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SGRRU



B-SCHOOLBULLS

# MEMORANDUM

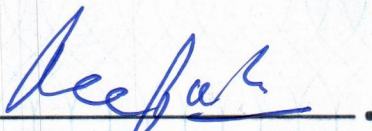
## OF UNDERSTANDING

*The Memorandum of understanding has been signed  
between*

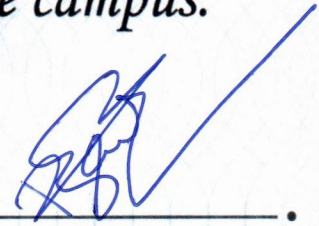
*Shri Guru Ram Rai University, Dehradun,  
Uttarakhand,  
and*

*B-School Bulls, Dehradun, Uttarakhand,  
on Dated 7<sup>th</sup> Oct 2022*

*to promote industry-academia interface by  
establishing Venture Lab at the campus.*



Registrar  
SGRRU, Dehradun, India

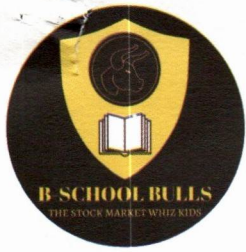


CEO  
B-SchoolBulls, India,  
BBX Infotech Pvt Ltd



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# Venture Lab

## Operational Manual

B-School Bulls helps educational institutions to establish Venture Labs at the premises where students can get hands-on experience of corporate working along with their curriculum.

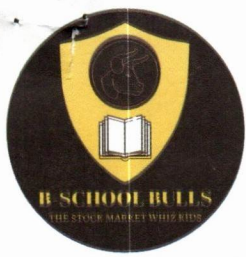
Internship, freelancing, business competition, simulation, gamification, blogging, content writing, designing, digital marketing, financial analysis of shares are some of the experiential learning opportunities through Venture Lab that would enable students to apply the knowledge they learn in the classroom in these 'live' business settings.

The following manual will guide the faculty coordinator about the activities/events pertaining to activating a business lab in an institute/university after the signing of MoU:

Sequence	Activity	Description
Step-I	<b>Appointment of Faculty Coordinator</b>	Appointment of Faculty Coordinator and overall Venture Lab Student Coordinator to lead the Venture Lab can ensure effectiveness. Faculty Coordinator shall be the top most authority for Venture Lab operations at the campus
Step-II	<b>Establishment of Venture Lab space within the MBA/BBA/ BCom Department</b>	We facilitate creation of Venture Labs wherein institutes developed an office like space into a Venture Lab.
Step-III	<b>Seminar/Webinar for all Business &amp; Commerce students</b>	A Seminar/Webinar shall be delivered to all the students to explain the concept, nature of operations, corresponding benefits, process, and procedure.
Step-IV	<b>Appointment of Industry Mentor</b>	B-School Bulls shall appoint an Industry Mentor for activation of the Venture Lab and to mentor and support the Student Venture Lab Coordinator and the Department Leaders
Step-V	<b>Establishment of Departments</b>	Different departments like Marketing, Finance, HR, etc. would have their own Departmental Leaders who will manage the team of interns working in their department.
Step-VI	<b>Recruitment /Nomination of Department Leader</b>	Different departments like Marketing, Finance, HR, etc. should have their own departmental leaders who will manage the team of interns. Appointment of Department Leaders to lead the various departments of Venture Lab can ensure development of leadership skills. These student leaders can be appointed by the institute or can emerge over a period of initial ten days based on the performance of different interns in different departments.
Step-VII	<b>Recruitment /Nomination of Venture Lab Student Coordinator</b>	Appointment of overall Venture Lab Student Coordinator to lead the Venture Lab can ensure development of leadership skills and learning the art of corporate communication. Venture Lab Student Coordinator would lead the Venture Lab in consultation with Faculty Coordinator to ensure effectiveness.
Step-VIII	<b>Establishing Departments</b>	The students voluntarily can join different departments as interns based on the specialization they intend to or are pursuing at that time.
Step-IX	<b>Recruitment of Interns</b>	The faculty coordinator can conduct interviews of interested students based on their respective specializations who want to do their internship at the B-School Bulls Venture Lab.







<b>Step-X</b>	<b>Onboarding on the Portal</b>	Our Interns Management System (IMS) assists institutes in managing the end-to-end processes of their students' involvement at the Venture Lab. Our IMS is a cloud-based platform that makes it easier to keep track of their interns' work and growth in a systematic way.  Every part of the internship is streamlined, from onboarding to professional development, and evaluations. Students can download their experience certificate and get their stipend through their personal dashboard.
<b>Step-XI</b>	<b>IMS Portal training</b>	B-School Bulls will provide the course content as well as the trainer in either online or face to face mode
<b>Step-XII</b>	<b>Project allotment</b>	B-School Bulls team will provide you with the live projects which are available with the organization, like Stock Mock Competition, Demat Operations, Establishment of Venture Lab, SEO, etc .  Different projects will mutually decided between B-School Bulls and the Faculty Coordinator and overall Venture Lab Student Coordinator.
<b>Step-XIII</b>	<b>Mapping of Curriculum projects with Venture Lab (if possible and in select subjects where its applicable)</b>	The institute/university could use these live projects or offer projects to the interested students who are willing to learn by associating with the activities of B-School Bulls and map curriculum assignment/projects to make their assignments industry oriented as and when it's possible in some of the courses
<b>Step-XIV</b>	<b>Mentoring and Handholding</b>	Departmental leaders will get the tasks executed and the entire working shall be in consultation with Faculty Coordinator.
<b>Step-XV</b>	<b>Issuance of Stipend</b>	Some of the projects where students contribute to B-School Bulls in terms of any revenue generation. 20% of the revenue generated by a student shall be reimbursed to him/her as performance linked stipend.
<b>Step-XVI</b>	<b>Competence Building</b>	Business and management students are trained by hosting corporate seminars, conducting on-the-ground competitions, and learning complex decision-making through industry-academia interface.
<b>Step-XVII</b>	<b>Periodic Review/ follow-ups</b>	Student Venture Lab Coordinator shall organize periodic meetings with Department Leaders and share the progress with Faculty Coordinator and the Industry Mentor appointed by the B-School Bulls
<b>Step-XVIII</b>	<b>Issuing of Experience Certificates</b>	Based on the performance and the recommendation of HR Department the interns and leaders shall be issued Experience Certificates and Certificates of Excellence
<b>Step-XIX</b>	<b>Issuance of Summer Training or PPO</b>	The deserving students can be provided Summer Training opportunities with stipend and the select top performing leaders from passing out batch can be considered for campus placement and offered PPO, if there are vacancies in the organization at that particular time.
<b>Step-XX</b>	<b>Inviting other Startups to be part of Venture Lab</b>	Once the model is fully established, other startups and companies can be invited to be a part of Venture Lab to work on a similar model
<b>Step-XXI</b>	<b>Establishment of Student Startups at Venture Lab</b>	MBA, BBA, BCom, students can start their own enterprises at Venture Lab and offer internship and freelance opportunities to their batchmates

This is a student driven experiential learning endeavour to provide professional and leadership experience to Business and Management graduates to transform them from students into professionals

  
Raj Santra  
CEO | B-School Bulls

