

VESIT-Messy Desk

Memorandum of Understanding for

A Proposal by Department of Computer Engineering of
Vivekanand Education Society's Institute of Technology (VESIT)
Hashu Advani Memorial Complex, Collector's Colony, Chembur, Mumbai, Maharashtra

Dr. J. M. Nair
Principal, VESIT

Dr. Mrs. Nupur Giri (H.O.D)
Department of Computer Engineering, VESIT

&

Mr. AKHILESH SHUKLA
CEO , MESSY DESK PVT LTD,

Flat No. 4, Khasra No.

1760/1, Baba Mohalla, Aya Nagar,

South West Delhi, Delhi,

India, 110047

Messy Desk Media Pvt. Ltd.

Akhil Shukla

CEO & Director

Memorandum of Understanding

This MEMORANDUM OF UNDERSTANDING (MOU) is entered on 28/09/2022 by and between:

Messy Desk Media Private Limited, located at Flat No. 4, Khasra No. 1760/1, Baba Mohalla, Aya Nagar, Delhi, South West Delhi, Delhi, India, 110047 (hereinafter referred to as the "Messy" which expression shall unless excluded by or repugnant to the context, be deemed to mean and include its successors-in interest, assigns and affiliates).

It runs a Business to Business (B2B) platform for enterprise IT decision makers in India and works with national and international IT companies to expedite buying and selling cycles by using new age technology i.e., Artificial Intelligence, Machine Learning etc.

AND

Department of Computer Engineering of Vivekanand Education Society's Institute of Technology (VESIT), located at Hashu Advani Memorial Complex, Collector's Colony, Chembur, Mumbai 400074 (hereinafter referred to as the "VESIT - CMPN" which expression shall unless excluded by or repugnant to the context, be deemed to mean and include its successors-in interest, assigns and affiliates)

WHEREAS,

Whereas, **Vivekanand Education Society's Institute of Technology (VESIT)**, at its various engineering departments is charged with responsibility of imparting technical knowledge and expertise and professional excellence in Technology by undertaking industrial & applied research and consultancy and the **Department of Computer Engineering** adheres to all principles of the institution.

WHEREAS, both **MESSY DESK** and **VESIT - CMPN**, now

Desiring to club their efforts by pooling their expertise and resources, recognizes the importance of research, product development in the areas of social and recent interests as well as imparting real life solutions by engineering students, appreciating the need for creation of large reservoir of highly qualified manpower in all fields related to engineering and technology.

INTEND to form a nucleus for promoting excellent quality manpower in the fields of engineering, technology and sciences with special emphasis on TO BE INTRODUCED HERE and related fields etc.

MESSY DESK and **CMPN-VESIT** on are also referred to as the "Parties" in the collective and as the "Party" in the singular

NOTWITHSTANDING, IN CONSIDERATION of the mutual promises made herein and of good and valuable consideration, the receipt and sufficiency of which both **MESSY DESK** and **VESIT - CMPN** hereby acknowledge, **MESSY DESK** and **VESIT - CMPN** hereby agree to sign a memorandum of understanding (MOU)

1. This MOU between **MESSY DESK** and **VESIT - CMPN** is executed with the objective of fostering collaboration between the two parties to promote industrial and academic interaction, consultancy to help enhance the pool of student talent ("Collaboration"), The Collaboration here under shall commence on **31st Aug 22** and will be valid for **one year** from the date of commencement. The educational programs conducted under this Collaboration will offer an opportunity: (Refer Annexure I)
2. Either party shall make available appropriate infrastructure facilities for the Collaboration, which may include general access to the facilities, faculty, staff, teaching content, classrooms, training , library facilities, computer facilities and communication facilities, stationery and other materials as may be required for the various programs to be offered. This shall however be subject to the requirements of clause 7 and 8 below.
3. This Collaboration is non-exclusive and each party shall be free to enter into similar collaborations with other institutions/organizations.
4. Neither party shall:
 - a) Infringe the intellectual property belonging to the other party
 - b) Use any trade name, trade mark, symbol or designation belonging to the other without prior written approval of the other party
 - c) Be or represent itself as a representative of the other
 - d) Create any liability for the other The parties shall keep the other indemnified against the breach of this clause
5. Confidential Information shall mean all proprietary information or data furnished by either Party and/or its affiliates before or after the Effective Date hereof, whether written or oral which includes but is not limited to Parties trade secrets, processes, devices, designs, concepts, improvements, know-how, algorithms, models, inventions (whether or not patentable or copyrighted), developments, decision technology, specifications, techniques, sketches, works of authorship, applications processes, strategies, designs, photographs, profile of its subsidiaries, branches or details of shareholding, financials, projections, track record, profile of product, any data or information regarding either Parties employees, prospective employees, business objective / criteria, employee lists, employee profiles, employee information, and other documentation relating to past, present or future business activities and services, which is disclosed by the Party within thirty (30) days of the disclosure and which was designated as 'Confidential' or with a similar legend at the time of disclosure.

6. SHARING OF FACILITIES

MESSY DESK and **VESIT - CMPN** shall make provisions to share their respective important R& D and development facilities in order to promote academic and research interaction in the areas of cooperation. **MESSY DESK** and **VESIT - CMPN** shall permit the sharing software and other materials and components developed in-house in the areas of cooperation, if permissible within the rules governing the two parties.

Messy Desk Media Pvt. Ltd.

Ashish

CEO & Director

7. COORDINATION OF THE PROGRAMME INCLUDING FINANCIAL ARRANGEMENTS

- a) The collaborative programme between MESSY DESK and VESIT - CMPN shall be coordinated by Dr. Nupur Giri, HoD., Department of Computer Engineering, VESIT and respective Faculty mentors - consultants for each projects undertaken

Project 1-User Preference recommendation system and analytics for news articles,
Dr. Gresha Bhatia (Deputy H.O.D, Department of Computer Engineering,
VESIT and Mentor)

Project 2-Automated Web Article Extraction based on RSS and Summarization with
Pointer-Generator Networks,
Mrs. Abha Tewari (Assistant Professor, Department of Computer Engineering,
VESIT and Mentor)
and Mr. Akhilesh Shukla from MESSY DESK

- b) Financial arrangements for each specific collaboration will be decided on a case-to-case basis and brought on record in each case after due approval from heads of both the parties. (mentioned in the annexure A)
- c) Faculty Mentor appointed for the project is the Consultant of the project hired by MESSY DESK, and has to guarantee the deliverables promised.

8. EFFECTIVE DATE AND DURATION OF MOU

- a) This MOU shall be effective from the date of its approval by competent authorities at both ends.
- b) The duration of the MOU shall be for a period of **ONE year** from the effective date.
- c) During its tenancy, the MOU may be extended or terminated by a prior notice of not less than six months by either party. However, termination of the MOU will not in any manner affect the interests of the students/faculty who have been admitted to pursue a programme under the MOU.
- d) Any clause or article of the MOU may be modified or amended by mutual agreement of MESSY DESK and VESIT - CMPN.

9. Intellectual Property Rights(IPR)

Rights regarding publications, patents, royalty, ownership of software/design/product developed etc. under the scope of this MOU, shall be decided by the two parties by mutual consent.

10. CONFIDENTIALITY

During the tenure of the MOU both MESSY DESK and VESIT - CMPN will maintain strict confidentiality and prevent disclosure of all the information and data exchanged under the

Both MESSY DESK and VESIT - CMPN shall bind their respective personnel who come into possession or knowledge of any confidential information not to disclose the same to third parties without written approval of the disclosing party or use such confidential information for any use other than intended under this agreement or PROJECTS.

Further both MESSY DESK and VESIT - CMPN shall put in place adequate and reasonable measures to keep and store confidential information secure so as to prevent any unauthorized use.

CONFIDENTIAL INFORMATION shall mean any proprietary information, data or facts belonging to PARTIES collectively or severally, disclosed by the disclosing party under this agreement or any subsequent agreement, whether in writing, verbal or electronically, irrespective of the medium in which such information is stored, which is marked confidential or with any other words having similar meaning by the disclosing party, or specifically agreed to be kept confidential by the parties, or declared or identified so by the disclosing party before such disclosure or during the discussions.

Both Parties agrees and confirms that it shall not use, share, and reveal any Confidential Information provided by either Parties for any purpose other than for rendering Services under this MoU and provide it only on a need to know basis to its Personnel (including subcontractors wherever applicable) for provision of Services under this MoU with prior written permission from the other Party. The Parties will ensure that all Personnel assigned to provide the Services under this MoU have signed appropriate confidential and non-disclosure agreement (with terms no less onerous than terms appearing in this MoU) to ensure either Parties Confidential Information disclosed under this MoU is protected from unauthorized use and disclosure. Both Parties hereby assume full liability for the actions of its Personnel who have access to the Confidential Information provided by each other and agree that it shall be liable for all such actions as though those actions were the actions of the other.

Either Party shall not mention or otherwise use the name or trademark of each other or its affiliates in any publication, press release, promotional material or other form of publicity without the prior written consent of the appropriate individual designated for the purpose by concern Party,

- The receiving Party shall take all steps as may be reasonably necessary to protect the integrity of the Confidential Information and to ensure against any unauthorized disclosure thereof.
- Promptly inform the other of any potential or accidental disclosure of the Confidential Information and take all steps, together with the aggrieved Party, to retrieve and protect the said Confidential Information
- Use the Confidential Information only for the purpose for which it was provided and not profit from the same in any unauthorized manner to the exclusion of the disclosing Party.
- Both parties acknowledge that in the event of any breach or threatened breach of this clause by either Party or its Personnel, monetary damages may not be an adequate remedy, and therefore, the Parties shall be entitled to injunctive relief to restrain the other or its Personnel from any such breach, actual or threatened.

Messy Desk Pvt. Ltd.
[Signature]
Director

11. Either party shall not be liable for any indirect, exemplary, special, punitive, consequential or incidental losses, damages, claims, liabilities, charges, costs, expenses or injuries (including, without limitation, loss of use, data, revenue, profits, business and for any claims of customers of the other Party or other third parties claiming through such other Party) that may

arise out of or be caused in connection with or result from this MoU or any other obligations undertaken under the terms of this MoU.

12. The VESIT - CMPN agrees to keep MESSY DESK fully indemnified against any unlawful activity or breach of instructions by any personnel (including students) admitted to the Collaboration hereunder, including acts of hacking and an undertaking from the students and faculties would be undertaken for the smooth conduction for the project.

13. All or any dispute arising between the parties in respect of this MoU of whatsoever nature shall be resolved under the laws of India and any or all such disputes will be subject to the exclusive jurisdiction of the courts of Mumbai, India.

14. This MoU is not intended to create any relationship in the nature of franchise, joint venture, or agency between the parties. Neither Parties shall act in a manner that expresses or implies a relationship other than that of independent contractors, nor bind the other Party. Either Party or any of its employees/ personnel shall not, under any circumstances, be deemed to have any employer-employee relationship with the other Party. WITNESS WHEREOF the parties have signed this MoU on this date, month and year first above written.

IN WITNESS WHEREOF, THE PARTIES HAVE EXECUTED THIS SERVICE-LEVEL AGREEMENT, AS OF THE DAY AND YEAR MENTIONED ABOVE, AND WILL FORM A PART OF THE CONTRACT.

SIGNED BY by the hand of its Authorized Signatory

Mr. AKHILESH SHUKLA

CEO , MESSY DESK

Messy Desk Pvt. Ltd.

SIGNED BY VESIT by the hand of its Authorized Signatory
CEO & Director

Dr. J. M. Nair
Principal, VESIT

Jayashree
28/09
PRINCIPAL,
VIVEKANAND EDUCATION SOCIETY'S
INSTITUTE OF TECHNOLOGY
HASHU ADVANI MEMORIAL COMPLEX,
COLLECTOR'S COLONY, CHEMBUR,
MUMBAI-400 074, INDIA



SIGNED BY Department of Computer Engineering, VESIT by the hand of its
Authorized Signatory

Nupur Giri
Dr. Nupur Giri
HOD, Department of Computer Engineering, VESIT

Date

Annexure A

Project Details - 2022-2023

Value Added PLUG_INS For TechShots:

1. Software Solution:-

a. Providing software solutions through

Project 1-User Preference recommendation system and analytics for news articles

Student Names:

Himanshu Behra
Ikjot Khurana
Aishwarya K
Vaidhehi Bhagwat

Mentor :- Dr. Mrs. Gresha S Bhatia, Deputy HoD, Dept.of Computer Engineering,
VESIT



Project 2-Automated Web Article Extraction based on RSS and Summarization with
Pointer-Generator Networks

Student Names:

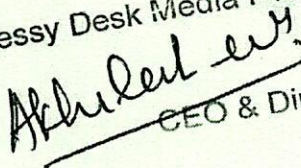
Kaushal Jagasia
Tarun Mishra
Tejas Gala
Sohan Walawalkar

Faculty Consultant -

Mentor : Mrs. Abha Tewari , Assistant Professor, Dept.of Computer Engineering, VESIT

2. Project Details and Description as attached in Annexure B

Messy Desk Media Pvt. Ltd.


CEO & Director

3. Compensation

Each Party agrees that the client is expected to compensate **INR 50,000/- (Rs FIFTY THOUSAND (25 Thousand each project))** excluding Taxes, as discussed to the consultant according to the Payment schedule for each project mentioned below.

Compensation Model

Sr no.	Expenditure Heads/Compensation Distribution	Percentage.
1	Student Stipend	40%
2	Faculty consultant-Mentor	20%
3	Publication registration, presentation, travel expenses, reading /course materials	25%
4	Institute Overheads	10%
5	Miscellaneous	05%

The related transaction would be done through a VESIT account. The details for the same would be provided later.

Payment Schedule	Percentage (%)
Advance Payment (Oct 22)	20%
Part Payment - 1 (Beginning of Development Sprint 1) (Jan 23)	30%
Part Payment - 2 (Beginning of Development Sprint 2)(Mar 23)	30%
Part Payment - 3 (Beginning of Handover) Hard Launch(April 23)	20%

Messy Desk Media Pvt. Ltd.


CEO & Director

Annexure B

Project Details - 2022-2023

Value Added PLUG_INS For TechShots:

Project 1 :- User Preference Recommendation System & Analytics for News Articles.

Problem Statement :-

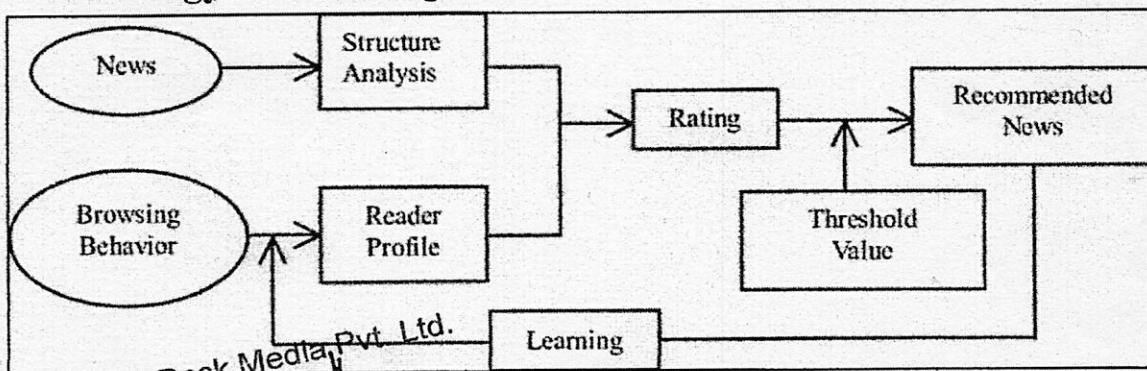
To make a news article recommendation system using machine learning models in order to provide the user faster, better and relevant data based on their preferences. The problem statement is further divided into three segments:

- To classify the attributes of the user into categories ranging from most relevant to least preferred in order to cater to their needs.
- To conduct evaluation measures based on the precision accuracy and other evaluation parameters to achieve better results.
- To provide a dashboard by applying visualization tools and analytics for ease of handling the entire system

Proposed Solution :-

- To design a machine learning model which will help us in analyzing the data obtained from the users and classify the users into different categories based on their preferred topics of news articles which will reduce the time wasted in searching for the articles of their interests.
- We will be checking the accuracy of our model and will improve it on the basis of our evaluation measures to achieve better results overall.
- The major part of our project will be the visualization of our analytics which will help give us a clear idea of what the information means by giving it visual context through maps or graphs. This makes the data more natural for the human mind to comprehend and therefore makes it easier to identify trends, patterns, and outliers within large data sets.

Methodology / Block Diagram



Messy Desk Media Pvt Ltd.

Abhishek
CEO & Director

Fig 1 :- Block Diagram Representation

To develop this project we will be using the vast scope of machine learning. We will be making a recommendation system for news articles. The dataset provided will have various field values related to the News category, article URLs, Headlines, Time Spent, Click-through-rates, Number of shares etc. Using these fields we will implement machine learning algorithms for prediction and congregating into clusters.

These predictions will be able to precisely tell us the content preferences of our users regarding most relevant, most used and least preferred

Project 2 :- Automated Web Article Extraction based on RSS and Summarization with Pointer-Generator Networks

Problem Statement :-

The amount of text data available from various sources has exploded in the big data era. This large volume of literature has a wealth of information and knowledge that must be adequately summarized in order to be useful. Because of the growing availability of documents, extensive research in the field of natural language processing (NLP) for automatic text summarization is required.

- With the help of NLP and web scraping, automate the article fetching and summarization process.
- The nature of the summarization must be in harmony with the target audience, i.e Tech decision-makers.

Proposed Solution :-

- To use a hybrid pointer-generator network that can copy words from the source text via pointing, which aids accurate reproduction of information, while retaining the ability to produce novel words through the generator.
- To use coverage to keep track of what has been summarized, which discourages repetition. We apply our model to the CNN / Daily Mail summarization task, outperforming the current abstractive state-of-the-art by at least 2 ROUGE points.
- The hybrid pointer-generator network facilitates copying words from the source text via pointing, which improves accuracy and handling of OOV words, while retaining the ability to generate new words.

Messy Desk Media Pvt. Ltd.

CEO & Director

Methodology / Block Diagram

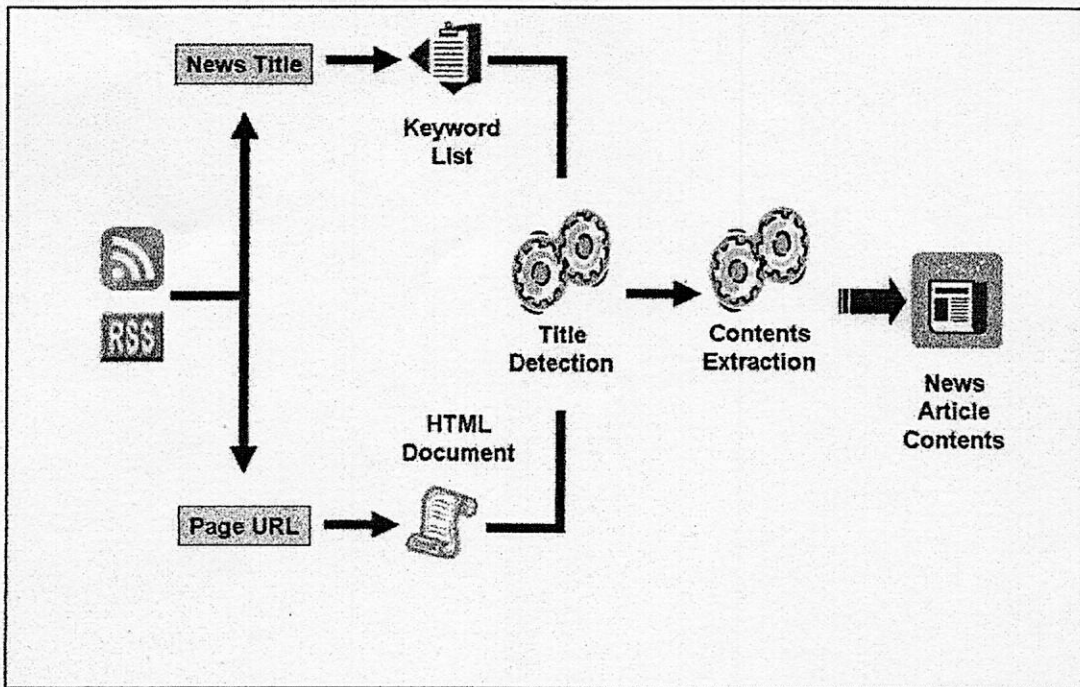


Figure 2: Web Scraping Method

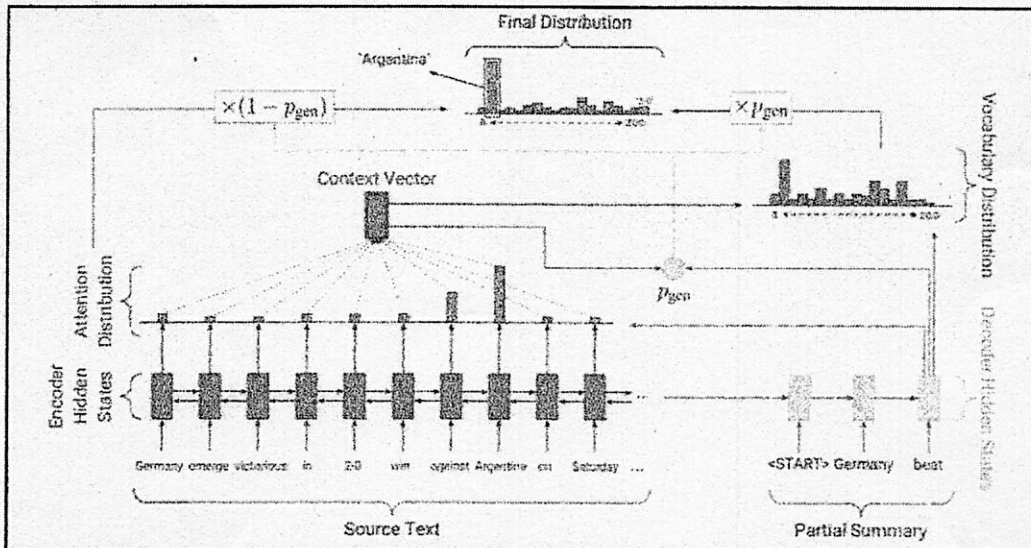


Figure 3: Pointer-generator model.

For each decoder timestep a generation probability $p_{gen} \in [0,1]$ is calculated, which weights the probability of generating words from the vocabulary, versus copying words from the source text. The vocabulary distribution and the attention distribution are weighted and summed to obtain the final distribution, from which we make our prediction.

Messy Desk Media Pvt. Ltd.

Ashish
CEO & Director