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Memorandum of Understanding

Between

Creesync Software Technologies
Private Limited - Farzi Engineer

&

Jaypee Institute of Information Technology

(Deemed to be University)

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MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MoU") is made on 15 February 2024 by and between **JIIT Noida**, an education institution recognized by the University Grants Commission, with its principal place of business at A-10 Sector-62, Noida 201 309 (UP), India and **Creesync Software Technologies-Farzi Engineer**, with its principal place of business at Lucknow, India.

Jaypee Institute of Information Technology (JIIT), Noida [AICTE Approved, NIRF (MHRD, GoI) Ranked and NAAC Accredited] was established in the year 2001 and has been declared as a "Deemed to be University" under Section 3 of UGC Act 1956 in the year 2004 vide notification dated 1st Nov 2004 of Ministry of Human Resource Development, Government of India.

JIIT Noida has been ranked amongst the top in NCR, and one of the best in North India and in the country among all government and private engineering Institutions.

JIIT Noida is fully equipped to conduct UG, PG and doctoral programs. It has more than 5846 research publications and 50 books to its credit. JIIT has collaborations / understanding with many foreign universities such as University of California, University of Florida, University of Abertay Dundee (UK), etc.'

FarziEngineer, founded in 2016, aims to provide a boom to eCommerce platforms. We envision being the one-stop destination for services llike CRO, page speed optimization, FarziCommerce, E-commerce solutions, and mobile app development. During the past few years, we have built a team of battle-hardened individuals who have cooperated with brands to reach more than their desired targets. We have gone miles together with some D2C brands like Mamaearth, BoAt, Dr. Vaidya. Furthermore, we have joined hands with multiple startups whose presence was offline like Anand Prakash, Beco, Ikkai, etc.

JIIT and Farzi Engineer has started excellent Academia-Industry relationship since the year 2020. Both now intend to pursue areas of collaboration and cooperation which will afford enhanced opportunities.

JIIT and Farzi Engineer plan to cooperate in the following areas:

1. **Internship/Projects/ Full-time-role to Students**. JIIT shall provide offered final year students, B.Tech / Integrated M.Tech / M.Tech in February and MBAs in March / April, for internship cum full-time-role. These students will be available till the end-May to Farzi Engineer to make them business-ready as per their business model. The contribution made by students shall be reduced to writing and submitted by them as major project work, as per the UGC guidelines for award of the PG / UG degrees. The assessed marks given by FarziEngineer will be added as marks obtained in major project work, for the award of final grade of the programme.

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2. **Industrial Training During Summer Breaks**. Selected students from JIIT will be given industrial training opportunities during pre-final year summer break(s). Students so selected will work with FarziEngineer to understand the business model and will, thus, get groomed over a period of two to six months. Students showing potential to be a useful member of the Team FarziEngineer may be considered for PPO or appropriate advantage during Campus Placement Drives.

3. **Guest Lectures / Workshops**. FarziEngineer and JIIT, shall under take online guest lectures on contemporary business skills / technologies and basic concepts of engineering / management respectively. Team FarziEngineer members and students / faculty members of the JIIT shall be the beneficiaries. These events shall be planned and conducted on a mutually agreed date and time.

4. **Faculty Development Programmes**. These programmes will be conducted by the JIIT and representatives from FarziEngineer shall be invited to attend and enrich the programmes by their valued inputs. The improvements in the syllabi / electives suggested will be considered for making the students better industry ready.

5. There will be no financial transactions of any kind and both parties shall work for grooming the human resource for the nation-building. This understanding will be valid for a period of two years from the date of signing.

For and behalf of Creesync Software Technologies- Farzi Engineer	**For and behalf of Jaypee Institute of Technology (JIIT)**
Ashutosh Kesharvani	
Name: Mr. Ashutosh Kesharvani	**Name**: Col. Sharad Rastogi (Retd
Title: Founder	**Title**: Registrar
Date: 15 Feb 2024	**Date**: 15 Feb 2024
Executing Officer Ashutosh Kesharvani Ashutosh Kesharvani Founder at FarziEngineer	**Executing Officer** **(Anita Marwaha)** Deputy Head-Training & Placement, Jaypee Institute of Information Technology, Noida