



# Memorandum of Understanding

between

**Department of Business Intelligence,  
B. K. School of Professional and Management Studies,  
Gujarat University - 380009**

and

**Ekoching  
301, Sunrise Mall,  
Nr. Mansi Circle,  
Vastrapur, Ahmedabad, Gujarat - 380054.**

This Memorandum of Understanding (MOU) sets for the terms and understanding between the Department of Business Intelligence, B.K School of Professional and Management Studies and Ekoching. from 24th August, 2023.

**Dr. Mamta Brahmbhatt**

Associate Professor & Head  
Department of Business Intelligence,  
BKSPMS, Gujarat University

**Shri Prashant Sugandh**

Founder  
Ekoching  
Ahmedabad, Gujarat.

**Hon. Registrar  
Gujarat University**





दिनांक :

संदर्भ संख्या :

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This **Memorandum of Understanding (MoU)** is entered into on **Thursday, 24<sup>th</sup> August, 2023** by and between **Department of Business Intelligence, B.K School of Professional and Management Studies, Gujarat University** and **Ekoching**. **Department of Business Intelligence, B.K School of Professional and Management Studies, Gujarat University** and **Ekoching** agree that cooperation in activities that are mutually beneficial. The areas of cooperation may include, subject to mutual consent, any desirable and feasible activity that would further the goals of each institution. Such interaction may include cooperation in a variety of joint academic, educational and institutional activities such as:

- Joint research projects and publications, including work by undergraduate, graduate, and post-doctoral students at the partner institutions;
- Student internships and placements
- Joint conferences and workshops;
- Training provided by professionals to the students either virtual or on campus
- Material and insights sharing
- Visits by resource persons, professional staff, and students.
- Psychometric tests

The parties anticipate that a number of these initiatives will occur during the period of this MoU. However, neither party is obligated to agree to any minimum number of activities, nor is this MoU intended to preclude either party from entering into similar agreements with other institutions. The MoU does not bind either party by any legal obligation.

The following initiatives provide good starting places and can be implemented as soon as administrative details are agreed upon between the two institutions:







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- Summer joint internship programmes
- Summer graduate and undergraduate experiences;
- Student opportunities for paid internships;
- Cooperation in academic and research programs

### 1. Training /workshops and seminar

**Ekoching** shall conduct training workshops and seminar for the students of **Department of Business Intelligence, B.K School of Professional and Management Studies, Gujarat University** whenever possible and required.

### 2. Purpose and Aim

The purpose of this instrument is to recognize the need for cooperation in helping Students of **Department of Business Intelligence** to cope with the Aptitude Test of various tech and non tech companies who come to campus for the purpose of placement. Also sharing information about students' performance to the Training and Placement Officer and Placement Cell. **Ekoching** will also conduct a free psychometric test for all the students of **Department of Business Intelligence, B.K. School of Professional and Management Studies, Gujarat University**.

### 3. Warranties and Representations

Each party waives any claims against the other party for compensation or reimbursement of costs incurred as a result of performance of duties or usage of Loaned Equipment in accordance with this document, including any loss, damage, personal injury or death.

### 4. Duties and Responsibilities

**Ekoching** will permit the students of **Department of Business Intelligence, B. K. School of Professional and Management Studies, Gujarat University** and access its portal named "Make My Test" (acronym as MMT) for a period of 1 year starting from date of signing this MoU at zero cost.

**Department of Business Intelligence, B. K. School of Professional and Management Studies, Gujarat University** will invite **Ekoching** to undertake placement training and conduct workshops/seminars and mock tests whenever necessary.



*M. Brahmhatt*  
Dr. Mamta Brahmhatt  
Associate Professor & Head,  
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Shri Prashant Sugandh  
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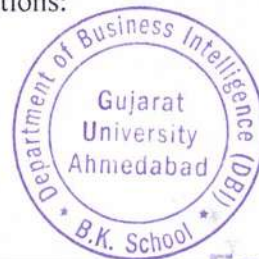
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**For, EKOCHING**