



पश्चिमबङ्ग पश्चिम बंगाल WEST BENGAL

AP 786863



MEMORANDUM OF UNDERSTANDING (MOU)

THIS MEMORANDUM OF UNDERSTANDING (hereinafter called as the 'MoU') is entered into on the 12th day of February, 2024 at Kolkata.

BETWEEN

ASUTOSH COLLEGE having its campus at 92, Shyama Prasad Mukherjee Rd, Jatin Das Park, Patuapara, Bhowanipore, Kolkata, West Bengal 700026, herein after referred to as the "COLLEGE", represented by Dr. Manas Kabi as the PRINCIPAL (which expression shall unless repugnant to the context or meaning thereof be deemed to mean and include its successors-in-office, administrators, executors, legal representatives, and permitted assigns) of the FIRST PARTY.

AND

U'vaa, having its registered office at 162, Manasbhumi Rd, opp. Swarnomoyee School, Dum Dum, Kolkata, West Bengal 700079, represented by its FOUNDER & CEO, namely Mr. Abhishek Biswas,



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hereinafter referred to as "Partner" (which expression shall, where the context so admits, be deemed to include its successors, executors and administrators and assigns) of the **SECOND PARTY**.

First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party'

WHEREAS:

A) First Party is a Higher Educational Institution named **ASUTOSH COLLEGE, 92, Shyama Prasad Mukherjee Rd, Jatin Das Park, Patuapara, Bhowanipore, Kolkata.**

B) the **SECOND PARTY** herein is **U'vaa**, established in 2023; vide MSME registration no. **UDYAM-WB-10-0085086** which focuses on creating a sustainable marketplace while simultaneously providing free vernacular language study materials. The core work of U'vaa revolves around two main pillars: sustainability and education.

C) the **SECOND PARTY's** has multiple initiatives for Asutosh college, main of which are the **U'vaa Youth Leadership Program and**, which is designed to empower individuals by providing them with valuable learning opportunities in the fields of business, technology, design, content writing, and the essentials of building a startup, while also offering avenues for earning.

U'vaa Youth Leadership Program:

- **Skill Development:**
 - Master ChatGPT, Canva, content creation, and digital marketing tools.
 - Acquire practical knowledge of startup development.
- **Corporate Culture Insights:**
 - Gain an understanding of workplace dynamics.
 - Embrace the values and ethos of corporate environments.
- **Business Growth Strategies:**
 - Learn effective techniques for business expansion.
 - Develop skills to navigate challenges and foster sustainable growth.
- **Earning Opportunities:**
 - Youth leaders shall be responsibly earning money through U'vaa platforms.
 - Besides learning in the university and U'vaa, there will be monetary benefits.

U'vaa's Youth Leadership Program stands as a transformative four-month excellence initiative that has successfully forged partnerships with five colleges.

Besides, we also provide fifteen (15) days internship program according to NEP 2020. Having already completed specially-curated impactful programs at Sundarban Mahavidyalaya College and Panskura Bonomali College, U'vaa is poised to extend its reach to over 17 additional colleges this year. The program is meticulously designed to empower students by nurturing their skills in technology, design, content creation (text/ video), and startup essentials.



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As a testament to its commitment, the U'vaa Youth Leadership Program rewards students with a multifaceted approach. Participants not only receive cash rewards for their contributions but also earn certificates acknowledging their completion of the program. To further enrich their experience, youth leaders are granted branded T-shirts and other merchandise.

Meaning and significance of U'vaa Members-

U'vaa Youth Leadership Program Members comprise academic institutions, incubators, university entrepreneur programs, technology parks, private non-profits, and private for-profits. The form of the member organization will be dependent on what interested parties are available in each region. Ideally, the U'vaa Youth Leadership Program Member not only fosters academic collaboration but also provides a platform for practical learning, ensuring that participants gain real-world experience and prepare for success in their chosen fields.

NOW, THEREFORE, BE IT AGREED THAT:

FIRST PARTY AND SECOND PARTY will engage in good faith to create an internship Program through the following mutually agreed upon initiatives and interventions.

CLAUSE 1: CO-OPERATION

- 1.1 Assessing the needs of the students/ organization/ college and opportunities and develop customized joint-research (wherever feasible) in meeting these needs;
- 1.2 Provide programming (framework and content) developed by the U'vaa to the Institute at no profit/ low cost;
- 1.3 Sharing best practices with the Institute thus making academic environment more effective in the most cost-efficient manner;

Involvement of College:

- 1.4 Assign a coordinator whom we shall be reporting the progress once a month
- 1.5 Coordinate for any credit transfer that may be applicable as per NEP 2020.
- 1.6 Usage of college seminar halls for training the students (maximum once a week, as available) and youth awareness creation on sustainability.
- 1.7 Optional: Support in village tours coordinated by U'vaa for field work purposes.
- 1.8 Optional: Faculty and students can participate in joint research activities.
- 1.9 Both parties herein can jointly/ individually provide a certificate along with joint signature to the trainee students of First Party

CLAUSE 2: SCOPE OF THE MOU

2.1 Skill Enhancement Internship & Training Program in the form of **Workshop or Certificate Course**: The **SECOND PARTY** will provide skill development and entrepreneurship development Training and internship Programs for the trainee students of **FIRST PARTY** and vice-versa at no cost. However, this training will be entirely done by U'vaa core members or partners and NOT through any paid vendor.



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Student groups will be provided by the **FIRST PARTY** to participate in activities, events, and work given by the **SECOND PARTY** with prior mutual consent.

2.2 FIRST PARTY may organize events with the assistance of **SECOND PARTY** on prior approval basis. As part of the relationship, the **FIRST PARTY** will support the **SECOND PARTY** with their faculties and personnel as an event expert, speaker, etc. with travel expenses given to them by the **SECOND PARTY**.

2.3 The **FIRST PARTY** will provide support in making training modules in sustainable thematic areas for the **SECOND PARTY**. The **FIRST PARTY** will assist/support the **SECOND PARTY** in creating training modules and provide trainers based on the internship Program.

2.4 The **SECOND PARTY** will provide the **FIRST PARTY** at least one village tour in-between the internship program and also provide a seminar at **FIRST PARTY**'s campus. the Program will host by the **SECOND PARTY** and the **FIRST PARTY** will help in certain context.

2.5 Every year, the **FIRST PARTY** will organize at least one event on Student career council. wherein the **SECOND PARTY** will participate as a host. The **SECOND PARTY** will support the development and formation of a student representative body and student startup leaders in the campus. The **FIRST PARTY** will be in charge of maintaining and providing guidance assistance for the program's smooth running by the **SECOND PARTY**.

2.6 The **FIRST PARTY** will support the **SECOND PARTY** by providing their auditorium/college campus as venue of event on U'vaa Youth Leadership Program.

2.7 The **FIRST PARTY** shall extend its support to the **SECOND PARTY** by offering its faculty members as resource persons when requested by the **SECOND PARTY**. Conversely, the **SECOND PARTY** shall reciprocate by facilitating the provision of resource persons to the **FIRST PARTY** whenever the **FIRST PARTY** hosts any event or webinar.

2.8 The parties herein will share regular feedback to each other in terms of the lessons learned and provide necessary resources to achieve the goals of the partnership; respect good business practices by operating transparently, putting in place measures to ensure the maximum possible environmental and business practices, and offering high standards of quality, redress, and transparency to end users.

2.9 There is no financial commitment on the part of **ASUTOSH COLLEGE**, the first party to take up any program mentioned in the MoU. If there is any financial consideration, it will be dealt with separately.

2.10 Both Parties are to obtain all internal approvals, consents, permissions, and licenses of whatever nature are required.

In Addition, all parties agree to:

- Provide regular feedback to the MoU partners on the lessons learnt, provide necessary resources to achieve the goals of the partnership.
- Acknowledge the partnership by appropriate use of the names and logos of the other parties in publications and marketing,



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to assure the maximum possible environmental and business practices, and offering high standards of quality, redress, and transparency to end users.

Terms of Agreement

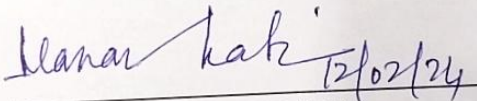
- This agreement shall come into force and bind the Parties hereto from the day it is executed.
- This agreement shall continue to be in full force and effect for a period of two (2) years, starting from the date of commencement of joint activities.
- The Parties agree to keep confidential the existence and content of this Agreement, as well as any information exchanges between the Parties that is expressly indicated to be confidential.

Agreement & Termination

The undersigned agree to the above terms to work together in establishing a successful and sustainable project. The partnership can be terminated within one (1) month by either party at any time, with notice given in writing (email included) to all other parties, and one (1) month allowed for dispute resolution.

Date of signing of MOU

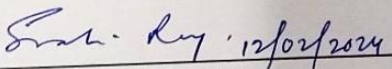
The MOU was entered at Kolkata on 12/02/2024 Signed, Sealed and Delivered for Institution, For industry,

 12/02/24

DR. MANAS KABI
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Email: mail@asutoshcollege.in

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 12/02/2024

Signature of IQAC Member,
Asutosh College, Kolkata.
CO ORDINATOR
IQAC
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ABHISHEK BISWAS
FOUNDER & CEO, Uvaa
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Witness from SECOND PARTY