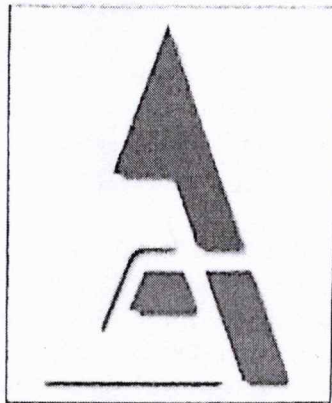


MEMORANDUM OF UNDERSTANDING  
between  
AMRITSAR GROUP OF COLLEGES, AMRITSAR



and  
AMPLE Digital Marketing, AMRITSAR



AGREEMENT  
FOR  
JOINT COLLABORATION  
FOR  
INDUSTRY- INSTITUTE INTERFACE

MEMORANDUM OF UNDERSTANDING  
BETWEEN  
AMRITSAR GROUP OF COLLEGES, AMRITSAR  
AND

AMPLE DIGITAL MARKETING & TRAINING ACADEMY, AMRITSAR

The Ample Digital Marketing & Training Academy is the first AICTE (All India Council for Technical Education) and ISO-certified institute in Amritsar. Among other digital marketing sectors, we offer training in SMO, SEO, SMM, Web Development, Affiliate Marketing, and the Global Distribution System.

Our trainers, whose knowledge and skills in the area played an essential role in our development, are responsible for our whole success. We are always enhancing our training techniques to provide the most impeccable courses for our students. Additionally, via our innovation and skill, we are aiming to deliver digital marketing services that work to make your business viral. Through brand communication and technological acceleration, we help our clients carve out a new character in the world.

Whereas, AMRITSAR GROUP OF COLLEGES (formerly known as AMRITSAR COLLEGE OF ENGINEERING & TECHNOLOGY, AMRITSAR (ACET, AMRITSAR) is affiliated to IKGPTU Jalandhar (Inder Kumar Gujral Punjab Technical University Jalandhar). ACET was established in this holy city of Amritsar in 2002. The college has the distinction of being accredited by NBA (National Board of Accreditation) and NAAC (National Assessment and Accreditation Council) in the year 2009, 2016 and 2012, 2016 respectively. ACET became first private Autonomous Engineering College of state University (Govt.) in Punjab by UGC New Delhi on 19<sup>th</sup> June 2014. AGC possess world-class environment with highly qualified and experienced faculty, fully – equipped labs, providing quality education, good infrastructure and excellent placements in top multinational brands.

WHEREAS, both AGC, AMRITSAR and Ample Digital Marketing & Training Academy, AMRITSAR now

- Recognizing the need to create momentum in software development using advanced technologies like AI, ML, IOT and BIG DATA.
- Appreciating the value that these technologies can bring to society.
- Desiring to create solutions using these technologies to impact society.
- Providing skilled training programs and conducting guest lectures from experts.

For Ample Digital Marketing  
& Training Academy

*Mansu Dutt*  
Prop.



## ARTICLE-I: SCOPE OF THE MOU

The Ample Digital Marketing & Training Academy will act with the intention of

- Bringing the best academic and industry content for educating students in advanced technologies.
- Conduct workshops and training courses for students and academics.
- Execute on projects with social impact with students, academics, and industry mentors.
- Raise awareness of the impact these technologies will have on society.
- Promote & support social entrepreneurship among students.

## ARTICLE-II: SCOPE AND TERMS OF INTERACTIONS

Ample Digital Marketing & Training Academy:

- Provide Industry ready training in advanced technologies such as Digital Marketing, SEO, AdSense, Google Analytics, Amadeus & Travel port-Galileo.
- Organise Workshops/Webinars/Guest Lectures/ SDPs /FDPs for AGC on advance technologies.
- Bring our extensive network of worldwide academics and industry leaders and industry leaders to interact with AGC, AMRITSAR students
- Train students in Digital Marketing, SEO, and other future technologies.
- Work with AGC, AMRITSAR to bring funding for social projects.
- Provide access to companies in this space for student employment
- Attract industry to engage/ invest with research in the institute.
- Co- teach modules on advanced technology areas

## AMRITSAR GROUP OF COLLEGES, AMRITSAR

- Filter good students for the six-month internship at Ample Digital Marketing & Training Academy as per requirement.
- Faculty to engage in research on social good projects with Ample Digital Marketing & Training Academy on topics of interest.
- Provide mentorship to students on projects of interest.
- Produce e- content for training students in topics of expertise.
- Provide a single point of contact that will actively participate in regular Steering Committee meetings

For Ample Digital Marketing  
& Training Academy

 Prop.

### ARTICLE-III: EFFECTIVE DATE AND DURATION OF MOU

- This MOU shall be effective from the date of its approval by competent authorities at both ends.
- The duration of the MOU shall be for a period of 5 years from the effective date.
- During its tenancy, the MOU may be extended or terminated by prior notice of not less than 3 months by either party. However, termination of the MOU will not in any manner affect the ongoing projects or training being undertaken at that point in time under the MOU.
- Any clause or article of the MOU may be modified or amended by mutual agreement of Ample Digital Marketing & Training Academy and AGC. AMRITSAR.

For Ample Digital Marketing  
& Training Academy

(Mrs. Manu Dutta)

FOUNDER AMPLE DIGITAL MARKETING  
& TRAINING ACADEMY  
AMRITSAR



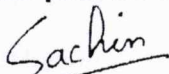
19/10/2022



(Dr. Sandeep Kad)  
HOD-CSE  
AGC AMRITSAR

Head,  
Deptt. of Computer Science & Engg.  
Amritsar Group of Colleges,  
Amritsar.

In the presence of:



Dr. Sachin Khurana  
(HOD-DCA)  
AGC AMRITSAR



Er. Pavitar Singh  
Asstt Professor  
AGC AMRITSAR