manjunatha**  
 Principal  
**Principal**  
 J N N College of Engineering  
 Shivamogga.

Witnesses: Shivamogga.

- 1.
- 2.

**Sandesh M**  
 Founder

For Sunrise Digital Media

Proprietor

Witnesses:

- 1.
- 2.