



SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

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**MEMORANDUM OF UNDERSTANDING
(MOU)**

BETWEEN



**SUMATHI REDDY INSTITUTE OF TECHNOLOGY
FOR WOMEN, ANANTHASAGAR, HASANPARTHY,
WARANGAL**

&

INDUS IT SOFTWARE SERVICES PRIVATE LIMITED

FOR

**ACADEMIC PROJECT, SKILL DEVELOPMENT, PLACEMENT AND
RELATED SERVICES**

Rajeev

PRINCIPAL

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506371 (T.S.)





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MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into on this on the 22th DAY of JULY Two Thousand and TWENTY ONE (22-07-2021), by and between

SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN

ANANTHASAGAR, HASANPARTHY, WARANGAL, the First Party represented herein by its **PRINCIPAL** (hereinafter referred as '**First Party**', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

AND

INDUSIT SOFTWARE SERVICES PRIVATE LIMITED., 27/66, UPSTAIRS CHINNA MARKET, ONE TOWN KURNOOL Kurnool AP 518001 INDIA the Second Party, and represented herein by its Zonal / Divisional Head, **K.KISHORE, CEO**, (hereinafter referred to as "**Second Party**", company which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party') as

WHEREAS:

- A) First Party is a Higher Educational Institution named: **SUMATHI REDDY**

Rajan

PRINCIPAL

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (T.S.)





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INSTITUTE OF TECHNOLOGY FOR WOMEN, ANANTHASAGAR, HASANPARTHY, WARANGAL.

First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

- B) The Parties intend to cooperate and focus their efforts on cooperation within the areas of Project Development, Skill Based Training, Education and Research.
- C) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.
- D) **INDUS IT SOFTWARE SERVICES PRIVATE LIMITED., 27/66, UPSTAIRS CHINNA MARKET, ONE TOWN KURNOOL Kurnool AP 518001 INDIA,** the Second Party is engaged in Business, Software Consultancy, Skill Development, Education and R&D Services in the fields of - software, hardware training and development center - - and related fields

CLAUSE 1 CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Institution** and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.

- 1.2 First Party and Second Party co-operation will facilitate effective


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utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.

- 1.3 The general terms of co-operation shall be governed by this MOU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MOU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

CLAUSE 2 SCOPE OF THE MoU

- 2.1 The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
- 2.2 **Industrial Training:** Industry and Institution interaction will give an insight into the latest developments / requirements of the industries. The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The First Party will provide its Labs / Workshops for the hands-on training of the learners enrolled with the First Party.
- 2.3 **Skill Development Programs:** Second Party to train the students of First Party on the emerging technologies in order to bridge the skill gap and make them industry ready.
- 2.4 **Guest Lectures:** Second Party to extend the necessary support to deliver guest lecturers to the students of the First Party on the technology trends and in house requirements.

Rajan
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- 2.5 **Placement of Trained Students:** Second Party will actively engage to help the delivery of the training and placement of students of the First Party into internships/jobs and will facilitate placements for at least 70% of the students. The Second Party will itself absorb at least 20% of the trained students.
- 2.6 **Faculty Development Programs:** Second Party to train the faculties of First Party for imparting industrial exposure /training as per the industrial requirement considering the National Occupational Standards in concerned sector ,if available
- 2.7 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programmes on the terms specified herein
- 2.8 There is no financial commitment on the part of the **SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN, Ananthasagar, HASANPARTHY, WARANGAL, TELANGANA**, the First Party to take up any program mentioned in the MOU.If there is any financial consideration, it will dealt separately

CLAUSE 3 INTELLECTUAL PROPERTY

- 3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppel or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copyrights and designs) of the other Party.

CLAUSE 4 VALIDITY

- 4.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period **SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN, ANANTHASAGAR, WARANGAL, TELANGANA**, the First Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **INDUS IT Software Services Pvt. Ltd**, the


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Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU

Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations.

CLAUSE 5 RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that **SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN, ANANTHSAGAR, WARANGAL, TELANGANA** and **ARETE IT Services Pvt. Ltd.**, are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party.

Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

Any divergence or difference derived from the interpretation or application of the MOU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at Warangal. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of **Warangal**.


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AGREED:



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For Name of Institution

**SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN,
ANANTHASAGAR, WARANGAL, TELANGANA**

PRINCIPAL
Sumathi Reddy Institute of Technology for Women
Ananthasagar, Hasanparthy (M)
WARANGAL - 506 371 (T.S.)



For Name of Industry

INDUS IT Software Services Pvt. Ltd.

Authorized Signatory

SUMATHI REDDY INSTITUTE OF TECHNOLOGY FOR WOMEN	INDUS IT Software Services Pvt. Ltd
Ananthasagar, Hasanparthy, Warangal, Telangana, India - 506371	27/66, UPSTAIRS CHINNA MARKET, ONE TOWN KURNOOL Kurnool AP 518001 IN
9052636390, 0870-2818302	9492759753
principal@sritw.org	info@indusitservices.org
https://www.sritw.org/	http://indusitservices.org/



SUMATHI REDDY

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L e a r n i n g a t i t s b e s t

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No. SRITW/CIRCULAR/2021

Date: 02/01/2021

CIRCULAR

All the Faculty are hereby informed that, Workshop on “**Trademark Protection and Branding**” will be conducted on 07th January 2021 in association with Indus IT private limited. Interested Faculty can contact **S. Vishali, Assistant Professor, Dept. of CSE** for registration.

Rijan
Principal

Principal

Sumathi Reddy Institute of Technology for Women
Ananthasagar (V), Hasanparthy (M)
WARANGAL - 506 371 (TS)

Copy to:

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2. Administrative Officer
3. In-charge, Exam Branch
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ONE DAY WORKSHOP

On
Trademark Protection and
Branding

7th January 2021

APPLICATION FORM

Name :

Designation :

Address :

Phone/ Mobile No. :

E-mail address :

Date:

Signature of Applicant

SPONSORSHIP FROM THE HEAD OF THE DEPARTMENT/ORGANISATION

This is to certify that
Dr./Mr./Ms.

..... is
permitted to participate in the one
day workshop on "Trademark
Protection and Branding" to be
held from 7th January 2021 at
SRITW, Warangal.

Date:

Signature of the Authority
(Designation and Seal)

About the Workshop

1. To understand the importance of trademarks in protecting intellectual property.
2. To explore the various aspects of branding and its impact on business success.
3. To provide practical knowledge and tips for trademark registration and brand building.

About Sumathi Reddy Institute of Technology for Women (SRITW)

Sumathi Reddy Institute of Technology for Women (SRITW) was established in the year 2009 by the great educationalist Sri A. Varada Reddy garu with a clear vision to Empower women in the field of Science & Technology and transform them as Innovators, Leaders and Entrepreneurs. Sumathi Reddy Institute of Technology for Women, a comprehensive and student centric college offering undergraduate programs with state of the art infrastructure, sophisticated labs, amphitheater, conference room, standard sports facilities, smart classrooms, campus connected hostel, green campus, Abutting to National high way.

Registration Fee Details

No Registration Fee. Only Limited seats are available. Please send the soft copy of the registration form duly signed as per the format

sritcsedept@gmail.com.



SUMATHI REDDY
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ONE DAY WORKSHOP On Trademark Protection and Branding

7th January 2021

Organized by
department of Computer
science and Engineering,
Sumathi Reddy Institute of
Technology for Women
In Association with
Indus IT

INDUS IT

Convener

Dr. I. Rajasri Reddy
Principal
Sumathi Reddy Institute of
Technology for Women

Co-ordinator Ms.
S. Vishali

Assistant
Professor, CSE

Sumathi Reddy
Institute of
Technology for
Women

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Trademark Protection and Branding

Date: 07/01/2021

Venue: SRITW

Duration: One Day

Introduction: The one-day workshop on "Trademark Protection and Branding" was organized with the aim of providing participants with valuable insights into the significance of trademark protection and effective branding strategies. The event took place at SRITW, and it featured a diverse range of expert speakers and interactive sessions.

Workshop Objectives:

1. To understand the importance of trademarks in protecting intellectual property.
2. To explore the various aspects of branding and its impact on business success.
3. To provide practical knowledge and tips for trademark registration and brand building.

Agenda:

Session 1: Introduction to Trademarks and Intellectual Property (IP) The workshop began with an overview of trademarks and their role in safeguarding intellectual property. The speaker highlighted the legal framework surrounding trademarks and discussed the benefits of protecting one's brand through registration.

Session 2: Trademark Registration Process This session delved into the intricacies of the trademark registration process. The presenter explained the steps involved, from conducting a trademark search to submitting an application. Common challenges and best practices for a successful registration were also discussed.

Session 3: Trademark Infringement and Enforcement The workshop then shifted its focus to trademark infringement issues. The speaker shed light on identifying potential infringement, legal remedies available, and strategies for enforcing trademark rights. Real-world cases were presented to illustrate the importance of proactive protection.

Session 4: Building a Strong Brand Identity After a brief break, the workshop turned towards branding strategies. This session explored the elements of a strong brand identity, including logo design, brand messaging, and customer perception. Participants engaged in group discussions and case studies.



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Session 5: Online Branding and Digital Marketing As online presence becomes increasingly crucial, this session covered effective branding in the digital realm. The speaker discussed strategies for utilizing social media, content marketing, and online advertising to enhance brand visibility and engagement.

Session 6: Interactive Workshop – Design Your Brand Participants were divided into groups and tasked with creating a hypothetical brand from scratch. They brainstormed ideas for brand names, logos, slogans, and marketing approaches. This hands-on exercise encouraged creativity and practical application of the concepts learned.

Session 7: Trademarks and International Business The final session explored trademark considerations in the context of international business expansion. Challenges related to cross-border trademark protection, cultural nuances, and global brand consistency were addressed.

Conclusion: The one-day workshop on Trademark Protection and Branding provided participants with a comprehensive understanding of the vital role trademarks play in securing intellectual property and establishing a strong brand identity. Attendees gained insights into the legal aspects of trademark protection, effective branding strategies, and the ever-evolving landscape of digital marketing. The interactive sessions and practical exercises added a practical dimension to the theoretical knowledge presented.


S. Vishali

Coordinator




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Ms. Vaidehi Delivering the session in A One Week Workshop on "Trade Marketing and Branding"



Rajini
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Workshop on Trademark Protection and Branding
7th January 2021

S.NO.	NAME OF THE FACULTY	7/1/2021
1	Mr.K.Rajesh Chary	✓
2	Mr.A.Raju	✓
3	Mr.Ch.Krishna Reddy	✓
4	Mr.Anna Srinivas	✓
5	Dr.N.Srivani	✓
6	Mr.B.Harish	✓
7	Mr.T.KumaraSwamy	✓
8	Ms.K.M.Sujatha	✓
9	Dr.I.Rajasri	✓
10	Mr.A.Rajesh	✓
11	Mr.N.Sambasiva Rao	✓
12	Mr.Ram Prasad	✓
13	Ms.M.Sruthi	✓
14	Mr.Sukhaveerji	✓
15	R.Shashi kumar Reddy	✓
16	M.S.Teja	✓
17	M.Radhika	✓
18	K.Sravan kumar	✓
19	S.Anitha	✓
20	J.Suresh	✓
21	Ravikiran Karre	✓
22	Raghava Kumari Deevi	✓
23	Nuneti Govardhan	✓
24	Chinthireddy Padmaja	✓
25	Kasanagottu Srinivas	✓
26	Eelandula Kumaraswamy	✓
27	Shyam Sunder Merugu	✓
28	Pritam Singh Bakariya	✓
29	Anitha Maddhi	✓
30	Nandikonda Swathi	✓
31	Gomasi Naresh	✓
32	Vatle Pranathi	✓



Rejane
PRINCIPAL
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Shalini
S. Vishali
COORDINATOR



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INDUS IT

CERTIFICATE

This is to certify that

Mr.T.KumaraSwamy

Has successfully completed Workshop on "Trademark Protection and Branding" held on 07th January 2021

S. Vishal

S. Vishal
Coordinator



Dr. E. Sudharshan

Dr.E.Sudharshan
HOD, CSE

Rajani

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Dr. I. Rajasri Reddy

Dr. I. Rajasri Reddy
Principal