

# MEMORANDUM OF UNDERSTANDING

For the

## DIVISION PARTNER – KANPUR, UTTAR PRADESH

COLLABORATION FOR THE IMPLEMENTATION OF THE SELF EMPLOYED CEOs/ VIIPs  
(VILLAGE INCLUSIVE INVESTMENT PLANNER) IN RURAL UTTAR PRADESH

Between



### IECSME

## KAMDHENU CHAIR

VISION OF A USD 5 TRILLION INDIAN ECONOMY

INDIA – UTTAR PRADESH

And

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU)

(KANPUR)



15 FEBRUARY 2023

IECSME KAMDHENU CHAIR – CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY

Page 1

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MEMORANDUM FOR THE IMPLEMENTATION OF THE SELF - EMPLOYED CEOS/ VIIPS (VILLAGE INCLUSIVE INVESTMENT PLANNER) IN RURAL UTTAR PRADESH

This agreement is made on 15 February, 2023

BETWEEN

**IECSME KAMDHENU CHAIR**  
Institute of Technology and Management (ITM) GIDA  
AL -1, Sector - 7, GIDA, Gorakhpur, Uttar Pradesh

AND

**CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU)**  
(Kanpur)

For the

COLLABORATION FOR THE IMPLEMENTATION OF THE SELF - EMPLOYED CEOS/ VIIPS (VILLAGE INCLUSIVE INVESTMENT PLANNER) IN RURAL UTTAR PRADESH

*Jeinshul*



**PREAMBLE: IECSME KAMDHENU CHAIR - UTTAR PRADESH**

**ABOUT THE PARTNER ORGANIZATION** INDO EUROPEAN CHAMBER OF SMALL AND MEDIUM ENTERPRISES (IECSME)

INDO EUROPEAN CHAMBER OF SMALL AND MEDIUM ENTERPRISES (IECSME) aims to promote & develop the exchange of information, experiences, methodologies to help the integration amongst Indian and Foreign Companies. INDO EUROPEAN CHAMBER OF SMALL AND MEDIUM ENTERPRISES (IECSME) helps in development of partnership to collaborate in the sector based projects so as to promote, design and realize international and national projects & infuse social development.

INDO EUROPEAN CHAMBER OF SMALL AND MEDIUM ENTERPRISES (IECSME) HAS CREATED IECSME KAMDHENU CHAIR TO HELP THE VILLAGES TO CREATE ENTREPRENEURSHIP AND EMPLOYMENT OPPORTUNITIES IN THE 29 SUBJECTS OF PANCHAYATI RAJ INSTITUTIONS BY IDENTIFYING OPPORTUNITIES, OVERCOMING CHALLENGES, FACILITATING MARKETING AND ESTABLISHING VIABLE PROJECTS IN RURAL AREAS.

IECSME represents the interests of the economic and cultural world in respect to the professions and ethics towards all the stakeholders. We want to be the interface with governmental institutions and interact with International counterparts to promote bilateral economic agreements. We offer to our members the opportunities of economic and social development, through direct meetings with the operators (B2B & B2C), events, Sponsorships and regional offices.

The main aim behind creating IECSME is to bring prosperity and stability to the members. Along with the aim of promoting economic prosperity, IECSME takes actions to bridge the gap between India and Europe where you can freely move down goods and services.

MSMEs play a vital role in innovation and R&D and are responsible for the wealth and economic growth of the country. Considering their importance, IECSME helps MSMEs realize their growing potential by assisting them to explore new markets through its platform.

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**MISSION**

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Spiritual Dimension of Sustainable Development and to Create CEOs for Future of Rural India & Globe

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**VISION**

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Marketing the Un-Marketed INDIA

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**ABOUT THE PARTNER ORGANIZATION** YOGA UNIVERSITY OF THE AMERICAS, FLORIDA, USA  
(REPRESENTED BY YUVA INDIA FORUM)

Ballista Bhavya Bharat – Bharat as "Vishwa Guru" is an eternal fact we have the scripts of Sanathana Dharma, and our Rishis had given an ocean of Knowledge in which yoga is important. In this age of science and technology, Yoga can be used in all fields and help people for the overall development of every human being, considering this as a priority, our University has taken up Yoga with an alternative Health care system to include all the Yoga Bandhus to join hands in the movement to create physical, mental, Intellectual wellbeing and liberation of community.

According to Swami Vivekananda, Yoga is a process involving the unification of Holistic education that will generate compassion for all sentient beings as an extension of self and also awaken aspiration for the highest wisdom. Swamiji asserted that each soul is potentially divine with omnipotence and omniscience, awaiting manifestation. We can realize the same through selfless service, assimilation of wisdom through deeper introspection, devotion to the Almighty or some special psychophysical practice.

MISSION

To uplift ancient Yoga knowledge of Bhavya Bharath. And thus builds ballista Bhavya Bharath and makes Bharath Vishwa guru by spreading the vast knowledge, Love, and Services throughout the world.

VISION

Our vision is "Vasudaiva Kutumbakam" by making sure each and every individual is balanced physically, mentally, and spiritually and making the whole world a single family.

**ABOUT THE PARTNER ORGANIZATION**: CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU)

Chhatrapati Shahu Ji Maharaj University, Kanpur has been on the map of higher education for more than five decades. Established in 1966, it has not looked back, now it has 952 affiliated colleges in 11 districts. Spreading over a campus of 264 acres, the university is booming with academic activities. While the undergraduate and post-graduate programmes in all disciplines of Art, Science, Commerce, Law, Engineering and Medicine are offered in affiliated colleges and institutions, the residential wing of the campus includes faculties of Life Sciences, Business Management, Education and English. It also has a department of Adult and Continuing Education, Communication and a College Development Council. For catering to the needs of young engineering aspirants, the university has recently started an Institute of Engineering and Technology in the campus offering courses in four branches of engineering viz. Chemical, Computer Science and Information, Mechanical Engineering in the first instance. The university seeks to contribute to student an education through curriculum design, the development of new courses and the application of a forward looking and innovative teaching methodology. Kanpur, the industrial capital of U.P. and commonly known as the Manchester of Northern India has had a very eventful history. It has contributed much to the growth and economic development of the country. Equally memorable and inspiring is its role in the first Indian War of Independence.

MISSION

To work towards sustainable excellence in global standards of academia, technology-centric learning, robust research ecosystem, institutional distinctiveness and harmonious social diversity.

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## VISION

To enlighten and empower humanity by nurturing future leaders and change agents for universal development and societal transformation.

## AIM OF THE MOU

The idea behind this Chair is not just education; it is Skill Development – Academia Industry Partnership – Entrepreneurship and Employment Generation in all the Sectors with Global Linkage. Our focusing is on making all the 59,163 Gram Panchayats of Uttar Pradesh as an Enterprise with the Investment Plan of Rs. 100,000 Crore and aligning Rural Uttar Pradesh with the Vision of 5 Trillion Dollar Economy of Hon'ble Prime Minister of India.

## COLLABORATION AGREEMENT

### In General:

All the Parties wish to strike jointly to make significant contributions to promote rural management and marketing through Training, Research, Consultancy, Documentation, Dissemination, Education Policy Advocacy and undertaking projects in the related areas. Both the Parties desire to encourage, establish and maintain exchange programs, collaborative training, consultancy, research, documentation, education, policy advocacy and developmental activities in **Rural Management and Marketing**. Furthermore, both the parties wish to foster understanding between **IECSME KAMDHENU CHAIR** and **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR**.

### IN PARTICULAR:

The Parties agree as follows:

- Article 1 Cooperation between the parties shall be carried out, subject to availability of resources, the approval of both parties and on the basis of mutual reciprocity, through such activities or programs as:
- 1.1 Training
  - 1.2 Research
  - 1.3 Consultancy
  - 1.4 Documentation
  - 1.5 Education
  - 1.6 Outreach programs
  - 1.7 Exchange programs & Study visits
  - 1.8 Policy Advocacy in Rural Management and Marketing
  - 1.9 Project execution related to Rural Business HUB and ICT
  - 1.10 Any other related activities
- Article 2 The cooperation described above will in every case be dependent upon the availability of necessary funds, either from within both parties or from external sources.
- Article 3 The areas of cooperation include, subject to mutual consent, any program offered by either party and considered desirable and having potential to contribute to the mission and effectiveness of





either party and / or contribute to fostering the cooperative relationship between the parties. The project related to this shall be implemented by jointly by **IECSME KAMDHENU CHAIR AND CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR.**

- Article 4 The terms and necessary budget for each program or project and activity will be described subsequent to this agreement of cooperation and signed by both parties prior to the initiation of each (funded) cooperative program or activity.
- Article 5 Each party shall hold in confidence all confidential information disclosed by one party to the other. It is agreed not to disclose the information to third parties and only to release and disclose such information to individuals within the party that are directly involved with the project, strictly on a need to know basis. Notwithstanding anything stated above, the parties agree that information may be shared by either party, subject to confidentiality agreements with potential co- operators in their territories only.
- Article 6 Confidential information can only be used for purposes specifically contemplated in this Agreement of cooperation.
- Article 7 For the purpose of this agreement, Confidential information means any business, technical or financial information that is, at the time of disclosure identified in writing as confidential or proprietary or would be understood by the parties exercising reasonable business judgment to be confidential, including the contents of this Cooperative Agreement.
- Article 8 The foregoing obligations do not apply to information which: i) is or becomes known by the recipient without an obligation to maintain its confidentiality; ii) is or becomes generally known to the public through no act of omission of the recipient or iii) is independently developed by the recipient without use of confidential or proprietary information or iv) is required pursuant to any law or order of any court or regulatory directive having jurisdiction over the receiving party. Unless otherwise agreed in writing, all confidential information remains the property of the disclosing party.
- Article 9 Nothing in this Cooperative Agreement shall affect the ownership of any intellectual property rights or any enhancements, modifications or derivatives thereof (including trademarks, trade name, copyright, patents and design) belonging to the respective party before the date of this Cooperative Agreement or which has been independently developed outside this Cooperative Agreement during the term thereof.

**IECSME KAMDHENU CHAIR and CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** jointly reserve any and all intellectual property rights, without limitation, discovered or produced as a result of the cooperation related to this Cooperative Agreement.

**IECSME KAMDHENU CHAIR and CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** agree that ownership of any intellectual property generated in the specific cooperative research projects will be determined in advance pursuant to and subject to the written agreements for the particular cooperative research project. Specific provisions regarding ownership and various aspects of intellectual property shall be specified in each specific cooperative agreement.





- Article 10 In the event of non-fulfillment of the contract terms and conditions due to any reason of force majeure namely fires, wars, riots, strikes, natural calamities or other unforeseen event, neither the **IECSME KAMDHENU CHAIR** nor **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** shall be held responsible for any loss or consequential loss.
- Article 11 Both the Parties shall have the right to terminate the agreement, in case the other party fails to provide the services successfully as mentioned in the aforesaid agreement, or violates any of the clauses mentioned in the MoU, duly giving three months' notice only.
- Article 12 The obligations of the **IECSME KAMDHENU CHAIR** and **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** have been outlined in this agreement. However, during the operation of the agreement, circumstances may arise which call for alteration or modifications of this agreement. These modifications / alterations will be mutually discussed and duly agreed upon in writing.
- Article 13 This agreement shall come into force from the date of signing and shall be valid till either party desires to terminate. The agreement can be terminated with three month's notice in writing only, without prejudice to the interests of ongoing joint programs of either of the institutes.
- Article 14 Any dispute arising with regard to any aspect of this agreement shall be settled through mutual consultations / convincing and agreements by the parties to the agreement.
- Article 15 This Institutional partnership is nonbinding, non-enforceable and neither nor financial ramification, but rather is a way of mutual understanding for increasing both Institutions mutual synergic benefits.
- Article 16 Every effort shall be taken to establish this collaboration for which minimum required space with Electricity, Boarding and Lodging for Team IECSME and other support systems will be made available by the **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR.**
- Article 17 Revenue will be generated in the form of:
- a) Course Fees
  - b) Project Consultancy
- Article 18 **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** and **IECSME KAMDHENU CHAIR** will jointly identify Partner/ Associates at Development Block, Gram Panchayats, Training Centers from other Departments, Educational Institutes and other Institutions National and International.
- Article 19 **CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR** & Identified Partners at Block Level can Organize Training based on our curriculum and Objective and charge fees for it as per our mandate.

#### DURATION AND TERMS OF THE MOU

This MoU agreement will become effective with the signatures of the official representatives of each Party. It will remain valid, to begin with, for five years and can be terminated by either party with Three Months notice to the

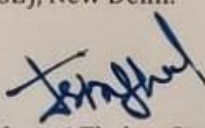


other party. The agreement may be amended by mutual written consent of both the Parties. This MoU is written and signed in English with two copies one for both the Parties. Both the parties agree to protect the confidentiality of the mutual records.

### COORDINATION GROUP

Each Party shall designate coordinators from each side and every communication will be held only through the coordinators in order to avoid any communication gap or miscommunication.

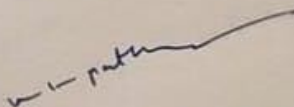
**For and on behalf of** Indo European Chamber of Small and Medium Enterprises (IECMSE), New Delhi.

Name:  Laxmi Thakur Singh  
Designation: Secretary General,

INDO EUROPEAN CHAMBER OF SMALL AND MEDIUM ENTERPRISES (IECSME)



**For and on behalf of** Chhatrapati Shahu Ji Maharaj University (CSJMU), Kanpur

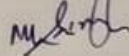
Name:   
Designation: **VICE-CHANCELLOR**  
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY  
KANPUR - 208 024  
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY (CSJMU), KANPUR

Place: Kanpur

Date: 15.2.2023

Witnesses

1.

2. Manoj Kumar Singh 

Place: Kanpur

Date: 01.2.2023

Witnesses

1.

2. 