

# MEMORANDUM OF UNDERSTANDING

BETWEEN



ASSOCIATION OF LADY ENTREPRENEURS OF INDIA  
(AIC ALEAP WE-HUB), Hyderabad

AND



MATURI VENKATA SUBBA RAO (MVSR) ENGINEERING COLLEGE  
NADERGUL VILLAGE, BALAPUR MANDAL,  
RANGA REDDY DISTRICT, HYDERABAD-501510

This Memorandum of Understanding is entered into and effective as of 12<sup>th</sup> June, 2021, and is valid until five years of the date of signing.

By and Between

Association of Lady Entrepreneurs of India, Survey No.342, ALEAP common facilities building, ALEAP Industrial Estate, Near Pragathi Nagar, opposite JNTUH road, Kukatpally, Hyderabad -500072, Telangana, India

And

Maturi Venkata Subba Rao (MVSR) Engineering College, Nadergul Village, Balapur Mandal, Ranga Reddy District, Hyderabad-501510, Telangana, India

**Association of Lady Entrepreneurs of India (ALEAP)**, a non-profit organization is an ISO 9001:2015 certified & NABET gold rank accredited organization, acts as a facilitator & helps woman in acquiring entrepreneurial skill, guides them to become economically independent and assists women from all walks of life in their enterprising endeavors. Now ALEAP in partnership with NITI AAYOG, the premier think tank of the Government of India (GOI), through its ATAL INNOVATION MISSION (AIM) is scaling up its Incubation facilities (Atal Incubation Centre– AIC ALEAP WE-HUB) at its ALEAP INDUSTRIAL ESTATE, Pragathi Nagar, Gajularamaram, Hyderabad. ALEAP put in concerted efforts for past 25 years and created ideal platform for incubation of startups in manufacturing sector (MSME).

With an objective to nurture the women startups, help them to sustain and grow AIC ALEAP WE-HUB is providing co-working spaces, equipment/machinery/tool labs/design labs, common facility rooms, high-speed Internet access, links to research / education resources, technology transfer, links to strategic partners, help with business basics, advisory services, networking with industry peers, marketing assistance, market Research, accounting/financial management, mentorship, Technology commercialization assistance, help with regulatory compliance, Intellectual property management, access to angel investors or venture capital, and conduct periodical entrepreneurship training programs, seminars, events, accelerator programs, capacity building programs, create a network of incubators for sharing of best practices, organize Start-up summits for sharing experiences of incubates, Industry visits etc.

The major focus sectors of AIC ALEAP WE-HUB incubator are:

1. Information Technology and ITES
2. Electronics and Engineering
3. Garments and Textiles
4. Biotechnology
5. Biodegradable Technologies
6. Food Processing and Technology
7. 3D Printing Technologies

A standalone self-operating machinery units (20,000 sq.ft.) as a common facility for innovations was created to provide access to the startups to perform R&D, Prototyping and Production to test the samples in the market. We have Baking and Biscuit Manufacturing lane (30 tons/month production), Solar dryers (15 tons/month), freeze driers and Spices/Grains processing machinery (3 tons/month), Biotechnology with fermenter (15 tons/month), Biodegradable Unit (20 tons/month), Printing machine for Jute products exclusively, Socks manufacturing machinery with 1 lakh pieces per month and Electronics sector for R&D and Prototyping, IT and ITES with advanced Software and applications, Nine 3D printers along with industrial scale printers for rapid prototyping are available.

We have at present 70 innovative startups at various stage viz., Ideation, Proof of Concept (POC), Prototype, Minimum Viable Product (MVP) or early, mid and growth stages incubated at our Incubation Centre .The incubation centre run different programs like Pre-Incubation (25 startups), Incubation (45 startups), Acceleration and Hyper Acceleration. We have successfully raised 4.5 Cr funding to 12 startups in the form of Grants, Schemes, Banking Loans, B2G, B2B business with success stories within one and half years of operation. We have recently received TIDE 2.0 Scheme as a G2C (Group 2 Centre) to support Electronics and IT sector startups from MEITY, GOI. At present we have 15 startups under this category

**Maturi Venkata Subba Rao Engineering College** also known as MVSR Engineering College was established in 1981 by Matrusri Education Society. The College is affiliated to Osmania University, recognized by AICTE. Currently, the college has B.E programs in Civil, CSE, ECE, EEE, IT, Mechanical and Automobile Engineering, PG programs in Civil, CSE, ECE and Mechanical besides MBA. The college has been recognized by Osmania University as a Centre for pursuing research leading to the award of Ph.D. Degree in the Disciplines of CSE, ECE and Mechanical Engineering. In all about a 1000 students take admission per year. The college is one of the earliest of the private Engineering colleges in the state, and since inception, the college has ensured excellent and exemplary standards, which has helped the college to be one of the top most and sought after colleges in the state. The college is located in a sprawling campus at Nadergul, just 16 kms from the city centre. The college is accredited by NAAC in the year 2019. Six UG programs in engineering have been accredited multiple times by NBA. It is an ISO 9001:2015 certified Institution.

The instructional facilities are spacious, and the laboratories are continuously upgraded with state of the art equipment. There are over 220 highly qualified and dedicated faculty. Faculty of various departments handle a number of consultancy assignments from GHMC, defense laboratories etc. The college has been awarded the National Employability Award 2013 by the Aspiring minds. About 70% of the students get jobs through campus placements in the top MNC's like Cognizant, Infosys, Wipro, Capgemini, Deloitte, CSC, Intergraph, etc., and reputed core companies. The College has a sophisticated Digital Library and also has an impressive repository of technical reference books, Magazines, National and International Journals catering to the needs of the students and faculty. Students and staff are provided with very good indoor and outdoor sports facilities. A dispensary is provided on the campus for the benefit of students and staff. Every effort is made to ensure spared that the students are trained in technical skills while inculcating in them a sense of social responsibility, in tune with the vision and mission of the college.



Now, Atal Incubation Centre ALEAP We-Hub (supported by AIM, NITI Aayog, GOI) & Maturi Venkata Subba Rao Engineering College desire to record the broad terms and conditions that are jointly accepted and agreed to in this MOU as contained hereunder.

The two parties plan to co-operate & work together for mutual benefit in the following areas:

**Services from AIC ALEAP We-Hub:**

- Student and Faculty membership opportunity
- Strengthening Institutions Innovation Council (IIC) of the College
- Student startup counseling program: College student startups with innovative ideas will be counseled on further course of action in their journey to become a startup
- Pre-Incubation Opportunity for students, research scholars and faculty if the innovation or idea is scalable and eligible
- Principal Investigator opportunity for faculty with PhD qualification or eligible faculty in R&D projects to guide startups and to apply for various grants
- Consultancy & Expertise sharing opportunities for senior academic professionals of the college, paving way for Industry -Academic interfacing
- To provide opportunities to attend and thereby expose the students to various industrial exhibitions, conferences& innovation fests
- Interning opportunities for students on selective basis
- Permitting Industry visits to encourage students for entrepreneurship development

**Services from Maturi Venkata Subba Rao Engineering College**

- Access to Information on Research / Education resources and academic know how
- Access to Electronics, Electrical, Artificial Intelligence and Machine Learning Labs
- Technical support in projects related to Science and Management from senior faculty or experts
- Access to Infrastructure of the college
- On boarding potential faculty who would be the mentors to support boot-camps, Technology Readiness Level (TRL) activities for prototyping, guide startups on pro bono basis
- To refer or depute faculty or resource persons for specific programs as speakers.

**Services on mutual basis:**

- Jointly organize awareness generation events on Innovations and Entrepreneurship Development, Startup Hackathons, Workshops, Student Startup Training Programs etc.
- Provide support and participation in student/faculty-oriented events organized by each party
- Networking for mutual benefit
- Provide infrastructure in terms of space in conducting events with mutual support.
- Recognizing the other party as a partner organization in selected events with mutual interest

**Terms and Conditions:**

- Both parties will nominate a point of contact for relationship/engagement with the organization.
- Both parties will allow each other to use the name and logo as a Partner solely for the purpose of (only) promoting the startup ecosystem.
- Both parties shall, for a period of five years or until the validity of MoU, mutually agree a level of fees or contributions to be made when opting for any fee-based services.

We agree to cooperate and work in the above mentioned areas.

Signature & Seal

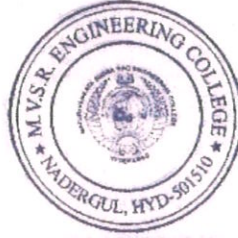


Mrs. K Rama Devi  
President,  
Association of Lady  
Entrepreneurs of India (ALEAP)  
And

Chairperson & CEO,  
AIC ALEAP We-Hub, Hyderabad

President / Chairperson  
ATAL INCUBATION CENTRE  
ALEAP WE HUB

(Supported by AIM, NITI AAYOG, GOI)  
ALEAP INDUSTRIAL ESTATE, Survey No. 342,  
Gajularamaram, Near Pragathinagar,  
Opp Lane to JNTU, Kukatpally, Hyderabad - 72



Signature & Seal



Dr. G. Kanaka Durga  
Principal,  
Maturi Venkata Subba Rao  
Engineering College,  
Hyderabad

Dr. G. Kanaka Durga  
PRINCIPAL  
M.V.S.R. ENGINEERING COLLEGE  
Nadergul, Hyderabad-501 510

Date : 12.06.2021