



MEMORANDUM OF UNDERSTANDING(MOU)

BETWEEN

DR. B.C. ROY ENGINEERING COLLEGE, DURGAPUR

AND

CAMBRIDGE MARKETING COLLEGE, CAMBRIDGE



MEMORANDUM OF UNDERSTANDING

1. Overview

This Memorandum of Understanding (MOU) signed on this day the 13th December, Two Thousand and Nineteen (CE) between the two parties below establishes a joint working arrangement with immediate effect:

1. **Cambridge Marketing College** (hereafter referred to as CMC)

Cygnus Business Park

Middlewatch

Swavesey

Cambridge CB24 4AA

2. **Dr B C Roy Engineering College** (hereafter referred to as BCREC)

Jemua Road,

Fuljhore,

Durgapur, Paschim Bardhaman,

PIN - 713 206,

INDIA.

1. **The objective** OF THIS MOU is to offer following programmes to Indian students, as described below. One or more of such programmes may be conducted.

The programmes that CMC and BCREC have jointly agreed upon are described in Schedule

1:

- i. Master-class and mentored workshop (of duration between two and three days) at BCREC Campus:
 - a. These programmes will aim to deliver a deep insight and understanding of a certain subject or topic related to Contemporary Management Practices.
 - b. These programmes will be intensive and interaction based in nature.
 - c. At the end of such a programme the participants would attain a level of higher understanding, detailed insight, confidence and ability to apply the learning into practical scenario.



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- II. Immersion programme in UK (of duration between 8 days/seven nights) : These programmes could be a longer one week and can address a number of different topics including (but not limited to) the above. The advantage of an immersion programme would be that
- a. The students would learn from a set of globally acclaimed tutors and mentors
 - b. They would have a completely different experience of another country, its culture, its commercial environment, its teaching methods
 - c. The students will have to engage by making themselves more pro-active as there will be plenty of opportunities for them to react with a number of tutors, business personalities and other students in UK.
 - d. They would be able to obtain the most contemporary cutting edge management practices, tools and technologies and that will remain with them forever.
 - e. Such programmes will enhance confidence and guide the students towards engaging with the most happening trends in the management industry
 - f. These programmes will be beneficial for both engineering, pharmacy and management students for their future career. CMC may also design marketing related courses attuned to the needs of students of pharmaceutical sciences.
 - g. A 8 days programme will have 5 days classroom session and three days free of study
 - h. Courses that have popular demand shall be considered on priority. CMC shall outline Course Objective and Course Outcome and also design the Courseware.

2. Process and Workflow

- Any qualification/ Certificate at the end of such a programme will be awarded by CMC jointly with BCREC
- The acceptance of a student in any programme will be based on an application from the student/s in prescribed format, screened and recommended by BCREC Authorities and accepted by CMC
- **Master-classes and mentored workshop programmes** at BCREC premise will be conducted and supervised by Mr Nandan Sengupta, College Ambassador for India, Cambridge Marketing College.



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- Normally four such Master Classes / Workshops per annum shall be planned, two such programmes shall be organized during Summer recess and Winter recess and the balance two shall be organized during the odd/even semesters, preferably on Sundays and Mondays or Mondays and Tuesdays.
 - CMC will also employ other empanelled tutors of the college as necessary. BCREC is welcome to employ their tutors as co-conductor of the programme. CMC will provide Tutor and Mentor Profiles to BCREC in advance.
 - All payments due shall be paid in Indian Rupees to the Indian account of ESK Network, CMC's authorised associate. CMC will advise the appropriate PAN/TAN for the purpose of TDS (Tax Deducted at Source) as applicable
 - Payments shall be made 45 days in advance after deducting (TDS) as applicable.

- **Immersion programmes** at Cambridge UK will be organised and conducted by CMC. Before each and every such programme the cost for the same will be agreed upon by CMC and BCREC. Two such immersion programmes per annum shall be normally organized.
 - Such a programme will have to be agreed upon at least Six months in advance with all due payments made four months in advance to CMC. CMC will issue the acceptance letter to be attached with the necessary Visa Application to facilitate processing of Visa Application(s) by the candidate.
 - Payments will have to be made, at least 4 months prior to the programme, to CMC's UK bank account through bank-to-bank transaction. CMC shall advise the UK Bank Account details and also provide Tax Residency Certificate in compliance with the Double Taxation Avoidance Agreement (DTAA) in force between UK and India.
 - All visas need to be applied at least three months in advance. All supporting documents for Visa will be the applicant's responsibility. On receiving the due fees, CMC shall issue an invitation letter, addressed to the appropriate authority (UK High Commission / Visa Officer / To whom it may concern) in favour of individual applicant clarifying the nature and



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purpose of the visit for a smooth and hassle free visa processing. CMC cannot take any responsibility if a visa is rejected.

- Cancellation: The total cost will be divided into two parts, namely course fee and sustenance (Accommodation and Foods)
 - There will be a **20% cancellation charge on the course fee** for any cancellation made after 7 days of booking/payment made. If the cancellation is within the 7 days of the payment or in case of a visa rejection (with supporting documents from UK High Commission), a full refund will be made after deducting any bank charges that may be applicable to transfer the amount back.
 - There will be a **cancellation charge for the hotels / accommodation (perhaps even in case of a visa rejection)**. It varies and in each case, these terms will be made clear to the students before booking. The applicable cancellation charges will be deducted at actuals and the rest will be paid back after deducting any applicable bank charges. All documentary evidences will be provided for any “deduction against cancellation” against sustenance fees.
- Schedules for both the aforesaid programmes in 2020 and 2021 will be discussed and fixed by end of December 2019 preferably.
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CMC's Ambassador Nandan Sengupta, who divides his time between India and UK, will oversee and manage the programme.

3. Roles and Responsibilities

I. BCREC

- For any programme arranged at BCREC premise, BCREC will provide
 - Place/Venue/facilities for running the programme
 - Infrastructure for the sessions
 - Attendees from colleges/ corporate



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- Accommodation, local hospitality and outbound/inbound transportation for the guest faculty visiting for the programme, shall be BCREC responsibility.
- Each Batch/class size should be limited to fifty students.
- Two to three BCREC faculty may be included as mentors and future tutors. They will be considered as co-conductors , not as students.
- Accommodation for Guest Faculty for programmes organised at BCREC shall normally be arranged at College Guest House. CMC shall advise in advance if any distinguished Guest Faculty may require Hotel accommodation for extraneous reasons.

II. CMC

- For any programme arranged in UK, CMC will provide
 - Place/Venue/facilities for running the programme
 - Infrastructure for the sessions
 - The training programme delivered by top-notch management tutors in UK.
 - A farewell dinner at Cambridge
 - Accommodation and pick and drop from the venue to the hotel/guest house and transfer from Heathrow airport to Cambridge and Cambridge to London. . Breakfast and lunch during the stay at Cambridge are included in the programme (evening dinners and food at London are not included)
 - Study materials/hand-outs shall be provided by CMC to the students.

4. Financials / Commercial / notes

a) Financial Notes

- I. **For all programmes at BCREC, Durgapur, CMC will charge a fee at the following rate**
 - INR 15,000/- per day
 - Additional costs: Return conveyance from Kolkata for tutors (up to two) + Accommodation and hospitality at BCREC (if night stay is involved).

These programmes will be conducted four times a year comprising of two days in summer recess, two in winter recess and remaining two in week off days



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preferably Sundays and Mondays or on Mondays and Tuesdays between 10.00 am to 5.00 pm. Webinars/Webcast will be arranged as applicable for willing students who wish to reinforce their learning. For webinars, there will be no fee.

- All payments for the above programmes will be accepted in Indian Rupees through CMC's authorised partner ESK Network(as mentioned earlier) who handles CMC's financial matters in India. For all matters the primary contact person will be Mr Nandan Sengupta.
- II. **For programmes in UK**, indicative charges are as follows. Final cost will be decided once dates are finalised. Cost may vary appreciably depending on the dates as the accommodation charges in UK vary through out the year, depending on the tourism industry and school/college holidays. However the accommodation costs will be on actuals only.
- Indicative cost that CMC will charge BCREC
 - For a 8 days' programme (EIGHT DAYS/SEVEN NIGHTS) – Course Fee - £900 + Sustenance £800 = £1700 which is INR 1,57,000/- approx.at current forex rate (Excluding Airfare , visa fee and evening dinners and food cost at London).
 - The above fees will include
 - Fee for the course (as indicated)
 - Accommodation in Cambridge and London
 - 4 nights in Cambridge and 3 Nights in London .
 - Breakfast and lunch at Cambridge (**All dinners and cost of food in London are excluded**)
 - Study hand-outs
 - Airport transfer from Heathrow to Cambridge and Transfer from Cambridge to London hotel for the whole group

Minimum numbers of students required: 15

Maximum numbers of students accepted in one programme: 30.



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b) Commercial Notes

- I. CMC understands that BCREC will require adding their management costs to the above charges and determining the final cost to students for any such India – based programme. In that case CMC will invoice BCREC based on the costs mutually agreed between BCREC and CMC.
- II. CMC suggests that one or two BCREC teachers may be included in the team as leaders and guide. However this decision is entirely up to BCREC. CMC will be happy to discuss and finalise. For tutors, the costs of sustenance will apply but the cost for course will not be applicable although CMC would welcome tutors (maximum three) to join the programme and accept a certificate of completion.
- III. The payments for immersion programme will have to be paid into CMC's UK bank account through bank transfer.
- IV. The payments for the Master-class and mentoring programme in India shall be paid to CMC's strategic partner ESK Network in Indian Rupees
- V. No withholding tax will be applicable. In case any TDS needs to be implemented by BCREC/CMC (or its representative) according to the law of The Govt. of India, the TDS certificate will be provided. CMC, as a regular UK taxpayer will pay its taxes to HMRC, UK and if there is any TDS in India applicable to CMC or its representative; they will take the TDS certificate and submit the same to HMRC UK for the corresponding tax credit under UK-India bilateral treaty.
- VI. GST, if applicable, will be charged.



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c) Legal Notes

- I. That this MoU will remain in force for 3years subject to satisfactory evaluation and renewal every year. During the interregnum, either party may review the instrumentalities and suggest ways and means to improve or modify the courses.
- II. That this MoU will cease to exist with mutual agreement of both the parties at any point of time (within its validity period) with a written 90 days notice from either party.
- III. That any dispute arising within the purview of this MoU will be sorted out jointly by the Chief Executive Officers of BCREC and CMC.

Schedule 1

- a) Digital Marketing(with all related areas as below)
 - a. Digital Marketing as a whole
 - b. Strategy and Campaigns
 - c. Search Engine Optimisation techniques
 - d. Social Media Optimisation techniques
 - e. Data Security Management
 - f. Data Analytics
 - g. Big Data
 - h. Internet of Things (IOT)
 - i. Cloud Computing
 - j. Google Cloud
- b) Consumer Electronics Marketing (Conventional FMCG/Consumer durables marketing)
- c) Organizational Behaviour Study
- d) Leadership Skills
- e) Innovation Management
- f) Strategy and Entrepreneurship Management
- g) Change Management and Organization affects
- h) Improving Communication and Listening Skills

As requested by BCREC, CMC has agreed that they would explore the possibility of organising courses in the following areas if those merge into the purview of marketing technology

- o Artificial Intelligence and data matrices
- o Cyber security




MEMORANDUM OF UNDERSTANDING – BCREC-CMC

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FOR DR. B C ROY ENGINEERING COLLEGE : _____

SIGNATURE 	NAME Tarun Bhattacharya General Secretary Dr. B. C. Roy Engineering College Durgapur	DATE 13/12/19
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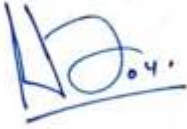


Cambridge Marketing College , UK: _____

SIGNATURE 	NAME WANDAN BENCURITA 	DATE 13/12/19 .
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WITNESS: _____

Cambridge : UK

SIGNATURE 	NAME Dr. Pijush Pal Roy	DATE 13/12/19
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