

Memorandum of Understanding
between
SINHGAD COLLEGE OF ARCHITECTURE, PUNE
and
Ethos | Acedge

1.0 Preamble

This Memorandum of Understanding is being signed between SINHGAD COLLEGE OF ARCHITECTURE, PUNE (Dr. Banani Banerjee, Principal, 44/1, Vadgaon (Bk), Pune 411041)

AND

Ethos, www.ethosempowers.com

This MoU comes into effect from the 24th July

2.0 SINHGAD COLLEGE OF ARCHITECTURE

Sinhgad College of Architecture (SCOA) was established in 2000 on a picturesque hillock in the city of Pune to offer academic excellence in the field of architecture. In two decades, SCOA has grown as a premiere institute in the country in terms of intake capacity and in offering quality education in Under-Graduate course B. Arch., two Post-Graduate programs M.Arch. on Architectural Conservation and Computer Applications and also as a Phd center, all affiliated to the prestigious Savitribai Phule Pune University. SCOA proudly take the credit as one of the very few NAAC accredited architectural institute in the country. We promise to take mission for fulfilling our vision of making sensible and responsible architects in the society and accordingly, explore all opportunities to give exposure to students and faculty. We look forward to the association of Ethos | Acedge with great hope to make fruitful contribution to the fraternity as a whole.

3.0 Ethos

About Ethos: Ethos was started in 2002 by Gita Balakrishnan, as a response to a need for raising awareness about our built environment. It is an initiative to bridge the gap between students and professionals from the ACED fraternity (Architecture, Construction, Engineering and Design) and is an engaging and empowering platform for young professionals who are to be decision-makers in the years to come. Ethos, through its vertical, iDeACE works towards sensitizing students to the culture and the ethos that their designs would need to respond to. There is an effort to equip students to be agents of change, to lead, not just follow and to contribute towards building a harmonious society. This has been further

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facilitated by creation of ACEDge - an online platform to provide education outside classrooms. ConnEctAiD is Ethos's effort to help network talent with opportunity. ArCause is the latest offering from Ethos and aims at uniting the ACED fraternity for a cause while also creating a forum for the causes of the fraternity. The main objective of Ethos is to be the wind beneath the wings of young minds that are to shape our environment in the years to come.

MoU Objectives

Sinhgad College of Architecture will

- **Disseminate information** with its students and encourage them to participate in **Competitions / Courses / Events** by Ethos. The posters and information on events will be widely circulated within the student fraternity.
- **Collaborate on**
Arcause social initiatives by Ethos
- **Share**
Details of Ethos membership with the students and ensure at least 20% students and faculty will register as a member on www.ethosempowers.com
Share job Openings from Ethos | Connectaid with Alumni and Placement office.
Social Media details of Ethos to stay updated
- **Earmark an Ethos hour for Orientation and Interaction**
Ethos would like to make presentations to students on relevant and interesting themes and also introduce a course/competition to keep them up-to-date about the latest events in Architecture.
- **Nominate**
Faculty and student ambassadors from each year to be added to a mail list/ Whatsapp group
Representatives from Alumni Association/placement office to coordinate on Ethos | Connectaid
- **Respond to surveys by Ethos**

Ethos intends to curate multiple surveys on the teaching learning systems, internships, outside classroom explorations and much more. The College agrees to spread the word on this survey and encourage the students to respond.

The College will share their logo to be added to our website as an Academic Affiliate. www.ethosempowers.com and can use the title of Member of Ethos Academic

Ethos will as part of the MOU commits to

- Include college ambassadors- both faculty and student rep, in all its mail list/ relevant Whatsapp group to share details of latest Competitions, Events, Courses and Initiatives.
- Share information on new curated content and FREE courses curated for all students

1. Colour Psychology | FREE



Enhance your perceptions of colours, linking them with spatial perceptions in Architecture and Interiors!

Learn more

2. Towards Inclusivity | FREE



Sensitive design should not only remain a concept, but should instead be intrinsic to design process. This course focuses on design processes and ideas for gender-neutral spaces.

Learn more

3. Well-Being | FREE



WHO defines health as “a state of complete physical, mental and social well-being”. Learn how you can design buildings to cater to the well-being of its user.

*please note that the list of courses in this repository is bound to increase / change and hence, updates on latest content will be shared with the college at frequent intervals.

- Share courses mentioned below, as free content access only. **Certification will be at an additional nominal fee per student.**

1. Sustainable Tourism | Rs 400 or FREE*



Learn more

Ar. Nikita Verma | 9 Hours
Want to get a better understanding of tourism, the effects it has on the environment, economy and local communities?

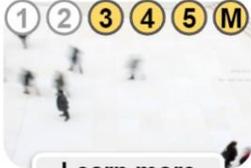
2. Simplified Product Design | Rs 300 or FREE*



Learn more

Ar. Sonam Ambe | 4 Hours
This workshop is designed to bring back the charm of detailing, of working on smaller designs with larger impact. We will simplify the complex art of product design.

3. Psychology Behind Design | Rs 500 or FREE*



Learn more

Ar. Sonam Ambe | 4 Hours
Architecture is one of the few fields which takes inference from every discipline to ensure the most optimum solution. Learn about the Psychology of Users before your design.

The following offerings are paid, with discounts being offered for signing the MOU:

- 1-credit Elective for students to enrol directly as choice-based options with discounts. Additional 30 % discount if more than 20 students enroll in one course. Numbered Coupon codes will be shared with the institute to share with the students to avail the courses at the discount offered below.

1. Universe of Architecture | ~~Rs 1800~~ Rs 400



8 Hours | Introduce young minds to the Universe of Architecture through **graphic novels, videos, quizzes** and more! This course contains content from architects like **Rahul Mehrotra, Gerard Da Cunha** and more

[Learn more](#)

2. Of Spaces and Stories | ~~Rs 1200~~ Rs 700



Ar. Anubha Fatehpuria | 12 Hours
India's first audio visual course on Architectural elements, forms and spaces. Learn about their history and enter into unseen and untouched world of spaces.

[Learn more](#)

3. Architectural Photography | ~~Rs 3600~~ Rs 840



Ar. Maniyarasan Rajendran | 10 Hours
Develop critical understanding of documenting and capturing architecture through photography.

[Learn more](#)

4. Architectural Theory | ~~Rs 1450~~ Rs 840



Ar. Kaustav Ghosh | 15 Hours
Theory of Architecture may be boring, but Game of Thrones is not! Explore the history, theory, and design of architecture by examining the show.

[Learn more](#)

5. Coding with Designers | ~~Rs 2500~~ Rs 840



Ar. Raunak Sudhakar | 10 Hours
Enter into the world of programme, as you are enabled with tools and techniques that will empower your design process.

[Learn more](#)

6. Construction Project Management | ~~Rs 3900~~ Rs 840



Ar. Arti Daga | 10 Hours
Learn the fundamentals of construction project management and how it facilitates the overall planning of a project.

[Learn more](#)

7. Kinetic Architecture | ~~Rs 3100~~ Rs 840



Ar. Sudha Gopalakrishnan | 10 Hours
Learn the dynamics of kinetic architecture as the perfect blend between design and technology.

[Learn more](#)

8. LEED GA Exam | ~~Rs 3500~~ Rs 840



Ar. Deepa Parekh | 8 Hours
Want to ace LEED Exam? Prepare with our course and become a LEED professional that sets you apart.

[Learn more](#)

9. Read Reflect wRite Repeat | ~~Rs 2500~~ Rs 840



Ar. Darpana Athale | 12 Hours
Learn to communicate your thoughts and design through this course on **writing and journalism**.

[Learn more](#)

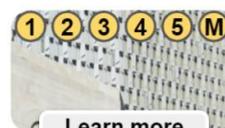
10. Starting an Art Practice | ~~Rs 3600~~ Rs 840



Ar. Ankon Mitra | 11 Hours
Dreaming of a career in art? But do not know how or where to begin? All the tools, insights and strategies to kick-off a successful art practice.

[Learn more](#)

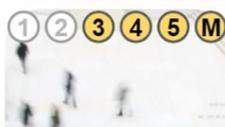
11. Contextual Planning | ~~Rs 3660~~ Rs 1260



Ar. Richa Bose & Ar Devyani Upasni | 11.5 Hours | Understand how to go about with structuring of a design process. Learn about materials, site planning and design elements through this interactive module.

[Learn more](#)

12. Allied Fields | ~~Rs 3250~~ Rs 1260



11.5 Hours
Architecture is one of the few fields which takes inference from every discipline to ensure the most optimum solution. However, this quality - is often ignored. Experts from fields of **Sociology, Psychology, Economics and Environmental and Urban Planning** will share insights.

[Learn more](#)

- Courses curated with practical insights on specific typologies which could be relevant for different studios along with Thesis.

The idea of going outside for a site visit and case study is no longer feasible! And yet these elements are crucial for a thesis. Acedge brings to you 'Ace the Typology' - A guide of expert insights filled with detailed case studies that your students can explore at their pace.

6 Typologies

₹100/
Per typology
per student

 Office Buildings	 Hotel and Spaces for Recreation	 Museum and Cultural Centres
 Institutional Buildings	 Hospital and Healthcares	 Transportation Hubs

- *Universe of Architecture* course will be offered with unlimited access for Rs. 20000 and not on a per student fee as mentioned in the electives segment; you may use this as your admissions pitch where we can offer branding for your college. All students of your college and students of classes 8-12 from affiliated schools where you tie up for your admissions funnel can enrol.
- Acegate Test Series on Gate examinations to all 4/5th year students; Past papers will be available to all students for FREE. And a nominal fee of Rs. 5000 will be charged to have open access for 40 students from 4 / 5th year each (Total-80 students) to take 6 full mock tests.

ethos!!

ARCAUSE FOUNDATION IDEACE COMPETITIONS CONNECTAID PLACEMENTS ACEDGE E-LEARNING

🔍

Q: A man on tour travels first 160 km at 64 km/hr and the next 160 km at 80 km/hr. The average speed of 320 km of the tour is:

A 35.55 km/hr	B 36 km/hr
C 71.11 km/hr	D 71 km/hr

Acegate - Full

1	Answered	9	Not Answered
4	Not Visited	6	Marked for Review
1	Answered & Marked for Review		

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24

5.0 Tenure and Termination

This MoU between Sinhgad college & Ethos shall be valid when signed by the authorized representatives of both organisations and shall continue for 3-years from the date of signing and will be terminated by mutual consent or by either party at their discretion by giving a written thirty days' notice, to this effect.

The MoU may be renewed, modified or amended with the mutual written consent of both parties.

This MoU has been signed on 24th July on a virtual platform.

Gita Balakrishnan

**Ar. Gita Balakrishnan,
Founder & Curator,
Ethos & Acedge**

bbj

**Dr. Banani Banerjee,
Principal,
Sinhgad College of Architecture,
Pune**