

## **Memorandum of Understanding (MOU)**

This “Memorandum of Understanding” hereinafter referred to as ‘MOU’ is signed on this 11<sup>th</sup> day of August 2021 between the following two parties:

National Productivity Council (hereinafter referred as NPC) (An Autonomous Organization under Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry GOI), Utpadakta Bhavan, 5-6 Institutional Area Lodhi Road, New Delhi – 110003

AND

Sri Venkateswara College (hereinafter referred as SVC), University of Delhi, Benito Juarez Road, Dhaula Kuan, New Delhi-110021

- A. About NPC: National Productivity Council (NPC)** is an autonomous organization under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Govt. of India providing Consultancy, Capacity Building and Evidence Based Research Services. NPC, headquartered at New Delhi, has a pan India presence and renders its services for improving productivity and competitiveness through its 13 Regional Offices with a strong workforce who is Qualified & Trained professionally in the domain of Energy Management, Industrial Engineering, Environment Management, Human Resource Management, Agri-Business Services, Economic Services. NPC’s overall objective is to increase the productivity of all sectors in Indian Industries.
- B. About Sri Venkateswara College (SVC)- Sri Venkateswara College** is a co-ed college which is a constituent of the University of Delhi established in 1961 in New Delhi, India. It is managed by Tirumala Tirupati Devasthanams & UGC and awards degrees under the purview of the University of Delhi. The college offers courses both at the undergraduate level and the postgraduate level. Vocational courses and short-term add-on courses that serve as significant supplement to the academic profiles of the students are offered by the college.
- C. Objective of MoU**
1. The primary objective of this MOU is to enable the parties to identify mutual collaboration



opportunities bringing together the strength of both, NPC and SVC College towards capacity building skills and education aimed at enhancement of productivity and self & wage -employment opportunities.

NPC as a part of its new initiative is exploring to contribute to the Education Sector and accordingly is entering into collaborations/MoUs to further explore the mutually beneficial opportunities in the Educational Institutes, Engineering Colleges, Management Colleges and different Universities across different subject areas/domains.

Under this initiative different collaborative work areas are being identified to impart practical hands-on experience & equipping the Graduate/PG Students on new concepts/tools/techniques with employable competencies & capabilities, wherein they become industry ready for taking up jobs as well as enter into businesses in variety of new technologies, products, services in the domestic markets.

Supporting the vision of “Making New India” with a strong Government-Industry interface, NPC is aiming to focus on Customized Trainings /Capacity Building Programs, Promoting Entrepreneurial activities to impart the information pertaining to Starting up own business, counseling & guidance, and Entrepreneurship Development Programs (EDP), to start their new startup/ ventures/ businesses/ industry, etc. Since ultimately the students today will be either an employer or an employee who may play a vital role in the growth of Indian Economy.

#### **D. Areas of Collaboration**

NPC and SVC College will collaborate in any/all the following proposed areas:

- i. Development & conduct of Capacity Building Programs for SVC students through specifically designed course curriculum.
- ii. Upskilling of SVC students with NPC e-learning courses in different sectors like Energy, Environment, Marketing, Entrepreneurship, Business Management etc.
- iii. Industry oriented short term certificate courses/PG diploma.
- iv. Identifying new areas of Entrepreneurial initiatives.
- v. Preparation and exchange of Course Design and Exchange of faculty for the EDPs.
- vi. Promoting self-employment opportunities for Trainees from SVC College.
- vii. Any other activity that can be taken up to promote entrepreneurship development.



- viii. Conduct of Faculty Development Programs for the Faculties of different departments of SVC College, by NPC at NPC premises or University premises or online on mutually decided subject and cost in the relevant areas.
- ix. Internship programmes, Industry Exposure, Incubation Services.

The above activities would be regulated as per following:

1. NPC will charge the discounted fee per participant for conducting Trainings/workshops at NPC or SVC College.
2. The Programs/workshops for SVC College shall be mutually decided between NPC and SVC College, i.e. both the parties.
3. For the specific EDPs at College Campus or organized by NPC, both NPC & SVC will issue joint certificates to the trainees.
4. Marketing & Promotion of the related activities shall be propagated both by NPC and SVC on their websites, social media platforms, at events and other promotional platforms along with Logos of both the organizations.
5. Industry Visit of trainees and Students Internship programmes may also be facilitated for the SVC for potential/interested students.

#### **E. Tenure & Termination**

The MoU shall be effective from the date of signing and same shall remain in effect for 3 years and may be renewed or discontinued thereafter by mutual consent, giving notice of 30 days by either side.

#### **F. General Terms & Conditions**

1. The parties agree that they shall use their best endeavors to execute the provisions of this MoU. As such, this MoU is non-binding in nature and does not hold any legal binding for both the parties and can be revoked through mutual consent.
2. None of the afore-mentioned content of this MoU shall be deemed to constitute a partnership between the parties here to and no party shall have any authority to bind or shall be deemed to be agent to the other in any manner. A detailed implementation plan may be drawn up annually by both the parties under this Agreement.
3. This MoU shall become effective on and from the date of execution hereof and shall continue to be effective for next three years. After this period, it may be extended by the

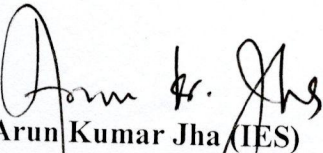


parties based on mutual agreement in writing until it is rescinded. This MoU may be terminated, by either party, by issuing a one month prior written notice at any time during the validity of this MoU to the other party.

4. The MOU shall be revised/modified as and when required by both the parties with a view to changes/updation on the scope of the same.
5. Any program which will be done on commercial basis, the Revenue sharing will be decided on mutually agreed terms between both the parties.

The National Productivity Council (NPC) and Sri Venkateswara College have set their respective hands and seal to those present through their duly authorized representative(s) on this \_\_\_ day of \_\_\_ 2021.

For on behalf of NPC

  
Arun Kumar Jha (IES)

Director General

National Productivity Council (NPC)

Utpadakta Bhavan

5-6 Institutional Area Lodhi Road,

New Delhi - 110003

अरुण कुमार झा / Arun Kumar Jha  
निदेशक / Director General  
राष्ट्रीय उत्पादकता परिषद्  
NATIONAL PRODUCTIVITY COUNCIL  
डी.पी.आई.टी./Department for Promotion of Industry & Internal Trade  
(वणिज्य और उद्योग मंत्रालय/Ministry of Commerce & Industry  
भारत सरकार, नई दिल्ली/Government of India, New Delhi)

(Seal)

For on behalf of SVC College

  
Professor Prof. C Sheela Reddy

Principal

Sri Venkateswara College,


University of Delhi,

Dhaura Kuan, New Delhi-110021


PRINCIPAL  
Sri Venkateswara College  
Dhaura Kuan, New Delhi-110021

(Seal)

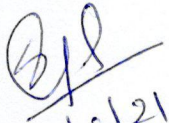
Witness: 1

  
11/8/2021  
(Dr. Rajat Sharma)

Witness: 1

  
(Dr. S. Venkata Kumar)  
Associate Professor  
Vice Principal



  
11/8/21

Witness: 2

SIDDHARTH PAL  
ASSISTANT DIRECTOR  
NPC, HQ, DELHI

Namita

Witness: 2

Dr Namita Pandey  
Associate Professor  
Dept. of Pol. Sc  
SV College