



**Curated Content Creators**

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# **MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**Aurora's PG College(MBA), Uppal  
&  
Curated Content Creators**

## **MEMORANDUM OF UNDERSTANDING**

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into on this the 7<sup>th</sup> of June Two thousand and Nineteen (07-06-2019),

### **BETWEEN**

**Aurora's PG College(MBA), Uppal**, 1-118/10, Mallikarjuna Nagar, Peerzadiguda, Uppal, Hyderabad, Telangana - 500 092, **the First Party** represented herein by its Dr. Raghu Naga Prabhakar, (hereinafter referred as '**First Party**', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

**AND**



## Curated Content Creators

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CURATED CONTENT CREATORS, FLAT NO : 104, AMEYA TOWERS, STREET NO : 12, TANAKA, HYDERABAD - 500017 and represented by Gowri Sankar Chandramouli (hereinafter referred to as “**Second Party**”, company which expression, unless excluded by orrepugnant to the subject or context shall include its successors – in-office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as ‘Parties’ and individually as ‘Party’)

### WHEREAS:

- First Party is a Higher Educational Institution named:
  - i. **Aurora’s PG College (MBA), Uppal**
- First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.
- The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education and Research.
- Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interest.
- Curated Content Creators is in the Business of Literary Services and providing support for the same.

(a) Curated Content Creators is the Second party was founded in the month of January 2023.  
Curated Content Creators - Flat 104, Ameya Towers, Street No 12, Tarnaka, Hyderabad 500017



## **Curated Content Creators**

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**NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:**

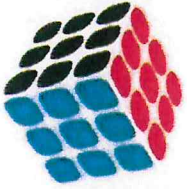
### **CLAUSE 1 CO-OPERATION**

1. Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Aurora's PG College (MBA)**. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.
1. First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.
1. The general terms of co-operation shall be governed by this MOU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MOU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

### **CLAUSE 2 SCOPE OF THE MoU**

1. The budding graduates from the Aurora's PG College (MBA) could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.





**C CUBE**

## **Curated Content Creators**

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1. **Curriculum Design:** Second Party will give valuable inputs to the First Party in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
  
1. **Industrial Training & Visits:** Industry and Institution interaction will give an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with the First Party.
  
1. **Internships and Placement of Students:** Second Party will actively engage to help the delivery of the Internship and placement of students of the First Party into internships/jobs, as per AICTE internship Policy. The Second Party will also register itself on AICTE Internship Policy Portal for disseminating the Internship opportunities available with them.
  
1. **Skill Development Programs:** Second Party to train the students of First Party on the emerging technologies in order to bridge the skill gap and make them industry ready.
  
1. **Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party on the technology trends and in house requirements.
  
1. **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting industrial exposure/ training as per the industrial requirement.
  
1. Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programs on the terms specified herein
  
1. There is no financial commitment on the part of the **Aurora PG College (MBA) Uppal**, the First Party to take up any program mentioned in the MoU. If there is any financial consideration, it will be dealt separately.



**C CUBE**

## **Curated Content Creators**

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### **CLAUSE 3 INTELLECTUAL PROPERTY**

3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppel or otherwise, create either Party any right, title, interest, or license in or to the intellectual property (including but not nited to know-how, inventions, patents, copy rights and designs) of the other Party.

### **CLAUSE 4 VALIDITY**

1. This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period Curated Content Creators, the Second Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **Curated Content Creators Pvt. Ltd.**, the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU

1. Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations

### **CLAUSE 5 RELATIONSHIP BETWEEN THE PARTIES**

5.1 It is expressly agreed that **First Party** and **Second Party** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.



## Curated Content Creators

First Party Second Party

Any divergence or difference derived from the interpretation or application of the MoU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District Head Quarters of the First Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of Hyderabad.

### AGREED:

For Aurora's PG College (MBA), Uppal

For Curated Content Creators

(Signature)



Dr. Raghu Naga Prabhakar

Principal

(Signature)

Gowri Sankar Chandramouli

<b>Aurora's PG College (MBA)</b> Uppal, Hyderabad-500092 <b>Aurora's PG College(MBA),Uppal</b>	<b>Curated Content Creators</b>
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aurorauppal@gmail.com	cgs@c-cube.in cgs@acumenics.in
www.apgcu.edu.in	www.c-cube.in

FLAT NO : 104, AMEYA TOWERS, STREET NO : 12, TANAKA, HYDERABAD - 500 017





Date:-06-09-2021

**CIRCULAR**

It is hereby informed that Department of MCA of our college is conducting a 3- day Workshop Program on Advanced Excel for all 2<sup>nd</sup> year MBA and MCA students from 13-09-2021 to 15-09-2021, all the students are informed to attend without fail and utilize this opportunity to the fullest.

**About Program**

- Enhance Data Visualization and Reporting
- Master Complex Data Analysis and Interpretation
- Automate Repetitive Tasks and Improve Efficiency

**Program Schedule:-**

S no	Department	Venue	Program timings
1	MBA	Seminar hall-1	10:30AM-12:00PM
2	MCA	Seminar hall-1	10:30AM-12:00PM

*[Signature]*  
Principal

Copy to:

HOD, MCA  
HOD, MBA  
Administrative Officer

Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

*[Signature]*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

Name of the Activity	Workshop on Advanced Excel	
Type of Activity	Trends in technology	
Date and Time of Activity	13/09/2021-15/09/2021	10:30Am-12:00Pm
Details of Participants	Students from 2 <sup>ND</sup> year MBA and MCA	
Organizing Dept /Support System	Organised by Training and Placement Aurora's PG College and C Cube	
Details of Resource Persons (if any)	N Madhu, C Cube	
Description	<p>The department of MCA conducted 4 day workshop on Advanced Excel as a part of enhancing proficiency of major trends of computer technology. The session was conducted by Technology Expert N Madhu, C Cube.</p> <p>The four-day workshop on Advanced Excel, held from 13/09/2021 to 15/09/2021, was designed to equip professionals with advanced skills in Excel, essential for data management, analysis, and automation. The workshop attracted a diverse group of participants from various sectors, all eager to enhance their Excel capabilities.</p> <p>Day one focused on advanced functions, including VLOOKUP, HLOOKUP, INDEX-MATCH, and IFERROR, providing participants with tools to manage and analyze large datasets effectively. On the second day, the workshop delved into data analysis using PivotTables and Pivot Charts, teaching participants how to summarize and interpret complex data sets.</p> <p>Day three introduced automation techniques through Macros and Visual Basic for Applications (VBA), allowing attendees to automate repetitive tasks, thereby increasing efficiency.</p> <p>Each session included hands-on exercises, allowing participants to apply the concepts learned immediately. The workshop concluded with a certification ceremony, where participants received certificates recognizing their newly acquired skills. Feedback from the attendees was highly positive, highlighting the practical applications, interactive sessions, and expert instruction as key strengths of the workshop.</p>	
Photos		



Date: 23-04-2021.

CIRCULAR

All the faculty are here by informed that a Faculty Development Program is being conducted on the topic "Enhancing Leadership Skills" is going to be organized by the Department of Business Management at our institution 26<sup>th</sup> to 30<sup>th</sup> April 2021. In this regard, all the interested faculty are requested to Registered with the concerned department.


Venue: 1<sup>st</sup> floor Seminar Hall

  
Principal

1.Copy To:

HOD-MBA

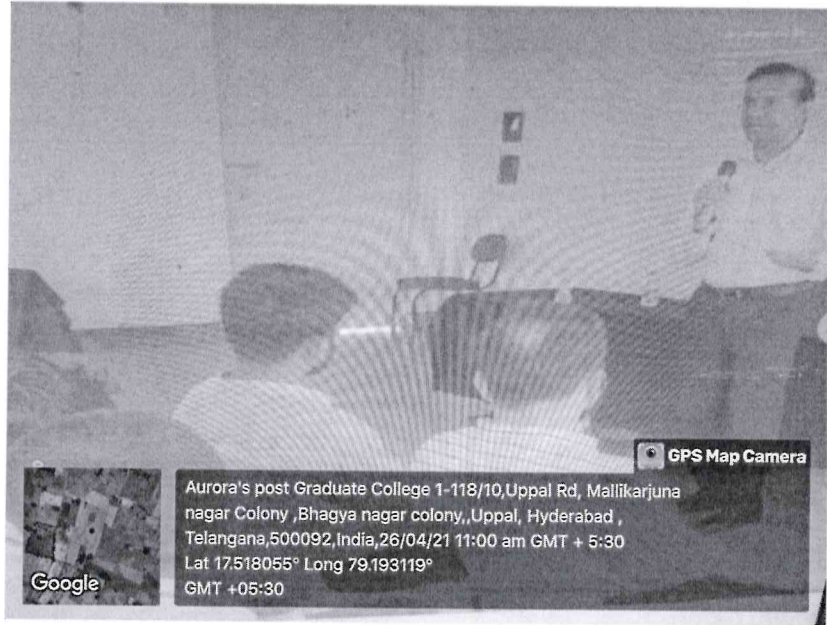
Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

## ACTIVITY REPORT

Name of the Activity	Enhancing Leadership skills	
Type of Activity	FDP	
Date and Time of Activity	26.04.2021 to 30.04.2021	Time: 10.00am to 5.00pm
Details of Participants	MBA faculty from different organizations joined the program	
Organizing Dept./Support System	MBA Dept.,	
In Association with	C Cube Hyderabad	
Details of Resource Persons	Dr. K.Srinivas Professor Velagapudi Ramakrishna Siddhartha Engineering College, AP.	
Description	<p>Aurora's PG College(MBA), Uppal had organized Faculty Development Program (FDP) titled "Enhancing Leadership Skills" was held from April 26 to April 30, 2021, at the MBA Department. The sessions were conducted daily from 10:00 AM to 5:00 PM, providing an immersive experience focused on developing essential leadership qualities among participants. This program was organized in association with C Cube, a well-regarded institution based in Hyderabad, ensuring a robust educational framework for all attendees.</p> <p>The FDP attracted MBA faculty from various organizations, creating a diverse environment for knowledge exchange and networking. Led by Dr. K. Srinivas, a distinguished professor from Velagapudi Ramakrishna Siddhartha Engineering College, the program included a series of interactive workshops and discussions. Topics covered ranged from effective communication and team management to strategic decision-making and conflict resolution, equipping faculty with practical tools to enhance their leadership capabilities.</p> <p>As the program concluded, participants expressed a renewed understanding of leadership dynamics and their application within educational settings. The collaborative atmosphere fostered by shared experiences and insights allowed faculty members to reflect on their practices and strategies for improvement. Overall, the FDP successfully achieved its goal of enhancing leadership skills, empowering participants to make a meaningful impact in their institutions and beyond.</p>	

Photo



*Aurora*  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



Date:-11-06-2020

## **CIRCULAR**

It is hereby informed that Department of MBA of our college is conducting Webinar on Entrepreneurship and Self Employment for all 1<sup>st</sup> year MBA and MCA students on 16/06/2020, all the students are informed to attend without fail and utilize this opportunity to the fullest.

### **About training**

- Fostering Innovation and Creativity
- Promoting Economic Independence and Job Creation
- Encouraging Personal and Professional Growth



Principal

Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



DIRECTOR

Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

**AURORA'S PG COLLEGE (MBA)**

#1-118/10, Peerzadiguda, Uppal, Hyderabad-500 092 T.S.



Name of the Activity	Webinar on Entrepreneurship and Self Employment	
Type of Activity	Employment Skills	
Date and Time of Activity	16/06/2020	01:30pm- 02:30pm
Details of Participants	Students from 1 <sup>st</sup> year MBA and MCA	
Organizing Dept /Support System	Organised by Entrepreneurship and Development Cell and C CUBE	
Details of Resource Persons	Srinivas Itharaju / C CUBE	
Description	<p>In order to prepare the post graduate students for challenges according to market changing environment. Aurora's PG college (MBA) held a Webinar on Entrepreneurship and Self Employment by Srinivas Itharaju, C CUBE. Aimed to equip participants with the knowledge and skills needed to start and sustain their own ventures. The session covered critical aspects of entrepreneurship, including idea generation, business planning, and financial management.</p> <p>The seminar began with an overview of the entrepreneurial mindset, emphasizing the importance of innovation and risk-taking. Participants engaged in interactive discussions about identifying market opportunities and developing a viable business plan.</p> <p>Key topics included the process of launching a startup, strategies for financial planning and funding, and managing the challenges of self-employment. Real-life case studies and success stories illustrated practical applications of entrepreneurial principles.</p> <p>Attendees actively participated in group activities and brainstorming sessions, which helped them apply theoretical concepts to real-world scenarios. The seminar concluded with a Q&amp;A session, where participants received personalized advice and feedback on their business ideas.</p> <p>Overall, the seminar provided valuable insights into entrepreneurship and self-employment, encouraging participants to pursue their business goals with confidence and practical strategies</p>	
Photos		

Ph.No. 040-27201451, Email:principal@apgcg.edu.in

*Srinivas Itharaju*  
DIRECTOR

Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



Date:-12-07-2019

**CIRCULAR**

It is hereby informed that Department of MBA of our college is conducting Seminar on Adaptability and Critical Thinking for all 2<sup>ND</sup> year MBA and MCA students on 17-07-2019, all the students are informed to attend without fail and utilize this opportunity to the fullest.

**About training**


- Problem-Solving and Decision-Making
- Resilience in Uncertainty
- Continuous Learning and Improvement

  
Principal


Principal  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092

Copy to:

HOD, MCA  
HOD, MBA  
Administrative Officer

  
DIRECTOR  
Aurora's PG College (MBA)  
Uppal, Hyderabad-500092



Name of the Activity	Seminar on Adaptability and Critical Thinking	
Type of Activity	Capacity building and skills enhancement activity	
Date and Time of Activity	17-07-2019	11:30AM-01:00PM
Details of Participants	Students from MBA and MCA , 2 <sup>nd</sup> year	
Organizing Dept. /Support System	Aurora's PG College(MBA) and C CUBE	
Details of Resource Persons	Dr. C. B. Ramanand / C CUBE	
Description	<p>In order to prepare the post graduate students for challenges according to market changing environment. Aurora's PG college (MBA) held a seminar on Adaptability and Critical Thinking by Dr. C. B. Ramanand, C CUBE</p> <p>Adaptability and critical thinking are essential skills in today's dynamic environments. Adaptability allows individuals to respond effectively to changing circumstances, shifting priorities, or unexpected challenges. It involves being open to new ideas, adjusting strategies quickly, and staying resilient in the face of uncertainty. This skill is crucial in workplaces where change is constant, enabling employees to maintain productivity and find solutions despite obstacles.</p> <p>Critical thinking complements adaptability by fostering analytical and evaluative skills. It encourages individuals to assess situations logically, weigh evidence, consider multiple perspectives, and make informed decisions. Together, these skills empower people to navigate complexity, solve problems creatively, and continuously learn from new experiences.</p> <p>By integrating adaptability and critical thinking, individuals and teams are better equipped to face challenges, respond to opportunities, and drive innovation. In an ever-evolving world, these skills ensure both personal and professional growth</p>	
Photos		

*Aurora*  
 DIRECTOR  
 Aurora's PG College (MBA)  
 Uppal, Hyderabad-500092