



Nyra® Kitchenware  
(A Unit of Geeta Metals)

Address: 123/750 (B) Fazal Ganj, Kanpur, U.P.

Phone No.: +91-7052727727 E-mail: nyrakitchenware@gmail.com

## **Memorandum of Understanding (MOU)**

Between

**Nyra® Kitchenware (A Unit of Geeta Metals)**

123/750 (B) Fazal Ganj, Kanpur, Uttar Pradesh - 208012

&

**Jagran college of Arts, Science and Commerce**

620, W Block, Juhi Kalan, Saket Nagar,  
Kanpur, Uttar Pradesh - 208014

### **The Purpose:**

The purpose of this MOU is to establish a mutually beneficial relationship between Nyra® Kitchenware and Jagran college of Arts, Science and Commerce to enhance the practical work experience culture among the students of the college and provide them with opportunities to learn from the industry experts.

### **The scope of this MOU covers the following activities:**

- Nyra® Kitchenware will offer internship opportunities to the eligible and interested students of the college throughout the year in various domains such as ecommerce management, digital marketing, finance and operations.
- The college will also discuss the requirements of the company from time to time and facilitate any live projects or research sessions with the students.
- The company will provide feedback and guidance to the students during their internship period and evaluate their performance.



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- The company may also offer jobs to the students who intern in the company based on their performance and availability of vacancies.
- The company may also invite some of its employees to take workshops on any relevant topics for the students of the college.

**Nyra's Exceptional Student Program:**

**About the program:** A program that nurtures exceptional talent in Digital Marketing and Direct-to-Consumer (D2C) strategies. Students will learn how to create and manage online campaigns, content, and e-commerce platforms, as well as how to analyze data, optimize supply chains, and understand consumer behavior. These skills will help them bridge the gap between theory and practice, and prepare them for the dynamic digital and D2C market.

**Eligibility and recognition:** Students must complete a short-term internship at Nyra, showing their passion and potential. Nyra will then send a letter of intent to the college, recommending the selected students. The college may allow these students to have flexible college hours.

**The terms and conditions of this MOU are as follows:**

- This MOU is valid for a period of five years from the date of signing, unless terminated earlier by mutual consent of both parties.
- This MOU is not a legally binding contract and does not create any financial or legal obligations on either party.
- This MOU does not restrict either party from entering into similar agreements with other parties.
- This MOU may be amended or modified by mutual consent of both parties in writing.