MEMORANDUM OF UNDERSTANDING

This MOU made and entered into on 23rd November 2022, between

INDUSTRIAL INSTITUTE OF COMPUTER MANAGEMENT & RESEARCH (IICMR) MBA, with the official address HS2 Sector 27A, Pradhikaran, Nigdi, Pune 411044 (hereinafter referred to as "IICMR MBA ")

&

WEBCLINCHER, with the official address F1 604, HERMES DROME I, VIMANA NAGAR, PUNE - 411014
(Hereinafter referred to as "WEBCLINCHER")

BACKGROUND OF MOU

IICMR MBA is a leading Management Institution, offering Management Education Programs.

WEBCLINCHER is engaged in providing Digital Marketing & Sales Training, Skill Development & Consulting

IICMR & WEBCLINCHER are associated since 2013 & through previous MOU for Digital Marketing Training & Certification programs for Management Students & Faculty Members.

SCOPE & OBJECTIVE OF MOU

- Digital Marketing Training & Certification programs as per the latest industry standards and making students skillful & employable.

- Faculty Development Programmes (FDP)

- Digital Marketing Strategic & Operational Consulting

ROLE OF IICMR

- ✓ IICMR shall provide the infrastructure & amenities such as computer lab with internet connection; suitable and ready for delivering Digital Marketing Training Programs and other activities.

- ✓ IICMR shall nominate a coordinator as a point of contact (POC) for WEBCLINCHER for operation of MoU.

ROLE OF WEBCLINCHER

- ✓ Deliver high quality, latest industry standards Digital Marketing Training, Evaluation & Certification to Students, Faculty Members & other stakeholders.

- ✓ WEBCLINCHER will guide students for internships, placements & career development in Digital Marketing.

- ✓ WEBCLINCHER will follow IICMR norms, rules and regulations for conducting the programs.

- ✓ WEBCLINCHER shall nominate a coordinator as a point of contact (POC) for IICMR for operation of MoU.

TRAINING & CERTIFICATION PROGRAM DETAILING

Detailing of Training Program including Contents, Duration & Financials will be done & finalized separately before commencement of each program.
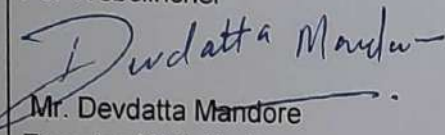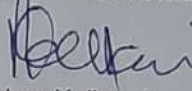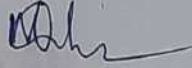
Duration of MOU

MOU shall be effective from the date of signing and shall remain in force for a period of three years. It shall automatically renew for next two years until & unless discontinued by either party.

General Provisions

- ✓ All courseware provided by the WEBCLINCHER is its copyright.

- ✓ Both parties can use logo, trade name & related materials for promotion of the training programs to be conducted jointly within the scope of this MoU.

- ✓ To ensure effective collaboration with industry for improved exposure & employability.

✓ To bring Academia and industry on a common platform.

✓ To suggest and approve amendments in MoU, if so required.

✓ IN WITNESS WHEREOF, each of the parties hereto has caused this Agreement to be duly executed by a duly authorized representative of such party as of the date first above written.

Signed at Pune on this the .... day of 2022

For Webclincher	For ATSS – IICMR MBA
Mr. Devdatta Mandore Founder, Webclincher	Dr. Abhay Kulkarni Director, IICMR, Pune-411044
Witness:	Witness: Dr.Manisha Kulkarni HoD, MBA –IICMR, Pune 411044

Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research(IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Date : 30/08/2022

Report

VAC Digital Marketing

1. Name of the Course: VAC – Digital Marketing
2. Name of the Trainer: Mr. Devdatta Mandore
3. Name of the faculty coordinator: Mr. Harshal Patil
4. Name of the student coordinators: Saba Shaikh and Anuja Pawar

1. About Course:

Digital Marketing is the need of hour and we at MBA@IICMR institute provide extensive 360 degree digital marketing training to our MBA students with regular MBA degree. Digital marketing utilizes internet and online based technologies to promote products and services. It is concerned with the growth of various brands that help in understanding the complexities of digital marketing, such as SEO, social media marketing, email marketing, and pay-per-click advertising. These tools help to develop awareness about current e-shopping, e-distribution, and e-collaboration practices and opportunities that explore a variety of e-business challenges. Marketing in a digital world is so much more than "digital marketing." It's a discipline that is driven by data, scaled through automation and optimized by analytics – all while maintaining a customer-centric focus. Demand is strong for marketers who can aptly navigate this evolving field.
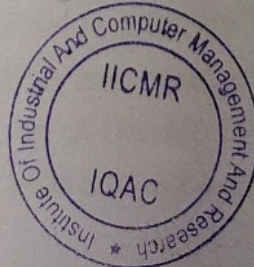
students will gain a broad overview of the digital marketing landscape, develop the in-demand skills that hiring managers are seeking, and discover their own unique niche in this rapidly expanding domain. This certification course has been conducted for MBA first year div1 and div2 students.

2. Objectives:

- To understand the concept of digital Marketing.
- To investigate key issues in adoption of digital marketing to business
- To equip students with specific knowledge in the areas of digital marketing communication
- To familiarise students with methodologies, tools & technologies involved in digital marketing
- To provide students with sufficient background that will allow them to pursue their careers in the Digital Marketing area

3. Description of Course:

With the objective of core competency generation and enhancement of Employability Quotient amongst the students, Value Added Certification Program on Digital & Social Media Marketing was organized by MBA@IICMR institute from 22 -11-2021 to 02-07-2022. 60 hours training was conducted by the renowned Webchincler academy. The program was delivered by Mr. Devdatta Mandore and certificates were awarded after successful completion of the course.

The Director, Dr. Abhay Kulkarni, in his inaugural address, ignited the minds of students by emphasizing on growing importance of Digital Marketing, Social Media Savviness, placement readiness and how these professional training are becoming undeniable factors in this digital era.

Dr. Manisha Kulkarni (HOD, MBA@IIICMR), apprised the participants that digital marketing is future and it is going to replace conventional marketing in next twenty years.

A Digital Marketing certification program was conducted from 22 -11-2021 to 02-07-2022, as a part of value addition to MBA Students from Industry Practitioners. The certification was conducted by Mr. Devdatta Mandore (Founder – Webchincler), one of the leading Institute in Digital Marketing Training. The certification also acts as a certification program wherein
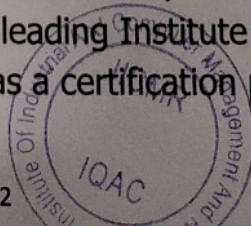
students will get certificate Webchincler. The resource person took the students through practical hands-on sessions in SEO, SMO, PPC, Email, Blogging, Affiliate, Google AdWords, Google Analytics, YouTube Marketing etc.

During the valedictory session, our honorable director sir Dr. Abhay Kulkarni congratulated the budding managers for upgrading skills and make them industry ready.

4. Outcomes:
1. The students were able to review the history of digital marketing and gave them some perspective to develop digital marketing plan
2. The students were able to evaluate and understand concepts like consumer behaviour and online marketing communications
3. The students could explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks
4. Finally the students outlined an approach to develop a digital marketing plan
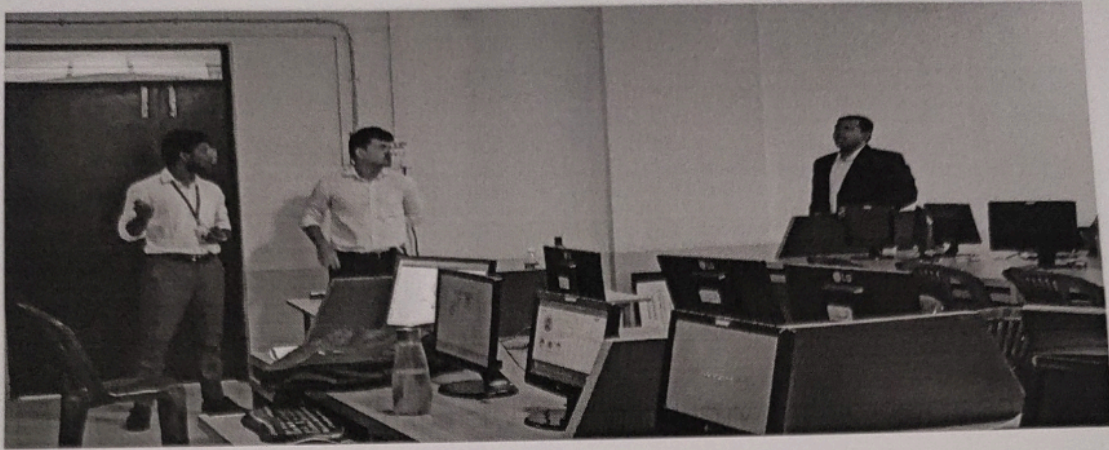
5. Feedback:

The feedback for the Certification on VAC-Digital Marketing certification course was Excellent. Students got benefited by the excellent knowledge and practical hands on content writing, website promotion and google analytics etc.

6. Assessment and Evaluation: -

1.Assessment and Evaluation will be done by taking the case study and assignment.

2. Certificate will be awarded based on the regular assignment submission and 100 percent attendance.

3. Evaluation conducted on 25th and 26th August 2022.
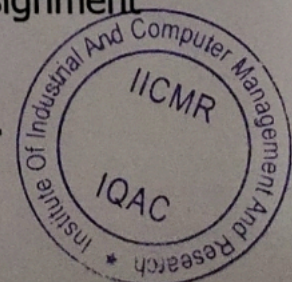
4. It helped to bridge the gap between the industry and academia and make them industry ready.

Digital Marketing Evaluation

**Feedback Analysis and Blank Feedback form:** - Available in the G-Drive

The feedback for the session was collected from the students through the Google Form.

1= Poor, 2= Below Average, 3 = Average, 4 = Very Good and 5 = Excellent

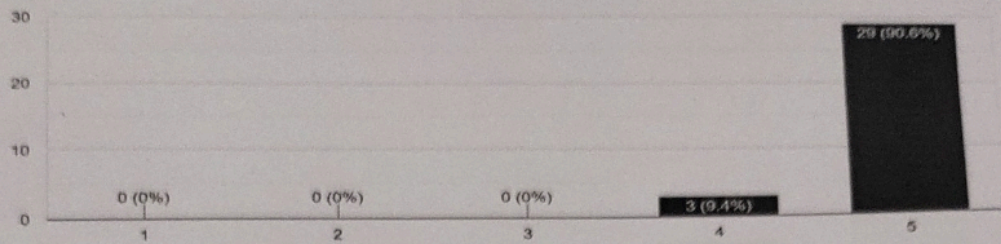**1. Interest generated by speaker**
32 responses
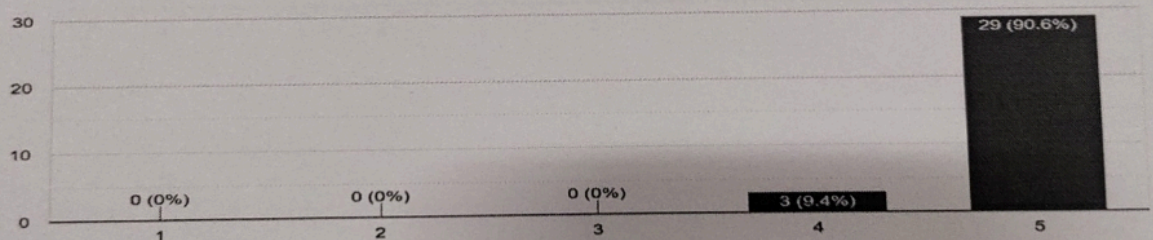
Interpretation: It is visible from the graph that 90.6 % students rated it was excellent and 9.4 % rated it as very good.
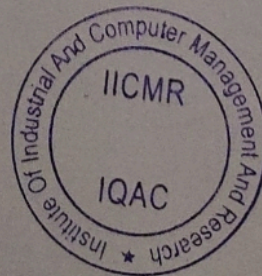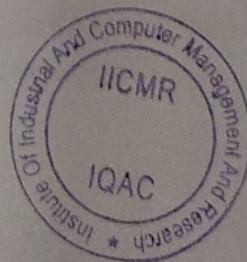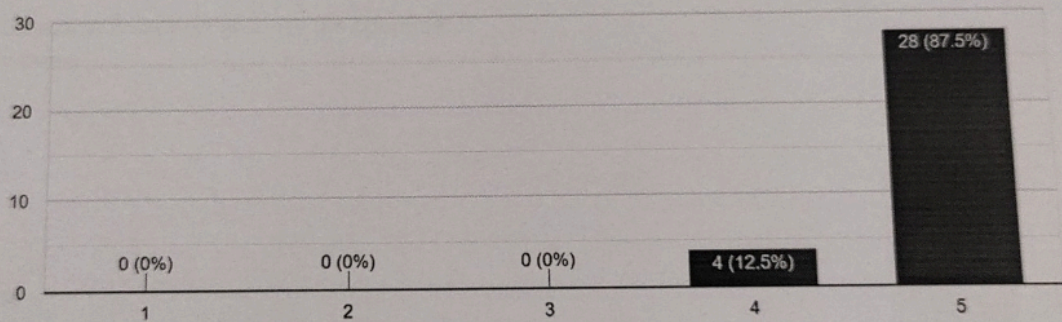
2. Delivery of Content
32 responses

Interpretation: It is visible from the graph that 9.4% students thought that the quality of content by the speaker was very good. 90.6% students mentioned as it was excellent.
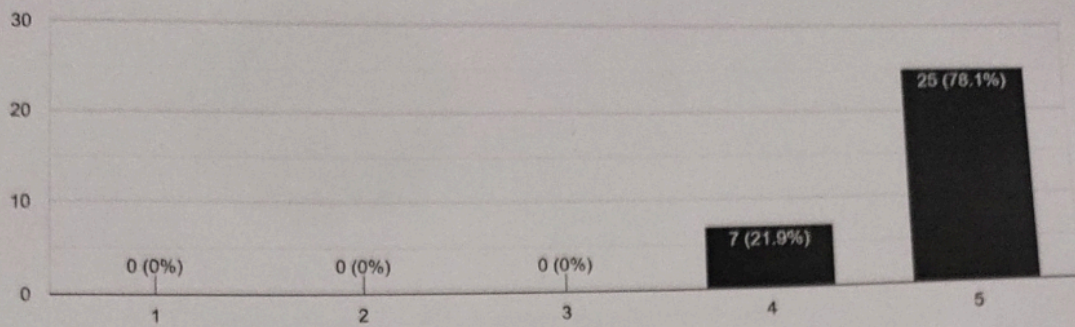
3. Practical application of subject
32 responses

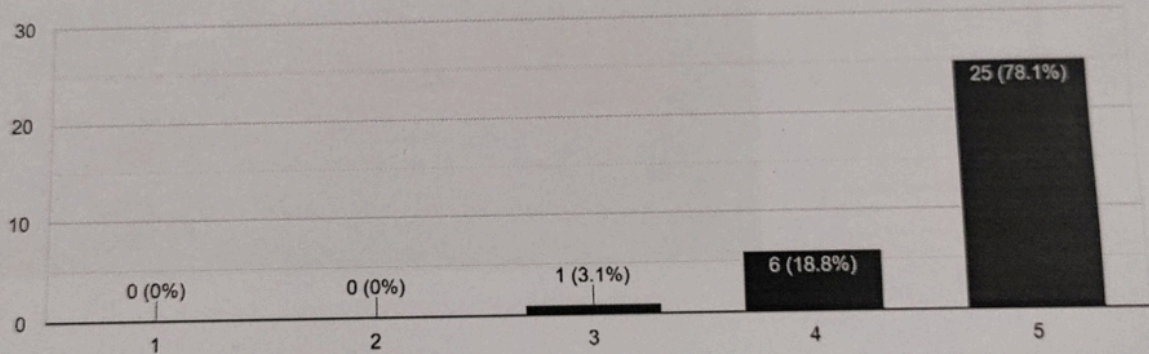6. Delivery of Content by the trainer during all the session.
32 responses

Interpretation: On a scale of 5 total 78.1% students mentioned it was Excellent and 21.9% felt very good.

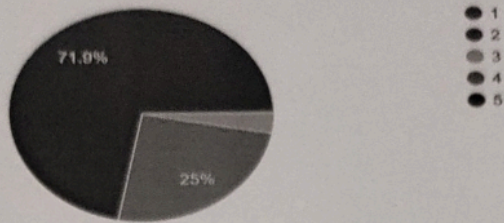7. Execution & support given by the coordinator
32 responses

Interpretation: On a scale of 5 total 78.1% students mentioned it was Excellent, 18.8% felt very good and 3.1% was average
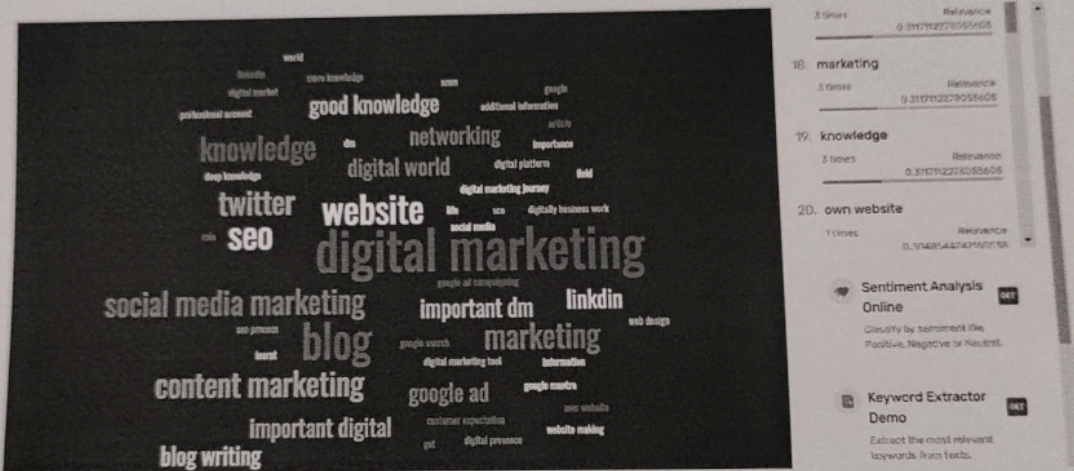
8. Overall Rating for the certification course (5 Excellent, 1 Need improvement)
32 responses

Interpretation: On a scale of 5 total 71.9% students mentioned it was Excellent. And 25% felt very good.

Takeaways from the session:

The word cloud report shows the feedback analysis of this questions:

Prepared by	Verified by	Approved by
Mr. Harshal Patil	Dr. Manisha Kulkarni	Dr. Abhay Kulkarni
VAC Digital Marketing	HOD, MBA@IICMR	Director, IICMR
Coordinator		

MBA@IICMR/VAC -Digital Marketing / A.Y. 2021-22

webclincher

INTERNSHIP EXPERIENCE LETTER

THIS IS TO CERTIFY THAT **NAVNATH CHAVAN** HAS COMPLETED

<u>2 MONTHS DIGITAL MARKETING INTERNSHIP</u> AT WEBCLINCHER.

DURING INTERNSHIP, NAVNATH WORKED ON ASSIGNMENTS THAT INCLUDED

WORDPRESS WEBSITE MANAGEMENT, SEO, SOCIAL MEDIA MARKETING.

WE FOUND NAVNATH SINCERE IN HER EFFORTS &

WE WISH HER ALL THE BEST FOR HER FUTURE ENDEAVORS.

INTERNSHIP COMMENCEMENT DATE : 1st JUNE 2020

INTERNSHIP COMPLETION DATE : 31st JULY 2020

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DEVDATTA MANDORE

FOUNDER - WEBCLINCHER

17/12/2020

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www.webclincher.com