

MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereinafter referred to as “**MoU**”) is entered into on this 23rd day of December, 2021 by and between:

Manipal Academy of Higher Education, a deemed to be university under Section 3 of UGC Act, 1956, having its registered office at Madhav Nagar, Manipal – 576 104, Karnataka, India, represented by its Registrar, Dr. Narayana Sabhahit and on behalf its teaching department, Department of Design (hereinafter collectively referred to as “**MAHE**”, which expression shall, unless repugnant to the subject or context, shall mean and include its successors and assigns)

AND

Vriksh a company registered under the Companies Act, 1956, having its registered and corporate office at 1st Floor, United Icon, Udupi Manipal Road, Manipal– 576 104, Karnataka, India, and represented herein by its Zonal / Divisional Head, Name of Competent Authority / Representative, (hereinafter referred to as ‘**Vriksh**’ which expression, unless excluded by or repugnant to the subject or context, shall include its successors – in-office, administrators and assigns).

MAHE and Vriksh shall hereinafter jointly be referred to as “**Parties**” and individually as “**Party**”.

WHEREAS:

- A. MAHE is a reputed deemed-to-be-university providing education in various disciplines including Medical, Dental, Pharmacy, Nursing, Allied Health, Engineering, Management, Communication, Design, Information Sciences, Biotechnology and Hotel Management through its constituent units. Department of Design, a university teaching department, MAHE has been providing top-notch Fashion and Interior Design programs in the country since 2012. It aims to foster creative, innovative and intellectually vibrant learning environment with a global outlook that would establish academic and professional excellence in design.



- B. Vriksh is engaged in Business and Manufacturing in the fields of – design, consultancy, interior design, styling, turnkey solutions, graphics and product designs and construction
- C. MAHE and Vriksh believe that collaboration and co-operation between themselves will promote more effective use of each of their resources and provide each of them with enhanced opportunities.
- D. Both Parties, being legal entities in themselves, intent to cooperate and focus their efforts on cooperation within areas of Education, Training and Research and desire to sign this MoU for advancing their mutual interest;

NOW THEREFORE, in consideration of the mutual promises set forth in this MoU, the Parties hereto agree as follows:

CLAUSE 1 – CO-OPERATION

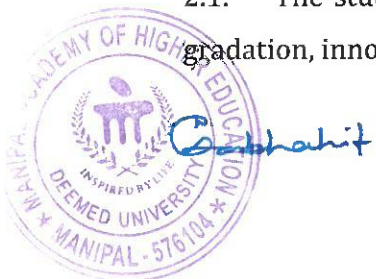
1.1. Both Parties are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.

1.2. Both Parties shall cooperate to facilitate effective utilization of the intellectual capabilities of MAHE, providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry.

1.3. The general terms of cooperation shall be governed by this MoU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the '**Definitive Documents**') as may be required to give effect to the actions contemplated in terms of this MoU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MoU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

CLAUSE 2 – SCOPE OF THE MoU

2.1. The students graduating from MAHE could play a key role in technological up-graduation, innovation and competitiveness of an industry. Both Parties believe that close



co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.

2.2. **Curriculum Design:** Vriksh shall give valuable inputs to MAHE in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully, as well as participate in review and jury of designs. Participate in curriculum revision based on industry feedback, initiation and coordination of collaborative programs. Facilitate guidance for student-driven projects, field trips and such activities.

2.3. **Internships and Placement of Students:** Vriksh shall actively engage to help the delivery of the Internship and placement of students of MAHE into internships / jobs, as per AICTE Internship Policy. Vriksh shall also register itself on AICTE Internship Policy Portal for disseminating internship opportunities available with them.

2.4. **Research and Development:** Both Parties have agreed to develop collaborative projects in the emerging areas within fashion industry with faculty and/or undergraduates and postgraduates as well as on research grants / joint authorships.

2.5. **Guest Lectures:** Vriksh shall extend the necessary support to deliver guest lectures to the students of MAHE on the technology trends and in-house requirements.

2.6. Both Parties shall obtain all internal approvals, consents, permissions and licenses of whatsoever nature required for offering the Programs on the terms specified herein.

2.7. There is no financial commitment on the part of MAHE to take up any program mentioned in the MoU. If any financial consideration does arise during the course of this MoU, it will be decided through a separate agreement.

CLAUSE 3 - INTELLECTUAL PROPERTY

3.1. Nothing contained in this MoU shall, by express grant, implication, Estoppel or otherwise, create in either Party, any right, title, interest or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copy rights and designs) of the other Party.

3.2. All rights to any Intellectual Property conceived through the joint efforts of both Parties as a result of the co-operation, shall be decided through a separate agreement.

CLAUSE 4 - VALIDITY

This MoU shall be valid for 3 (three) years from the date of its execution. However,



agreements concluded, with specific terms for financing and implementing projects under this MoU shall be valid till end of contracting obligations and responsibilities of the concerned Parties. The validity of this MoU may be further extended with the mutual consent of the Parties in writing.

4.2. Both Parties may terminate this MoU upon 30 (thirty) calendar days' notice in writing. In the event of Termination, both Parties shall discharge their respective obligations.

CLAUSE 5 – RELATIONSHIP BETWEEN THE PARTIES

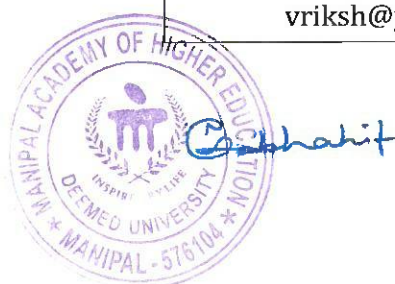
5.1. It is expressly agreed that MAHE and Vriksh are acting under this MoU as independent contractors, and the relationship established under this MoU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MoU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

5.2. Any divergence or difference derived from the interpretation or application of this MoU shall be resolved by Arbitration between the Parties as per the Arbitration and Conciliation Act, 1996. The place of the Arbitration shall be at Manipal.

5.3. This MoU shall be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of Udupi.

CLAUSE 6 – CONTACT PERSONS

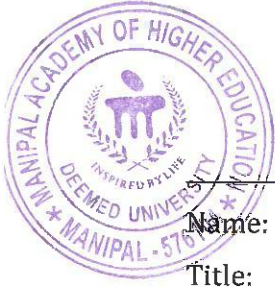
<u>For Vriksh</u>	<u>For MAHE</u>
Name: Sonal Shetty Rao	Name: Dr. Veena Rao
Designation: Creative Head	Designation: Coordinator
Address: 302, Seetaram Residency, Manipal Lake Road, Anantnagar, 2 nd stage, Manipal	Address: Department of Design, AB – 2, MIT Campus, Manipal 576104
Phone: 9663139800	Phone: 9880847303
Email ID: sonalshettyrao@yahoo.com vriksh@yahoo.in	Email ID: veena.rao@manipal.edu



In Witness Whereof, the Parties hereto have caused this MoU to be executed, as on the Effective Date, through their duly authorized representatives.

Signed for and on behalf of
Manipal Academy of Higher Education

Signed for and on behalf of
Vriksh



Sabhahit

Name: Dr. Narayana Sabhahit

Title: Registrar

[Handwritten Signature]

Name:

Title:

Signed for and on behalf of
Department of Design

Veena Rao

Name: Dr. Veena Rao

Title: Coordinator

Witness 1:

Witness 2:

[Handwritten Signature]
6/1/22

Name: Dr. N. Rama Devi

Title: Director & Professor
MAHE, Manipal.

R N [Handwritten Signature]

Name: Ramabharathi RN

Title: Print & ID