



## Memorandum of Understanding

This Memorandum of Understanding (hereinafter referred to as MOU) is made this 19<sup>th</sup> day of [March], 2023

BETWEEN

**School of Business Management (SBM), under Chhatrapati Shahu Ji Maharaj University (Formerly Kanpur University),** having its address at C.S.J.M. University, Kalyanpur, Kanpur, Uttar Pradesh, India

AND

**IPR Awareness & Innovation Promotion Forum (IAIPF),** registered as a Section 8 company and having its office at 205, Chandralok Complex, Birhana Road Kanpur Uttar Pradesh 208001

**SBM, CSJM University, Kanpur and IAIPF, Kanpur** are each referred to individually as a "Party" and collectively as "Parties". Both Parties have reached following broad areas of cooperation and collaboration intent.

### NOW THIS MEMORANDUM OF UNDERSTANDING WITNESSETH AS UNDER:

#### 1. Background and Purpose:

##### a) Background:

The MoU between the School of Business Management (SBM), Chhatrapati Shahu Ji Maharaj University and IPR Awareness & Innovation Promotion Forum (IAIPF), is to facilitate linkage opportunities and acceleration for innovations and start-ups created in the academic institutions. This collaboration will also serve as a platform for cross learning, sharing knowledge, best practices on innovation, and aims to catalyze the startup movement in the SBM, CSJMU and the institutes / colleges affiliated under CSJMU by motivating the youth to become job creators and providing necessary ecosystem support so that they may pursue their entrepreneurial dreams.

#### **School of Business Management, Chhatrapati Shahu Ji Maharaj University, Kanpur**

Chhatrapati Shahu Ji Maharaj University, Kanpur (earlier known as Kanpur University) was established in 1996, with 952 affiliated colleges in 7 districts. The CSJM University is striving to create and develop ecosystem of entrepreneurship / start – ups not only for its students but also for the locally existing entrepreneurs and MSMEs.

School of Business Management was established in year 1991 to meet the demand of trained management graduates in the light of ongoing liberalization and globalization. The institute has been conducting two year full time post graduate programme of Master of Business Administration since 1991. Institute is running Ph.D Programme in Management since its inception.

### **About IPR Awareness & Innovation Promotion Forum**

IPR Awareness & Innovation Promotion Forum (IAIPF) is a non-profit making entity comprising of Professionals, Researchers, Academicians, Industrial Bodies as well as Entrepreneurs. IAIPF is devoted to the enlightenment and education of the people and creation of awareness about Intellectual Property Rights (IPR), technical support for innovation and entrepreneurship.

#### **b) Objective of MoU:**

This engagement will support the following objectives:

- a) Create an inclusive entrepreneurial ecosystem.
- b) Promote entrepreneurship, create awareness, and motivate the youth.
- c) To encourage innovation.
- d) To convert novel research into valuable intellectual property.
- e) Create 100 startups in 5 years time.
- f) Facilitate External Funding for startups.
- g) PitchDeck Presentation
- h) Business Coaching Mentorship
- i) Meeting With Angel Investors / Venture Capitalist
- j) Promotion of Sustainable Development Goals
- k) To promote Mental Health Awareness among youth
- l) To provide life skills training to youth

### **2. Understanding between the two Parties**

- a) Both parties acknowledge the need to create an ecosystem for promoting innovation and entrepreneurship and are interested in entering into MoU to further this cause.
- b) There is a need to inculcate an entrepreneurial/problem-solving mindset among the students.
- c) Both parties understand and shall strive towards creating a support structure within an academic institution, so that students can nurture innovative entrepreneurial ideas.

### **3. Responsibilities of School of Business Management:**

The SBM shall,

- a) Create a formal Entrepreneurship Development Cell or leverage existing Entrepreneurship Development Cell / Incubator to conduct Entrepreneurship





- Awareness and Motivation workshops / talks to encourage students to participate in entrepreneurship related activities.
- b) Help in conducting Outreach programs within the university and affiliate colleges / institutes.
  - c) Conduct Hackathons or ideation events to encourage students to come up with ideas.
  - d) Provide support to the students with innovative ideas.
  - e) Organize an Annual conference and Business plan contest to identify and recognize the budding entrepreneurs.
  - f) Facilitate student interaction with startups.
  - g) Make best efforts to support startups from the region with knowledge and access to resources (e.g. incubation facility, technology labs), so that innovative ideas can be transformed into successful business ventures.
  - h) Take care of the expenses for conducting the internal programs or contests.
  - i) Take care of the cost of travel, boarding, and lodging (if applicable) for the personnel attending capacity building or networking meets.

#### **4. Roles and Responsibilities of IAIPF:**

- a) IAIPF, shall facilitate creation of a network of Entrepreneurship Development Cells and Competency Centers located within various affiliated colleges/institutes.
- b) Promote and facilitate the setting up of Entrepreneurship Development Cells (EDC) within the affiliated colleges/institutes. which do not have one.
- c) Provide support in various events to promote entrepreneurship at the grassroots level.
- d) Facilitate Networking meets for the SBM to facilitate interaction among start-ups.
- e) Provide support in registration of intellectual property rights including Patents, Trade Marks, Copyright and Design.
- f) Provide access to common resources like mentors, experts, and investors.

#### **5. Non Exclusivity**

The relationship of the parties under this MOU shall be non-exclusive and both the parties, including their affiliates, subsidiaries, and divisions, are free to pursue other agreements or collaborations of any kind.

#### **6. Assignment**

It is understood by the Parties herein that this MOU is based on the professional competence and expertise of each party, and hence, neither Party shall transfer or assign this Agreement, or rights or obligations arising hereunder, either wholly or in part, to any third party.

#### **7. Amendment**



Amendments to this MOU may be made at any time through the mutually written consent by the parties concerned.

This MOU is executed in duplicate with each copy being an official version of the Agreement and having equal legal validity.

*BY SIGNING BELOW, the parties, acting by their duly authorized officers, have caused this Memorandum of Understanding to be executed, effective as of the day and year first above written.*

Signed for and on behalf of SBM

  
Prof. Vinay Kumar Pathak  
Vice Chancellor  
CSJM University, Kanpur

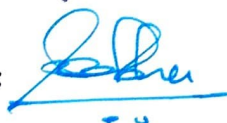
Signed for and on behalf of IAIPF

  
Mr. Navdeep Shridhar  
Director – IPR Awareness &  
Innovation Promotion Forum


Witness 1:



Witness 2:



Witness 1:

  
DR. SUNIL SHUKLA

Witness 2: