

**ATSS's
Institute of Industrial and Computer Management and Research**


Criteria 3- Research, Innovations and Extension

3.5.2


Number of functional MoUs with institutions, other universities, industries, corporate houses etc. during the year

London School of Digital Business:

www.iicmrmba.edu.in, info@lsdb.co.uk
www.lsdb.co.uk



**London School of
DIGITAL BUSINESS**



MEMORANDUM OF UNDERSTANDING

This memorandum of understanding, (hereinafter referred to as MOU), is made and executed on The 28th Day of August 2020 at Institute of Industrial and Computer Management and Research (IICMR) - MBA.

This MOU is entered into with:

Institute of Industrial and Computer Management and Research (IICMR) - MBA, **INDIA**.
Institute is NAAC Re-Accredited, Permanently affiliated to SP Pune University,
Approved by AICTE and Recognized by Government of Maharashtra and having its
Address at: **HS-2, Sector 27A, Behind Tukaram Garden, Pradhikaran, Pune, Maharashtra,**
India. (Herewith referred to as the "Associate institute")

And

London School of Digital Business Limited
152-160 Kemp House, City Road, London EC1V 2NX United Kingdom
(Herewith referred to as the "LSDB")
LSDB is a legally registered entity in the UK under SIC 85590 & 63990.
Registration Number: 10812367



London School of Digital Business, UK is a global brand in Relevant Digital Marketing ONLINE courses that help you apply digital skills in your own domain or make a career in digital.

The needs, professional constraints, the code of conduct and many other factors concerning to brand building and marketing of a management student would be different to a medical or engineering student. LSDB IS pioneer in offering digital marketing online courses specifically for students designed for their specific domain.

This gives LSDB, pride to offer the world's most advanced and unique training program that stands well with our brand.

IICMR, established in 2002 to offer Technical and Management programs to students in India and abroad. Institute has a vision to develop competent management professionals with deep rooted sense of social responsibility. Institute has also developed Centre of Excellence for corporate training and Industry Institute Interaction. Recently MBA @ IICMR has signed MoU with RG Guruj Foundation to teach Foreign as well as Indian Business Case studies to management professionals, which will explore business decision skills to develop next practices in today's challenging and changing competitive business condition.

With this background IICMR will like to join hands with LDBS to develop, use of digital tools and Techniques to leverage effectiveness and efficiency of Business Functions amongst corporate and academic fraternity.





London School of DIGITAL BUSINESS

PURPOSE OF THIS MOU

This MOU agreement is designed with the purpose of providing training in the field of Digital technologies and especially Digital Marketing and Collaborating in the Placement, Internship and skill development activities for the students of MBA@ICMR.

LSDB would like to invite the Associate Institute to join us through our Associate Membership Program.

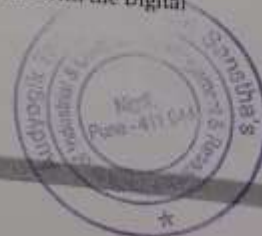
The joining process is very simple. Please visit the link and fill in the form online.
www.lsdb.co.uk -> Membership -> Associate Membership -> APPLY Or Click
<https://www.lsdb.co.uk/associate.html>

AGREEMENT(S)

It is agreed between LSDB and the Associate Institute-MBA@ICMR that:

LSDB will undergo a collaborative linkage with the Associate Institute, with the following objectives:

1. Providing Placement and internship opportunities to students of MBA@ICMR through their portal
2. Conducting Job Fair online/offline.
3. Setting up Skill development center at the Institute Campus, subject to further discussion.
4. Any other point deemed fit by both the parties.
5. This MOU offers and outlines the Associate institute an association program from LSDB for no one time or yearly fees.
6. The add-on features to the association program may change on time-to-time basis. However, these features will either be offered for free to the Associate Partner or will remain optional if they wish to buy. For example, currently the following benefits are being offered to the institution's Staff/Faculties. However, these are for limited period.
 - Our introductory course, Digital Marketing Basics, will be provided at no cost to your faculties.
 - Our foundation course, Digital Marketing Foundation, will be provided at no cost to your faculties. Includes our International Certificate.
 - Special Scholarships if they wish to buy our Certification courses.
1. LSDB will work towards familiarizing the student of the Associate institute with the Digital Marketing and related online courses available with LSDB.





London School of DIGITAL BUSINESS

2. As a topic of important and specific consideration, LSDB will offer the online courses to the students of Associate Institution or students of the Associate institute's associate organizations. 25% of the actual fees collected from the students will be offered to the Associate Institute as earnings.
3. There is no minimum students or maximum students required to be eligible for the earnings.
4. The earnings for the Associate Institution in case of all other courses would also be the same 25% as per the standard offer.
5. LSDB offers 31+ different courses from Digital field that are offered in the form of various course packages. All details of these courses will be shared with the institution / students. If students enroll for any of those courses and make payments then the earnings of 25% will be passed on to the Associate Institution as agreed.
6. LSDB will involve students of the Associate Institution in the various practical aspects of the course and activities that cover various dimensions of a digital business.
7. LSDB will also give the students of the Associate Institution access to the LSDB's own portal which might help in their career growth.
8. LSDB will also inform the students about the regional / international conferences if they wish to attend.
9. LSDB as part of their study program may give internships / project work / assignments to the students. The work carried out in such programs will remain under the rights of LSDB and code of confidentiality.
10. LSDB continuously works on New Development Initiatives; hence, as a part of this MOU, if students from the Associate Institute are involved in any way LSDB will own all the rights and authority of the same.

MBA@IICMR in association with their associated Industry and Academic MoU partners to conduct apt learning and Development programs with LSDB associated members.

This MOU, unless cancelled by mutual written consent of both the institutes shall continue to be effective along with the amendments made on time-to-time basis.

For LSDB

Director, SACHIN PAREKH

For MBA@IICMR

Director, Dr. Abhay Kulkarni

Witness

Witness





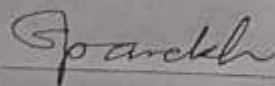
London School of DIGITAL BUSINESS

2. As a topic of important and specific consideration, LSDB will offer the online courses to the students of Associate Institution or students of the Associate institute's associate organizations. 25% of the actual fees collected from the students will be offered to the Associate Institute as earnings.
3. There is no minimum students or maximum students required to be eligible for the earnings.
4. The earnings for the Associate Institution in case of all other courses would also be the same 25% as per the standard offer.
5. LSDB offers 31+ different courses from Digital field that are offered in the form of various course packages. All details of these courses will be shared with the institution / students. If students enroll for any of those courses and make payments then the earnings of 25% will be passed on to the Associate Institution as agreed.
6. LSDB will involve students of the Associate Institution in the various practical aspects of the course and activities that cover various dimensions of a digital business.
7. LSDB will also give the students of the Associate Institution access to the LSDB's own portal which might help in their career growth.
8. LSDB will also inform the students about the regional / international conferences if they wish to attend.
9. LSDB as part of their study program may give internships / project work / assignments to the students. The work carried out in such programs will remain under the rights of LSDB and code of confidentiality.
10. LSDB continuously works on New Development Initiatives; hence, as a part of this MOU, if students from the Associate Institute are involved in any way LSDB will own all the rights and authority of the same.

MBA@IICMR in association with their associated Industry and Academic MoU partners to conduct apt learning and Development programs with LSDB associated members.

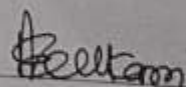
This MOU, unless cancelled by mutual written consent of both the institutes shall continue to be effective along with the amendments made on time-to-time basis.

For LSDB



Director, SACHIN PAREKH

For MBA@IICMR

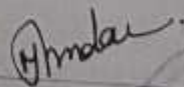


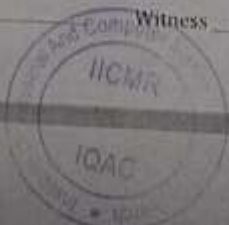
Director, Dr. Abhay Kulkarni

Witness



Witness







London School of
DIGITAL BUSINESS

CERTIFICATE

OF INTERNSHIP

IS PROUDLY PRESENTED TO

Aashima Sharma

Subject for the internship: Digital Marketing in HR

Start date 17th June 2021 for 2 months

For successfully completing the London School of Digital Business Internship program.
We appreciate your sincerity and dedication and thoroughly enjoyed having you as
an intern at LSDB. We wish you the best in your future endeavors.

Congratulations on your hard work! Keep shining!

Management Team,
London School of Digital Business, UK

Address : 152-160 Kemp House, City Road, London EC1V 2NX

www.lsdb.co.uk