



This Memorandum of Understanding ("MoU") is entered into on this 10-05-2024 ("Effective Date"), by and between:

M/s Keka Technologies Private Limited, a company incorporated under the laws of India, having its registered office at 3rd Floor, Plot No. 283/A, Incor9, Kavuri Hills, Madhapur, Hyderabad, Telangana – 500033, represented by Ms. Ruchita Ruchi (Sr. Finance Manager) (hereinafter referred to as the "First Party" or "Keka", which expression shall, unless repugnant to the subject or context, shall mean and include its successors, representatives, and assigns) of the **FIRST PART**;

AND

Parvathaneni Brahmaya Siddhartha college of Arts & Science an educational institution incorporated under the laws of India, having its registered office at Beside , A S Rama Rao Rd, Mogalrajapuram, Siddhartha Nagar, Vijayawada, Andhra Pradesh 520010 India represented by Dr. Rajesh C Jampala, (Head, Department of Business Administration) (hereinafter referred to as the "Second Party" or "Educational Institution", which term shall, unless repugnant to the subject or context, shall mean and include its successors, representatives, and assigns) of the **OTHER PART**.

Keka and the Educational Institution shall hereinafter individually be referred to as "Party", and collectively as "Parties".

WHEREAS:

- A. Keka is engaged in the business of providing end to end human resource solutions to its clients.
- B. The Educational Institution is engaged in the business of creating skills enhancement programs for HR aspirants through self-paced online courses for a complete overview of robust HR practices.
- C. Keka is desirous of empowering human resource students to pursue a career in human resource management, and for this purpose, Keka has launched 'Keka Academy', which is a hands-on learning platform for post-graduate students seeking to pursue a career in human resource management.
- D. Keka has developed an educational curriculum which it intends to launch in various educational institutions and universities through 'Keka Academy', and in this regard, Keka and the Educational Institution are desirous of collaborating with each other to impart the aforementioned curriculum with an intention to develop world-class human resource professionals and a platform for students to pursue a career in field of human resources ("Purpose").

conditions governing the



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