

Memorandum of Understanding

between

Fatima College,
Madurai, Tamilnadu

and

nmore,
Secunderabad

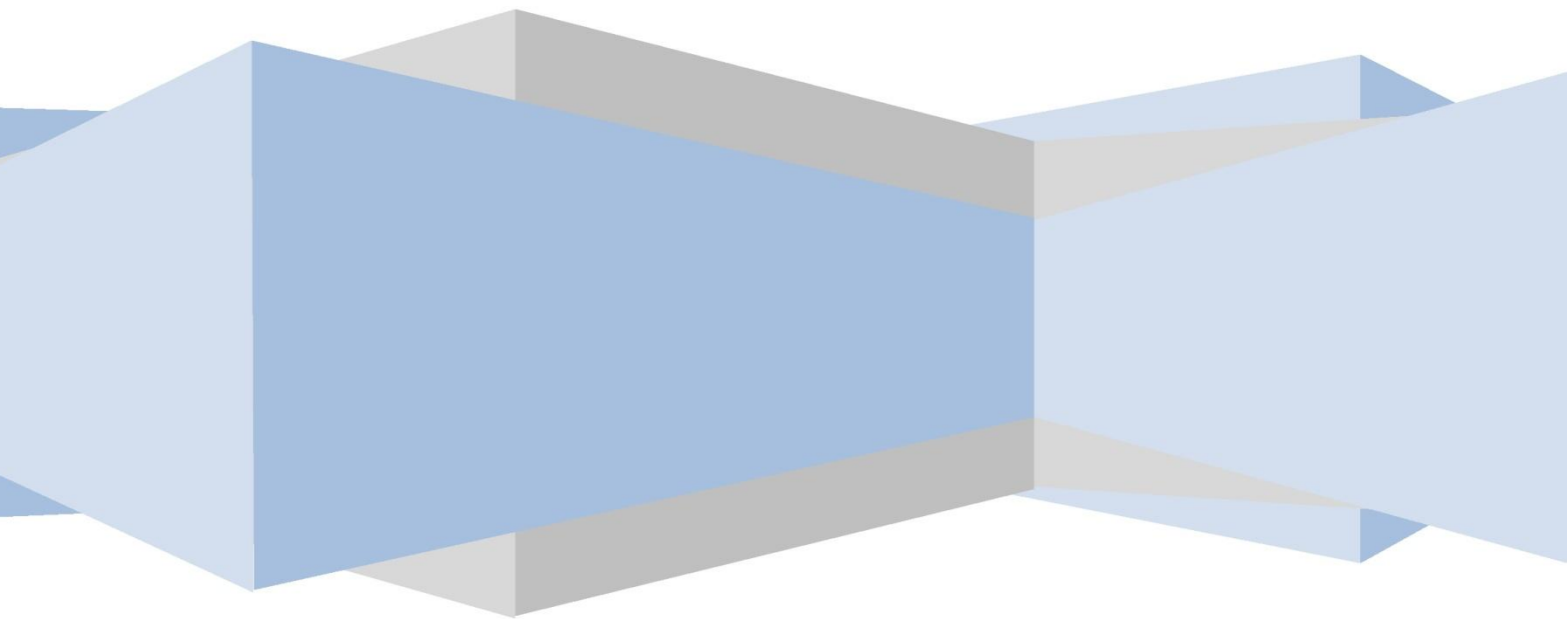


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MoU with B-Schools- Live Projects

This MoU is to formalize terms of association between M/s **Nmore**, a strategic advising firm providing Marketing Research, Analytics and Corporate & Academic Training services in India and abroad and **Fatima College, Madurai, Tamilnadu** (henceforth known as **Fatima, Madurai**) for providing the Students of the B-School with opportunities to work on Live Projects with the Prospects and Clients of Nmore.

1. Background

Researchers and educators at Nmore and **Fatima, Madurai** wish to cooperate and collaborate in the field of academics and applied research.

This MoU intends to provide opportunities to students and their guides (faculty members) to interact and work with Nmore and their client organizations on Live Project/s involving various industrial and functional domains. With over 8 years of experience in academics and research, we understand the need and importance for students of **Fatima, Madurai** to work on live projects.

Nmore will source the projects and share the same with students, guiding students on various aspects of the project work and monitoring their progress till the completion of the project.

In cases where **Fatima, Madurai** sources Live Projects directly from Organizations and where they wish to avail of Nmore's expertise in executing these projects, the same shall be considered on a case-to-case basis.

2. Objectives

Nmore and **Fatima, Madurai** wish to cooperate for the purpose of:

- i) Strengthening and broadening the concepts & practices of Research and Analytics among students.
- ii) Familiarizing students with the latest techniques in research - both qualitative as well as quantitative
- iii) Enhancing the students' competence in analytic skills.
- iv) Building **Fatima, Madurai** reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students of having carried out satisfactorily the work assigned

3. Benefits

- a. **Institute Perspective:** Awareness and recognition in the Industry, Live projects for students, placement opportunities, advertisement and contacts
- b. **Student Perspective:** Hands-on experience with practical applications, certification, live project opportunities, analytical skills, graphical presentation techniques and better chance of getting PPOs (Pre-Placement Offers)
- c. **Client Perspective:** Data integrity, professional output, service assurance, confidentiality of consolidated data and actionable recommendations
- d. **Nmore Perspective :** Learning and geographic coverage

4. **Rationale**

B-School Students usually get a chance to practice what they have learnt in the classroom during their summer internships. However, organizations' needs are not confined to the summer season alone. Most times organizations pick up summer interns as a matter of precedence or routine and assign a mundane job with no great learning value or even an opportunity to apply the skills learnt in the classroom.

On the other hand, there are many organizations which need a genuine assignment to be carried out and cannot afford big time Research agencies. At the same time they are not willing to risk their money by employing inexperienced students.

This is where Nmore steps in. We provide the professional guidance required, to the students during their short term internship. This guarantees quality of work to the organization and a great learning experience to the students.

We believe in giving the students an enriching experience and the freedom to apply classroom learning. Students do not just act as field data collectors, but are involved in all activities right from problem identification to exploratory research to questionnaire design and analysis of data as per the demands of the project.

5. **Activities**

Based on the criteria for the project (knowledge of local language, gender, specialization, graduate stream etc.), **Fatima, Madura** shall provide a shortlist of students interested in undertaking the project.

From the shortlist provided, Nmore shall select students through personal / telephonic / on-line interviews. A project briefing and demonstration session for students to understand the nature of the research work shall be organized through personal meetings / on-line.

Students will be working with Nmore's team throughout the project. Students have to update Nmore on the progress of the project on a daily basis through mails / telephone. The daily report shall consist of the activities carried out during the day and also activities planned for the next day / week (as per the duration of the project).

An online group shall be formed to facilitate smooth exchange of communications amongst the students, faculty members involved and Nmore.

6. **Stipend to Interns**

Although it is not a norm in the industry to pay students for projects, we strongly believe that the students should be paid for their efforts. The terms for payment of stipend will be communicated to the students prior to beginning the project work. In case of Nmore's suo-motu (own) projects, they shall be paid as per the norms of Nmore which will also be communicated prior to the project.

7. **Certificate**

The certificate of having carried out the Project shall be provided by the Organization directly. In case of suo-motu projects, Nmore shall issue the certificate.

8. Expectations from B-Schools:

An in-principle consent / approval to support this initiative of Nmore by way of signing this MoU. Considering the short term of nature of most projects, timelines are critical.

In view of this, **Fatima, Madurai** should ensure that information provided by Nmore about the forthcoming Live Projects is conveyed to the students in time.

Allow the students enough time to work on the project by providing sufficient amount of time for the Project work. Our projects are designed in a manner so as not to disturb the students' regular academic work.

As per the **Fatima, Madurai** policy, authorize students to utilize available resources such as

- i. Premises
- ii. Computers & Printers
- iii. LCD Projector, Internet, Wi-Fi etc., with access to online communication sites being used by us viz., Skype, Google / Yahoo groups etc.,
- iv. Library resources, including Databases,
- v. Photocopying and Communications equipment at cost (students)
- vi. And other such facilities as may be required from time to time (prior permission of which will have to be provided to the students by the respective B-school authorities)

Motivate faculty members, staff and management to contribute their mite for strengthening this initiative for the benefit of the students and consequently to the Institute too.

9. Outcomes expected

- i) Increase in the quality and numbers of placements through better and more number of organizations joining the placements process.
- ii) Enhancing analytical abilities and awareness of various analytics techniques among students
- iii) Encouraging students to apply the analytics techniques in an innovative manner. This is our focus area.**
- iv) Building the B-School's reputation in the industry by guiding students to work on Live projects and submitting quality Project Reports to the organization
- v) Strengthening the morals and work ethics of students for personality development
- vi) Providing certificates to students

10. Duration of the MoU


This is an ongoing Memorandum of Understanding and will remain in force till such time as one or both parties decide to terminate the same.

11. Termination of MoU

We work in a highly ethical, integrity oriented and value based environment and guarantee quality of work to the client organizations. We trust that students working on the Live Projects with us will uphold the same values.

Any breach of this trust may result in recalling the students and review of this MoU. The Institute also may terminate this MoU if they find the services of Nmore wanting.

In consent of these terms, the parties affix their signatures herebelow:


Signature with seal
(Write Name & Designation of Signatory)
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
Fatima College, MADURAI - 625 018.
Madurai, Tamilnadu

Date: 01-July, 2015


Signature with Seal
Uday Bhat – Founder Partner
Nmore
Secunderabad
Date: 01-july, 2015