

MEMORANDUM OF UNDERSTANDING

BETWEEN



**ASSOCIATION OF LADY ENTREPRENEURS OF INDIA
(AIC ALEAP WE-HUB), Hyderabad**

AND



**SESHADRI RAO
GUDLAVALLERU ENGINEERING COLLEGE**
(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)
Seshadri Rao Knowledge Village
Gudlavalluru - 521 356, Krishna District, A.P., India

This Memorandum of Understanding is entered into and effective as of 21st July 2023, and is valid until five years of the date of signing.

By and Between

Association of Lady Entrepreneurs of India, Survey No.342, ALEAP common facilities building, ALEAP Industrial Estate, Near Pragathi Nagar, opposite JNTUH road, Kukatpally, Hyderabad 500072, Telangana, India

And

Seshadri Rao Gudlavalleru Engineering College, Seshadri Rao Knowledge Village, Gudlavalleru - 521 356, Krishna District, Andhra Pradesh, India

Association of Lady Entrepreneurs of India (ALEAP), a non-profit organization is an ISO 9001:2015 certified & NABET gold rank accredited organization, acts as a facilitator & helps woman in acquiring entrepreneurial skill, guides them to become economically independent and assists women from all walks of life in their enterprising endeavors. Now ALEAP in partnership with NITI AAYOG, the premier think tank of the Government of India (GOI), through its ATAL INNOVATION MISSION (AIM) is scaling up its Incubation facilities (Atal Incubation Centre– AIC ALEAP WE-HUB) at its ALEAP INDUSTRIAL ESTATE, Pragathi Nagar, Gajularamaram, Hyderabad. ALEAP put in concerted efforts for past 25 years and created ideal platform for incubation of startups in manufacturing sector (MSME).

With an objective to nurture the women startups, help them to sustain and grow AIC ALEAP WE-HUB is providing co-working spaces, equipment/machinery/tool labs/design labs, common facility rooms, high-speed Internet access, links to research / education resources, technology transfer, links to strategic partners, help with business basics, advisory services, networking with industry peers, marketing assistance, market Research, accounting/financial management, mentorship, Technology commercialization assistance, help with regulatory compliance, Intellectual property management, access to angel investors or venture capital, and conduct periodical entrepreneurship training programs, seminars, events, accelerator programs, capacity building programs, create a network of incubators for sharing of best practices, organize Start-up summits for sharing experiences of incubates, Industry visits etc.

The major focus sectors of AIC ALEAP WE-HUB incubator are:

1. Information Technology and ITES
2. Electronics and Engineering
3. Garments and Textiles
4. Biotechnology
5. Biodegradable Technologies
6. Food Processing and Technology

ABOUT THE COLLEGE:

Gudlavalleru Engineering College is located in serene green fields of Gudlavalleru, a popular village in Krishna District of Andhra Pradesh. The college has been promoted by A.A.N.M. & V.V.R.S.R. Educational Society, Seshadri Rao Knowledge Village, Gudlavalleru which was established in the year 1981 with the main objective of establishing, aiding and maintaining technical, engineering and general educational institutions. In pursuance of this, the Society established A.A.N.M. & V.V.R.S.R. Polytechnic in the year 1981, A.A.N.M. & V.V.R.S.R. English Medium High School in 1988, Gudlavalleru Engineering College in 1998 and V.V. Institute of Pharmaceutical Sciences in 2010.

The college was accorded permanent affiliation by the then JNTU, Hyderabad in 2006 and now by JNTUK, Kakinada from 2010. This college was renamed as "**Seshadri Rao Gudlavalleru Engineering College**" with effect from the academic year 2021-22.

This college was started with an intake of 180 in EEE, ME, ECE & CSE branches of B.Tech courses in 1981. Keeping in view the demand for quality education with credibility and employment prospects as aspired by the parents and students seeking engineering education, the college has registered a phenomenal growth with additional branches and intake in both UG & PG programmes.

At Present the college is offering UG B.Tech Courses in Civil Engineering (CE), Electrical & Electronics Engineering (EEE), Mechanical Engineering (ME), Electronics & Communication Engineering (ECE), Computer Science & Engineering (CSE), and Information Technology (IT), Artificial Intelligence & Data Science (AI&DS), Internet of Things (IOT), CSE (Artificial Intelligence and Machine Learning (AI & ML)) under CSE Department, PG M.Tech Courses – Structural Engineering (SE), Power Electronics and Electric Drives (PEED), Machine Design (MD), VLSI Design and Embedded Systems (VLSID & ES) and CSE (Artificial Intelligence and Machine Learning) beside PG – Master of Business Administration (MBA). The total intake is 1470. The college has good infrastructure and qualified and experienced faculty, well supported by competent technical supporting and administrative staff.

Recognitions:

- Recognized by AICTE, New Delhi.
- UGC granted an Autonomous status to the college from the Academic Year 2014-15 to 2024-25.
- Recognized under 2(f) & 12(B) Acts of UGC, New Delhi.
- All eligible UG B.Tech programs have been Accredited by National Board of Accreditation (NBA), New Delhi under Tier-I EEE, ME, ECE & IT for a period of three academic years from 2022-23 to 2024-25, and CE & CSE from 2020-21 to 2022-23. All eligible B.Tech programs were earlier accredited in 2008, 2013, 2016, 2019 and 2021 respectively.
- Accredited by NAAC with "A" Grade for five years from 2016 and "B++" Grade for five years from 2021 to 2026.
- Departments of CE, EEE, ME, ECE & CSE were recognized as Research Centers of JNTUK from 2014-15 to 2022-23.
- **ATAL Ranking:** Recognized as Band-Performer for the Year 2021.

- APSSDC CM Skill Excellence Center (CMSEC) to scale up and increase the number of skilled candidates and placements.
 - Programming Lab
 - Dassault Systems 3D Experience Lab
- APSSDC-ECM: ARC Labs "Indo-European Skilling Centers for Mechatronics and Industrial Robotics".

Awards:

- Gudlavalleru Engineering College is recognized for the prestigious "**ICT Academy - Partner in Growth**" award for its stupendous & vibrant encouragement for the initiatives of ICT Academy.
- "**State winner**" in New India Learnathon 2020 by ICT Academy
- "ISTE A.P. & T.S. Section Best Engineering College with Overall Performance for the year 2016 Award" instituted by Srinidhi Institute of Science & Technology, Hyderabad.
- "ISTE A.P. Section Best Engineering College with Overall Performance for the year 2013 Award" instituted by Srinidhi Institute of Science & Technology, Hyderabad.
- The college has obtained the prestigious award of "ISTE Best Student Chapter in AP" for 2008 received at ISTE Student National Convention, NIT, Hamirpur, Himachal Pradesh.
- The Founder Secretary and Correspondent of the College, Sri V.V.R.Seshadri Rao and the present Chairman, Dr.Nageswara Rao Vallurupalli were honoured with the **Edupreneurs -2013** awards for their leading role in transforming Engineering Education in India by "Engineering Watch", a reputed National Magazine. The Award was received by Er.Satyanarayana Rao Vallurupalli, the present Secretary & Correspondent at Edupreneurs Conclave 2013 held at New Delhi on 15th February 2013 from Dr. Shashi Tharoor, Minister of State for Human Resource Development, Government of India.
- Indian Society for Technical Education (ISTE) has announced the awarded for "**Bharatiya Vidya Bhavan National Award for an Engineering College having Best Overall Performance**" to our college. The Award consists of a medallion and a citation. The presentation of Awards will be made during the inaugural function of 49th ISTE National Annual Faculty Convention on 29th & 30th November, 2019 at Siksha 'O' Anusandhan (Deemed University), Bhubaneswar (Odisha).

Now, Atal Incubation Centre ALEAP We-Hub (supported by AIM, NITI Aayog, GOI) and Seshadri Rao Gudlavalleru Engineering College, Gudlavalleru desire to record the broad terms and conditions that are jointly accepted and agreed to in this Collaboration MOU as contained hereunder.

The two parties plan to co-operate & work together for mutual benefit in the following areas:

Services from AIC ALEAP We-Hub:

1. Quarterly one session on Entrepreneurship related topics – Online/offline – Conveyance to be borne by the Institute if Offline
 2. Half Yearly visit of 50 students to Incubation facilities and interaction with a successful Entrepreneur
 3. Visit as Judge/panel member on invitation - Conveyance to be borne by the Institute
 4. Exclusive Ideathon and Hackathon will be organized by AIC ALEAP WEHUB at academic institute
 5. Selected students will get an opportunity to be incubated at AIC ALEAP WEHUB
 6. Selected students will get an opportunity to pitch their ideas for MeitY TIDE 2.0 ,Entrepreneur incubator residence(EIR) program
 7. AIC ALEAP WE-HUB will extend support as a co-incubator/ collaborative partner wherever required for strengthening Institution's E-cell, TBI, iTBI, etc;
 8. Guidance and support in writing proposals/ applications on consultancy fee as discussed and agreed upon on a case-to-case basis.
 9. Access to online webinars/ awareness programs on Exports, Digital marketing, Cyber security, IP rights, Finance Management, etc; as and when conducted
 10. Access to online webinars/ awareness programs on Exports, Digital marketing, Cyber security, IP rights, Finance Management, etc; as and when conducted
 11. Exposure and promotion of student entrepreneurs in terms of network connections, mentor connects, MSME, Government and Private organizations, Corporates, Industries, Investors, Banks, etc;
 12. Internship opportunities at our incubated startups – a good learning for the aspiring entrepreneurs to interact, be a part and learn about the startup journey.
 13. Designing and conducting Faculty development programs and Industrial visits for faculty, a focused approach towards entrepreneurship development
 14. Offering certification courses for the students in the niche areas like Cyber security, AI, Drone technology & IoT.
 15. Encouraging Faculty Entrepreneurs and handholding them to convert the idea into a sustainable business.
 16. Introducing and shaping corporate innovations planning and involving students
- **Services from Seshadri Rao Gudlavalleru Engineering College, Gudlavalleru**
 - Access to Information on research / education resources and academic know how

- Access to Centre for Entrepreneurship Development/ TBI/Incubation Centre of the college
 - Technical support in projects related to science and management from senior faculty or experts
 - Access to Infrastructure of the college
 - Guidance for specific issues in terms of R&D, Product development etc. from the senior faculty or experts
 - Onboarding potential faculty who would be the mentors to support boot camps, Technology Readiness Level (TRL) activities for prototyping, guide startups on pro bono basis
 - To refer or depute faculty or Resource persons for specific programs as speakers.
- **Services on mutual basis:**
 - Jointly organize awareness generation events on “Entrepreneurship Development” and Startup Hackathons, Workshops and Student Startup Training Programs
 - Provide support and participation in student/faculty-oriented events organized by each party
 - Networking for mutual benefit
 - Provide infrastructure in terms of space in conducting events with mutual support.
 - Recognizing the other party as a partner organization in selected events with mutual interest
 - Organize Product exhibitions at the Institutions to encourage marketing skill
 - Create and execute awards and certifications for best innovations
- **Terms and Conditions:**
 - Both parties will nominate a point of contact for relationship/engagement with the organization.
 - Both parties will allow each other to use the name and logo as a Partner solely for the purpose of promoting the startup ecosystem.
 - Both parties shall, from time to time, mutually agree a level of fees or contributions to be made when opting for any fee-based services.
 - Final MoU will be signed as per the mutually agreed service and commercial terms and conditions.

AIC ALEAP WE-HUB will be providing the committed services in the above-mentioned areas at a nominal subscription of Rs.45,000/- + GST per annum.

The subscription amount shall be paid to the following account:

Bank Name & Branch : State Bank of India, Nandagiri Hills, Hyderabad
Beneficiary Name : Association of Lady Entrepreneurs of India
Bank A/c Number : 40594750821
Type of Account : Savings
IFSC Code : SBIN0018852

Signature & Seal



Mrs. K Rama Devi
President
Association of Lady Entrepreneurs
of India (ALEAP)
Chairperson & CEO,
AIC ALEAP We-Hub, Hyderabad



Signature & Seal



Dr. G. V. S. N. R. V. Prasad
Principal
Seshadri Rao Gudlalleru Engineering College
Seshadri Rao Knowledge Village,
Gudlalleru - 521 356
Krishna District, A.P.



PRINCIPAL
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