

Memorandum of Understanding

Between

India Middle East Agri Alliance

(India Middle East Agro Trade Industry & Investment Forum)

AND

School Of Business Management,

Chhatrapati Sahu Ji Maharaj University Kanpur

Whereas

India Middle East Agri Alliance (India Middle Agro Trade Industry & Investment Forum or IMEAA) based out of United Arab Emirates is a PPP initiative to boost bilateral trade, investments, and food security initiatives between the UAE and India comprising of over 1600 corporates, AgTech & Food Startups, Export Promotion Agencies (EPAs), Government Related Entities (GREs), Farmers Producer Organizations (FPO), Agri-cooperatives, Venture Funds, Family Offices, P2P lending networks, and Structured Trade Finance Funds (STFFs)

And

School Of Business Management, CSJM University, Kanpur

Chhatrapati Shahu Ji Maharaj University, Kanpur (earlier known as Kanpur University) was established in 1966, with 952 affiliated colleges in 7 districts. It is spread over a campus of 264 acres, with undergraduate and post-graduate programmes in all disciplines of Art, Science, Life Science, Biotechnology, Management, Commerce, Law, Engineering and Medicine. The School of Business Management Being run on campus since year 1991. The School of Business Management has taken an initiative in the direction of promotion and development of internship, innovation, entrepreneurship and start-ups besides offering programs namely BBA, MBA, B.Com (Hons.), MBA (Hospital Management) and Ph.D.

Objectives of MoU

Whereas the two institutions are committed to work towards creating a sustainable, pro-entrepreneurial, comprehensive infrastructure to facilitate an ecosystem of start-ups in the city of Kanpur. The vision is to help entrepreneurs Think, Build, Grow, Scale and Fund their

ideas by providing them a platform which helps with mentorship, workshops and access to infrastructure and training.

- To foster an entrepreneurial culture, by providing opportunities to transform their business ideas into reality for youth connected with both the organisations besides public at large.
- To provide a nurturing, instructive and supportive environment for entrepreneurs during the critical stages of start-ups and to help a new business based on affordable indigenous technology.
- To endeavour to solve the problems related to technology, product upgradation & value addition, process innovation, supply chain and management of existing entrepreneurs to grow and scale up.
- To sensitise students towards entrepreneurship through motivational/ expert talks from local entrepreneurs/ industrialists/ practitioners.
- To jumpstart or improve rural outreach efforts by promoting/ supporting rural entrepreneurs (local artisans/ women entrepreneurs), agripreneurs and social entrepreneurs.
- To provide entrepreneurs with an array of targeted resources and services.

Roles and Responsibilities to be performed by India Middle East Agri Alliance

- IMEAA will pool in its network and resources to support the screened in potential business ideas in terms of mentoring, funding and handholding within a mutually agreed framework between IMEAA & School of Business Management, CSJM University, Kanpur.

Role and Responsibilities to be performed by School of Business Management, CSJM University

- Having received the problems Statements School of Business Management, CSJMU will share the same with its students to come with the potential ideas and solutions through idea contests/hackathons.

- School of Business Management, CSJM University will pool in its network and resources to support the screened in potential business ideas in terms of mentoring and handholding within a mutually agreed framework between IMEAA & School of Business Management, CSJMU.
- School of Business Management, CSJM University will organize workshops/MDPs/EDPs/Expert Lectures for the development and promotion of student/faculty/ budding entrepreneurs and start-ups (adequately taking industry experts as resource persons suggested/ provided by IMEAA)

Roles and Responsibilities to be mutually shared between IMEAA and School of Business Management, CSJM University

- School of Business Management, CSJM University and IMEAA jointly will organize idea hunting contests/Hackathons for the development and promotion of student/faculty/ entrepreneurs and start-ups.
- School of Business Management, CSJM University and IMEAA will identify the thrust areas of industry and society wherein both the parties can collaborate and work together for idea generation, innovation and incubation to develop first generation entrepreneurs and start-ups.

Who are the beneficiaries?

- Beneficiaries must meet the following requisite:
 - Be a young man or woman having basic education & soft skills.
 - Have an original concept that is meaningful.
 - A market opportunity that is relevant.
 - A venture that has the potential to raise capital
 - And, most importantly, a team that gives the confidence that they can implement on the ground and have the zest to achieve big.
- **What will School of Business Management, CSJM University, Kanpur offer?**
 - All in-house services offered to the start-ups entrepreneur, unless otherwise agreed

- Financial Advisory and support
- Infrastructure support with possible Industry collaboration
- Interface with Experts-mentors and Advisors
- Exposure to Investors

Funding for the agreement

Unless expressly agreed otherwise, each side shall-within its budgetary means – bear its own costs for implementing this M.O.U.

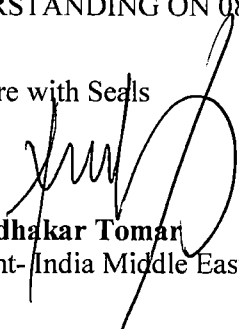
Term(s) of the MoU


- The “Parties” agree, in the event any controversy may arise, to mutually resolve the dispute between them, failing which the same shall be resolved by making reference to a Sole Arbitrator to be appointed mutually with in 30 days of such controversy and such award shall be final and binding on both the parties to M.O.U.
- This agreement shall be in force from the date of signing of the same and shall remain valid for a period of One year. Thereafter, it shall continue to remain in force, unless a written notice is given by other party for termination of this Memorandum of Understanding at least one month before the intended date of expiry.

Read, Understood and Consented.

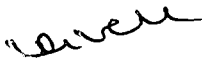
IN WITNESS WHEREOF THE PARTIES HAVE EXECUTED THIS MEMORANDUM OF UNDERSTANDING ON 08.10.2022

Signature with Seals


Mr. Sudhakar Tomar
 President- India Middle East Agri Alliance


Dr. Anil Kumar Yadav
 Registrar-CSJM University, Kapur

Witness:

1. 

2. 