



தமிழ்நாடு தமில்நாடு TAMILNADU

25 MAR 2021

SRI VENKATESWARA COLLEGE OF ENGINEERING  
AND TECHNOLOGY - THIRUVALUR

BB 180499

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Chennai - 600 001.

## Memorandum of Understanding

Between

DEPARTMENT OF MASTER BUSINESS ADMINISTRATION

**SRI VENKATESWARA COLLEGE OF ENGINEERING AND  
TECHNOLOGY**

Thirupachur-631203, Tiruvallur TK & DT

And

**NEW GEN ENTERPRISES**

PRINCIPAL

Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124

PRINCIPAL

Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203.



The Department of Master Business Administration (Dept. of MBA) of **SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY**, run by **Sri Venkateswara Educational And Cultural Trust**, situated at Thirupachur Thiruvallur, District-631203 and **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, believed that close co-operation between an industry and a technical institution would be of considerable mutual benefit. The budding engineers and faculty from a technical institution could play a key role in technological up gradation, innovation, and competitiveness of an industry.

**NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, shall impart valuable inputs to the Department in teaching/ training methodologies and suitably customize the curriculum so that the students fit in to the industrial scenario meaningfully.

Another dimension to the **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, and the Department of Master Business Administration of **SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY** co-operation will relate effective utilization of the intellectual capabilities of the faculty of the Department providing significant inputs to them in developing suitable teaching/ training systems, keeping in mind the needs of the industry and to bring about innovative ideas into real design product.

#### Benefits:

1. Both the Department of Master Business Administration of **SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY** and believe that close co-operation between the two would be of major benefits to the student community to enhance their skills and knowledge and would act as platform in bridging the gap between academia and industry.
2. **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, and the Department interaction will give an insight into the last developments/ requirements of the industries. Hence the **PRINCIPAL** equipped to meet tomorrow's challenges present in the real world.
3. **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, and the Department tie up will build confidence and prepare the students to have a smooth transition from academia to industry.

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4. The students will be permitted to industrial visit to learn the working instruments and working procedure of **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124.
5. To have meetings with faculty of the Department and staff of **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, to discuss on various topics, to have interdisciplinary design and establishment of working modules and the curriculum requirements relating to the industries.
6. To support setting up of an advance learning centre, marketing this can be utilized for providing training and projects for students in the college campus itself.
7. To hold training sessions for the Lab assistants such that in house servicing and maintenance capability of them can be enhanced.
8. To guide the students to make the projects by utilization of the training in both premises.
9. To provide specific training requirements for students in the latest technological fields and related software developments.
10. To provide forums like workshop and short-term training courses.

#### THE MEMORANDUM:

This Memorandum of Understanding entered as of the **02-04-2021**, between the Department of Master Business Administration of **SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY** approved by AICTE and Anna University Affiliation & **NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124..New concepts for Job loading/Unloading Automation Kit for CNC Machines. Services the parties have agreed to enter MoU. The purpose of this MoU is to memorialize recent conversations and basic understanding to the parties.

**NEW GEN ENTERPRISES** SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124. shall keep on updating the students of the Department on the latest happening on the fields of Industrial Training, Automation Services the parties have agreed to enter MoU which include

- Internship for students
- Prospective Hardware and Software developments in the above fields
- Case studies in the above-mentioned key areas
- Training to Lab Assistants / Lab Programmers
- Conduct of Workshop and Seminar on existing and blooming technologies

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1. NEW GEN ENTERPRISES SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, shall keep the Department to arrange for industry visits to the manufacturing units.

2. The Department shall allow NEW GEN ENTERPRISES SHED A, NO. 176, SIDCO INDUSTRIAL ESTATE, Thirumazhisai, Chennai, Thiruvallur, Tamil Nadu, 600124, to conduct collaborative activities in the premises confined to the Department.

#### DURATION AND EVALUATION

This MOU shall be in effect for a period of Five years from the last date of signature. The agreement shall be valid from **02 APRIL 2021 to 02 APRIL 2027**. Either party may request termination of this agreement, in writing, ninety (90) days prior to the proposed termination date. Any activities in progress at the time of termination shall be permitted to conclude as planned unless otherwise agreed in writing.

If the MOU is not canceled by any party, it will be automatically renewed for another Six Years. In case of any concerns or amendments, a joint evaluation of the MOU will be initiated by the designated representatives six (6) months prior to the expiration date. Following the evaluation, the MOU may be renewed and resigned for an additional five (5) year period (non-binding in nature).

Amendments to this MOU may be requested, in writing, by either party and approved by the authorized signatories.

**NEW GEN ENTERPRISES SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY**

Date: 02-4-2021 Date : 02-04-2021

Name : Mr. R. RAMESH

Designation: Plant In-charge

Name: Dr. J. VENKATESH, M.E, PhD,

Designation: Principal



Witness:

Signature:

Name: SANJAY GURU J.

Signature

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Witness:

Signature:

Name: N. MURUGAN.

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