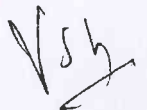


**Memorandum of Understanding**  
**Between**  
**Phronesis™ Partners**  
**&**  
**Jaypee Institute of Information Technology (JIIT)**

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## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MoU") dated Wednesday, 17<sup>th</sup> April, 2019 by and between **JIIT Noida**, an education institution recognized by the University Grants Commission, with its principal place of business at A-10, Sector-62, Noida 201309, U.P., India and **Phronesis Partners** with its principal place of business at 6<sup>th</sup> Floor, Tower B, Green Boulevard, Sector 62, Noida 201301, U.P., India.

**Jaypee Institute of Information Technology (JIIT), Noida** [AICTE Approved, NIRF (MHRD, GoI) Ranked (2016, 2017, 2018, 2019), and NAAC Accredited] was established in the year 2001 and has been declared as a "Deemed to be University" under Section 3 of UGC Act 1956 in the year 2004 vide notification dated 1st Nov 2004 of Ministry of Human Resource Development, Govt. of India.

JIIT, Noida has been ranked amongst the top in NCR, and one of the best in North India among all Pvt. Engineering Institutions; 80th best in the country among all Govt. and Pvt. Engineering Institutions as per NIRF (Ministry of Human Resource and Development) Rankings 2019.

JIIT, Noida is fully equipped to conduct UG, PG and Doctoral programs and has more than 2000 research publications and 21 books to its credit. JIIT has collaborations/understanding with many foreign Universities such as University of California, University of Florida, University of Abertay Dundee (UK) to name a few.

**Phronesis™ Partners** is one of the fastest growing research and intelligence firms, globally. Phronesis™ Partners take great pride in their solution-centric culture that drives client success by Simplifying Growth. Phronesis™ Partners provide end-to-end research and intelligence solutions, which span the entire spectrum of business processes and are tailored to fit client needs. At the heart of all the activities are bespoke project frameworks advanced by subject matter expertise, ensuring quality at source. Phronesis™ Partners modular processes and extensive coverage expedite scalability in preparing a comprehensive bouquet of services across all client engagements. A measured blend of proprietary databases, highly qualified staff and management team with extensive but diverse experience weave together the right knowledge and resources to deliver business insights with direct strategic applicability. A multinational research servicing agency, Phronesis™ Partners' clientele comprises among the largest research, consulting and benchmarking establishments in the world.

JIIT and Phronesis™ Partners have had an excellent Academia-Industry relationship since the past many years, and now intend to further pursue into areas of collaboration and cooperation



between themselves which will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

Both, JIIT and Phronesis™ Partners are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the Institution and its related wings.

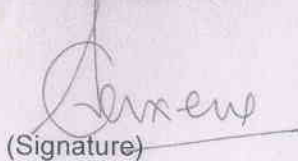
**JIIT and Phronesis™ Partners plan to cooperate in the following areas:**

1. JIIT to help Phronesis™ Partners in fulfilling its hiring needs by providing interested candidates for the shared job descriptions and allow students to join the company in the month of February and June. JIIT will allow and facilitate Phronesis™ Partners to conduct campus drives in the month of December and March for the above on-boarding.
2. The budding graduates from the institution could play a key role in technological up-gradation, innovation and competitiveness of an industry. JIIT and Phronesis™ Partners believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
3. Phronesis™ Partners will give valuable inputs to JIIT in teaching / training methodology and if required, will suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
4. **Industry and Institution interaction** will give an insight into the latest developments / requirements of the industries. Phronesis™ Partners to permit the Faculty and Students of JIIT to visit its **Noida office** with prior approval and would also involve in Industrial Training Programs for JIIT. The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working career. Phronesis™ Partners may provide its Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with JIIT.
5. JIIT and Phronesis™ Partners to cooperate in the area of Skill Based Training, Education and Research.
6. **Skill Development Programs:** Phronesis™ Partners may advise JIIT to train the students on the suggested emerging technologies in order to bridge the skill gap and make them industry ready.
7. **Guest Lectures:** Phronesis™ Partners will extend the necessary support to deliver guest lectures to the students of JIIT on the technology trends.



8. **Faculty Development Programs:** Phronesis™ Partners will update the Faculty of JIIT on the current practices in the field of Market research, Business Research and Competitive Intelligence research, if required.
9. There is no financial commitment on the part of JIIT. If there is any financial consideration, it will be dealt separately.
10. This understanding will be valid for a period of 2 (two) years from the date of signing this document.

**For Jaypee Institute of Information  
Technology, Noida**



(Signature)

**Name : Prof S.C. Saxena**

**Designation : Vice Chancellor**

**Date : 17<sup>th</sup> April 2019**

**For Phronesis Partners, Noida**



(Signature)

**Name : Vivek Sharma**

**Designation : Chief Financial Officer &  
Chief Operating Officer**

**Date : 17<sup>th</sup> April 2019**