



Indra Ganesan

COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai
NAAC Accredited, 2(F) Status Institution by UGC



3.5.1: Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.

Table of Contents

S. NO	Contents	Page No
1.	List of Activities based on MoU signed by both parties	2
2.	MoU Document	3-8
3.	Proof of Activity based on MoU	9-10



TO WHOMSOEVER IT MAY CONCERN

This is to certify that, the following list of activities were conducted based on the MoU signed between Indra Ganesan College of Engineering, Tiruchirappalli and M/S.White & Black Digital Marketing, Trichy.

S.No.	Name of the Activity	No. of Students / Benefited	Date of Activity
1.	Special Training on Digital Marketing	42	24.06.2019 to 28.06.2019

MoU Validity Period: 04.06.2018 to 03.06.2021

Signature of the MoU signed Industry with Seal

Signature of the Principal with Seal

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.

PRINCIPAL
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012

Madurai Main Road,
NH-45B, Manikandam
Tiruchirappalli - 620 012
Tamil Nadu, South India

Mobile: 85086 88845
Phone: 0431 2905565
Web: www.igceng.in
igceprincipal@gmail.com

भारतीय गैर न्यायिक

बीस रुपये

₹.20



Rs.20

TWENTY
RUPEES

INDIA NON JUDICIAL

தமிழ்நாடு தமிழ்நாடு TAMIL NADU

322/

4-6-2018

K. Balakrishnan
L.M.N. 2200/1987

மாணவ். பதிவு அலுவலகம்
திருச்சி-1. (தமிழ்நாடு) இந்தியா



Memorandum of Understanding (MoU)

between

White & Black Digital Marketing

D46A, 6th Cross Road, Thillai Nagar East Extn

Trichy-620018.

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Tiruchirappalli-12.

and

Indra Ganesan College of Engineering

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Accredited by NAAC B+ Grade

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli-12

MANAGING DIRECTOR

The Agreement is executed on this 04th June, 2018 (Effective Date) by and between

TRICHY - 620 018

White & Black Digital Marketing Page 1 of 8



White & Black Digital Marketing, the second Party and represented herein by its Mr.V.Arunkumar, Managing Director White & Black Digital Marketing, D46A, 6th Cross Rd E, Thillai Nagar East Extn., Thillai Nagar, Tiruchirappalli, Tamil Nadu 620018.

and

Indra Ganesan college of Engineering, Trichy-12 hereinafter called the "IGCE", having its permanent campus and office at Madurai Main Road, NH-45B, Manikandam, Tiruchirappalli – 620012, (which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors and assigns) of the second part;

Whereas: White & Black Digital Marketing.

- a. White & Black Digital Marketing, the second Party and represented herein by its Mr.V.Arunkumar, Managing Director White & Black Digital Marketing, D46A, 6th Cross Rd E, Thillai Nagar East Extn., Thillai Nagar, Tiruchirappalli, Tamil Nadu 620018.
- b. White & Black Digital Marketing – The Second Party, a social media marketing guide located in Trichy.


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Principal

Indra Ganesan College of Engineering
66 Valley, Madurai Main Road
Manikandam, Trichy-12.

1. Details of Indra Ganesan college of Engineering

- a. The college established in the year 2008 by the Indra Ganesan Educational and Charitable Trust with a noble vision to provide higher education in the field of Engineering for our students' community, especially from rural areas.
- b. The College is offering Bachelor Engineering Degree Programme (B.E./B.Tech.) in Agricultural Engineering (AE), Artificial Intelligence and Data Science (Ai& DS), Civil Engineering (CE), Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Electrical and Electronics Engineering (EEE), Mechanical Engineering and Information Technology.

MANAGING DIRECTOR
WHITE & BLACK DIGITAL MARKETING

TRICHY - 620 018



- c. The College is also offering Post Graduate Degree programme in M.E. Computer Science and Engineering, M.E. – VLSI Design and MBA – Management Studies.
- d. The college is experiencing vertical growth every year in terms of academic results and job placements which has earned good reputation from the students and parents of the College.
- e. The College is well equipped with labs prescribed by Anna University and all other facilities required for peaceful learning environment for the students.
- f. The College is maintaining a good retention of faculty members which also enhances proper functioning of the academic and administrative system.
- g. Apart from academic concentration, the College is concentrating on sports and discipline which is felt very much essential in contributing good citizens to the society to build a strong nation as dreamt by our former President Dr.APJ Abdul Kalam.

Vision- IGCE

To evolve as a centre of excellence in Engineering, Technology and Management with distinctive research capabilities and to transform the students into knowledgeable, skilled professionals with high ethical values to cater the needs of the society.

Mission-IGCE

- ✓ To impart practical example based teaching
- ✓ To develop Engineering and Communication skills
- ✓ To impart the importance of life long learning
- ✓ To develop positive attitude

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
625 012



MANAGING DIRECTOR

WHITE & BLACK DIGITAL MARKETING
TEL: 045624018

The Agreement:

The White & Black Digital Marketing and IGCE enter into the following agreements:

1. White & Black Digital Marketing offers various skill development programmes across different disciplines. IGCE committed/commits to send 20 numbers of students/faculty members every year for such courses. The timing/duration of the courses shall be arrived on mutually agreed dates.
2. Resource persons from White & Black Digital Marketing can be used for the programmes conducted by IGCE such as Faculty Development Programmes/ Workshops/ Symposiums/ Conferences/ Guest lectures etc.,
3. IGCE may also organize events such as Faculty Development Programmes/ Workshops/ Symposiums/ Conferences jointly with White & Black Digital Marketing. In such cases, the financial implications need to be discussed and to be approved by competent authorities before the event.
4. Both parties shall maintain confidentiality about any information, course materials, plans, discussion, strategies or any material, which are deemed to be confidential.
5. White & Black Digital Marketing will not be responsible for safety of the students outside the premises. IGCE should instruct their students clearly on the safety and precautionary measures.
6. White & Black Digital Marketing will not be responsible for loss/theft or damage of any of the student's belongings. IGCE should instruct their students clearly on the precautionary measures.
7. The implementation of specific activities will be separately agreed between both institutions on need basis.
8. Other terms and conditions which are not provided in this Agreement will be deliberated and agreed upon by the institutions hereto.
9. This Agreement is established in English language and is valid from the date of signing by the representatives of the institutions. The institutions hereto have executed this Agreement in duplicate, and each institution shall keep one copy of the originals.
10. This agreement shall be governed by and construed in accordance with the laws of India.


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Principal

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11. The two parties will consult each other and attempt to resolve disputes or misunderstandings that arise in the administration of this agreement informally.
12. This agreement shall be valid for a period of three years from the date both signatures are affixed to this document or before if terminated by mutual agreement of both. This agreement may be terminated by either party after one hundred and twenty (120) days following receipt of a written notification of intent to terminate by the other party.
13. If a proposal to renew this agreement is not presented before the end validity period, it will be terminated automatically at the end of three years.
14. This is a non-exclusive MoU

Arbitration:

1. This MOU is executed in duplicate with each copy being an official version of the agreement and having equal legal validity.
2. In the event of any dispute or difference between the parties hereto, such disputes or differences shall be resolved amicably by the mutual discussion of the heads of the two organizations.

By signing below, the parties, acting by their duly authorized officers, have caused this Memorandum of understanding to be executed, effective as of the day, month and year mentioned in the beginning of the MoU.

Signed and delivered on behalf of by

Mr.V.Arun Kumar .Managing Director, White and Black Digital Marketing, Trichy in the presence of Ms.K.Sangeetha, HR and Ms.M.Keerthana, Senior Designer, White and Black Digital Marketing, Trichy.

MANAGING DIRECTOR
WHITE & BLACK DIGITAL MARKETING
TRICHY - 620 012


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Madurai



For and on behalf of White & Black
Digital Marketing

V. Arun Kumar

Name: Mr. V. Arun Kumar

Managing Director

White & Black Digital Marketing, Trichy

MANAGING DIRECTOR
WHITE & BLACK DIGITAL MARKETING
TRICHY - 620 012

In presence of

K. Sangeetha

1. K. Sangeetha,

HR,

White & Black Digital

Marketing, Trichy

M Keerthana

2. M Keerthana,

Senior Designer,

White & Black Digital

Marketing, Trichy

For and on behalf of Indra Ganesan
college of Engineering

Dr. S. Bharathi Raja

Name: Dr. S. Bharathi Raja

Principal,

Indra Ganesan College of

Engineering, Trichy

PRINCIPAL

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012

In presence of

B. Thiagarajan

1. Dr. B. Thiagarajan,

Professor,

Department of Management

Studies,

IGCE, Trichy.

Dr. C. Soundar Rajan

2. Dr. C. Soundar Rajan,

Assistant Professor,

Department of Agricultural Engineering,

IGCE, Trichy.

Dr. G. Balakrishnan

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012



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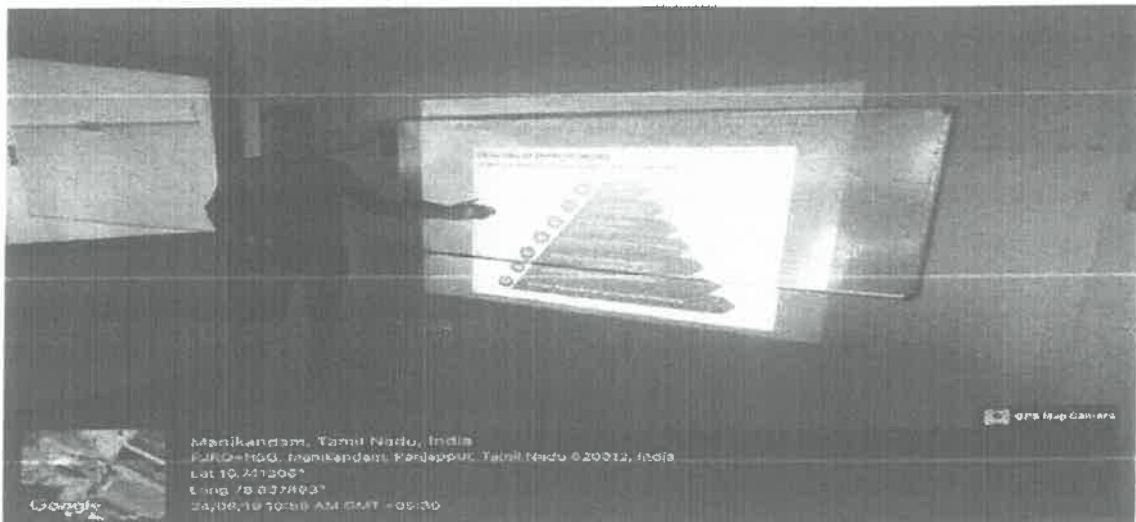
Indra Ganesan

COLLEGE OF ENGINEERING
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Report on Value Added Course

Title:	Special Training on Digital Marketing				
Resource Person:	Mr.V.Arunkumar MD M/s White & Black Digital Marketing Trichy.				
Date of conduct from :	24.06.2019	To:	28.06.2019	Duration:	30 Hours
Organized Department :	MANAGEMENT STUDIES				
Participant Year:	2 Year MBA		No. of Students Registered :	42	
Venue:	MBA Seminar Hall &				

Sample Photo



N. Vijay
VAC Coordinator

B. Itan
HoD/MBA

[Signature]
Principal

[Signature]
Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
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Report on Value Added Course

Title: **Special Training on Digital Marketing**

Resource Person: **Mr. V. Arunkumar**
MD
M/s White & Black Digital Marketing
Trichy.

Date of conduct from : **24.06.2019** To: **28.06.2019** Duration: **30 Hours**

Organized Department : **MANAGEMENT STUDIES**

Participant Year: **2 Year MBA** No. of Students Registered : **42**

Venue: **MBA – Seminar Hall**

Outcome of Value Added Course (VAC): At the end of the Course, Students can able to

- Creating a successful digital marketing strategy
- Gaining insight into search engine operations.
- Overview of Microsoft AdCenter
- Techniques for achieving high user engagement on social media
- Analyzing and gaining insights from website data
- Familiarizing with different ad formats for video advertising.

Assessment Process

- Students, who are securing more than 70% on total score and secured more than 75% in attendance is eligible to receive the certificate for the VAC course conducted
- Total Score = $(0.5 * \text{Attendance in VAC out of 100 percentage} + 0.5 * \text{Test mark in VAC out of 100 marks})$


VAC Coordinator


HoD/MBA


Principal


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

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