

**Marathwada Shikshan Prasarak Mandal (MSPM)  
Aurangabad.**

**&**

**Maharashtra Chamber of Commerce,  
Industry & Agriculture**

**ACADEMIC – INDUSTRY LINK**

**MOU DOCUMENT**

## Background-

**Collaborative efforts between Academics and Industry have become the key to success in educational efforts. This is paramount in order to ensure a productive working life of a student with excellent working attitude and without any mental health related aspects and issues. Since past some time, Marathwada Shikshan Prasarak Mandal (Mspm) Aurangabad, and Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) have been working towards developing a mechanism for a planned Academic – Industry tie-up.**

MACCIA representatives Mr Uday Kenkre, VPMr Samir Dudhgaonkar, MACCIA conducted, on 19 June 2014, a consortium of HR heads of top companies to analyze the need & focus areas of such effort. The detailed Report is enclosed as Annexure 4, page 23. DTE report about “Vacancies in professional courses & remedial action plan” was prepared by DTE’s state-level expert committee (Headed by Dr Ganapati Yadav).

Based on these two reports, we prepared a MoU for a trailblazing initiative of Academic – Industry tie-up in Education in India.

In this global village, there are countless opportunities. India is the youngest country of the world. This demographic edge can be either dividend or a huge loss. The Situation specially seems alarming looking at the following statistics as in Annexure 3. One of alarming stat is National Employability Report 2013 which found that 47% (of 60k tested) were not employable in any sector. E.g. Only 3 % of commerce grads are fit for accounting jobs. For improved results in education system, there is a strong need for well-planned Academic- Industry interaction.

As an important observation of MACCIA Panel Discussion Report (Annexure 4, page 23+), there is steady increase of unsocial activities of educated people & students. To handle this trend and improve the statistics, it is imperative to have a **environment / mechanism where not only productive professionals are produced but also of them having zeal of excellence, character-base, value-systems and a nature of giving returns to the society.** As per another recommendation of industry panelists & DTE report recommendations there is **critical need of creating a holistic environment at every institute, where we can bring out the best out of students & people in our education system.**

This MoU intends to cover those points of holistic environment creation. This is an attempt to strengthen the Academic- Industry interaction through this “Academic – Industry link” MoU.

The two organisations mentioned herein **Marathwada Shikshan Prasarak Mandal Aurangabad (MSPM) & MACCIA** are required to establish collaboration through MoU. The two organisations signing this MoU have agreed to work on the philosophy mentioned in this background.

## MEMORANDUM OF UNDERSTANDING

Between

**Marathwada Shikshan Prasarak Mandal (MSPM) Aurangabad.**

And

**Maharashtra Chamber of Commerce Industry And Agriculture (MACCIA), K Dubhash Marg, Near Kala Ghoda, Fort, Mumbai**

### **Brief History - Marathwada Shikshan Prasarak Mandal (MSPM) Aurangabad.**

was established in 1959 It runs educational institutions in 5 districts, with 136 branches. Its objective is to provide high quality education to youths of this region.

**Maharashtra Chamber of Commerce Industry and Agriculture (MACCIA)** was established in 1927. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people.

**With more than 2800 direct Members, comprising of large, medium and small-scale industries, traders, agriculturist and professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 districts of Maharashtra.** In addition over 200 local trade and industry associations and professional bodies having collective membership of over lakhs of business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.

**This MEMORANDUM OF UNDERSTANDING IS ENTERED INTO ON 04/March/2015 and between, Marathwada Shikshan Prasarak Mandal (MSPM) Deogiri College Campus, Station Road, Aurangabad – 431005.(MH). , here onwards referred to as "FIRST PARTY", and**

Maharashtra Chamber of Commerce Industry And Agriculture ( MACCIA) located at Oricon House, 6th Flr., 12, K. Dubhash Marg, Near KalaGhoda, Fort, Mumbai-400 001, hereafter referred to as "SECOND PARTY".

### **1. PURPOSE & Implementation Methodology.**

The aim of this MoU is primarily to establish terms of collaboration and cooperation, under which both the organizations i.e. **FIRST PARTY and SECOND PARTY** may perform collaborative efforts in the areas of mutual educational interests.

### **2. AREAS OF COLLABORATION.**

The following areas of collaboration were decided after deep deliberations with industry players. A need to create a holistic environment around students was strongly emphasized in Panel Discussion (Annexure 4, page 23+) conducted by MACCIA, & also the DTE Report of Govt State-Level Expert Committee about "Analysis of Vacancies in professional courses and remedial Action Plan" Jan 2014.

Broadly, the areas of collaboration in this MoU are categorized under 4 sections, with action points mentioned under each area.

The 4 broad areas of collaboration would be as follows–

- 1) Holistic Environment Creation
- 2) Training and Skill Development
- 3) Focus on Academic activities
- 4) Recruitment Related Activities.

Action Points for each area are listed as sub-points for each area.

**Area no 1.Holistic Environment Creation Area.**

- A. **To conduct, at start of each Academic year, separate Industry-Parents Interaction Lectures for each batch of each streams.**FIRST PARTY Action committee member will send invitations, in first few days of academic year start, for All first year students & their respective parents for this **Industry-Parents Interaction Lecture.**SECOND PARTY Action Committee member nominated MACCIA entrepreneur will address the audience, to clarify important aspects of being a successful professional & entrepreneur.
- B. **To conduct yearly sensitization workshops, interaction with trustees of institutes, stakeholders about various issues facing the students/industry&the need for extra efforts fromFIRST PARTY/stakeholders/trustees, keeping in mind the objective of this MoU. This will be done yearly, where all trustees will be invited. This will be organized by host institute, as per the rules.**FIRST PARTY Action committee member will do necessary communication with all institutes covered under this MoU about holding this workshop.
- C. **For immediate industry exposure,**each institute head will send students & staff of FIRST PARTY institute for attending activities organized by SECOND PARTY, by mutual convenience. Institute head will make **all Students & staffs attend various SECOND PARTY events at nominal charge decided by MoU advisory committee.**
- D. **Wall signage's designs & various value-addition ideas will be built by SECOND PARTY.** SECOND PARTY Action committee member will design & share inspirational thoughts designs (to be printed & put up on walls of institutes). **Authorized person** of FIRST PARTY, will be final decision maker on ways to print these and create the **set-up based on SECOND PARTY recommendations.**
- E. **FIRST PARTY staff with over 10 years of research experience, with international papers presented, nominated for reputed awards, with excellent reputation can work at SECOND PARTY affiliated / recommended industry as consultant.** The nominal remuneration agreed upon by the particular industry for this consulting assignment will be shared 50-30-20 between the chosen staff – the trust's local institute & FIRST PARTY respectively. **The nominal fees** will be for the sole purpose of appreciating the experience & vision of hard-working FIRST PARTY faculty. **This consulting fees will not be as per the market standards.** This will enrich the FIRST PARTY faculty from this industry interaction & will benefit the students at large. **A separate MoU for this cause, approved by advisory committee of this FIRST**

**PARTY-SECOND PARTY MoU must be done, with clauses for splitting of revenues between faculty, institute & FIRST PARTY.** The decision of Authorized decision maker, FIRST PARTY will be final about this Sub-MoU. Action committee will analyze various proposals after formal proposal submission by the interested faculty. Each proposal of interested faculty must be mentioned in 1 or 2 lines (lines being as suggested by faculty) to advisory committee of this MoU.

**Area No 2. Training and Skill Development – Action Points designed for building better value-systems, character development, leadership aspects, soft skills etc aspects.**

- A. There will be a **SECOND PARTY-nominated set of 2 to 4 mentors (this may include psychiatrists, psychologists) per institutes( or multiple institute's within a certain area) chosen under MoU for various efforts of building self-esteem of students. This step can address issues of student's bad habits, low class attendance, depression, suicides etc.**
- B. **SECOND PARTY nominated entrepreneurs will be authorised for conducting certain topics of current syllabus (FIRST PARTY faculty must assist for such lectures, for learning from the powerful impact created by Industry faculty), as per reasonable terms decided in advisory committee of MoU. This will form the series of student - Industry exposure workshops, thereby increasing employability of students.**
- C. **SECOND PARTY affiliated industry will assist in Industrial Training opportunities & Industry visits of students & faculty.**
- D. **To update students & faculty with latest industry practices through workshops organized by FIRST PARTY. SECOND PARTY affiliates will conduct Academic-Industry interaction activities – namely - yearly expert lecture, certificate courses, training workshops & programmes under Continuous Education Programs (CEP), need-based programs, & skill development programs. SECOND PARTY, through such customized workshops will help FIRST PARTY students be employment-ready as per standards expected from students. These workshops will be organized by FIRST PARTY institutes, under guidance of SECOND PARTY experts nominated by SECOND PARTYMou Action committee member. Expenses incurred towards the conduct of these lectures to be borne by FIRST PARTY host institutes as per the decided terms of such interaction.**
- E. **To effectively share the available facilities & expertise for improving the capabilities for advanced education and research; & undertaking joint Industrial & Research Projects. SECOND PARTY AND FIRST PARTY will collaborate (through action committee**

of this MoU) for research support by faculty to SECOND PARTY affiliates. The SECOND PARTY affiliates / business's/ companies can utilize labs at campus for experiments of ideas for industry up-gradation, **at mutually decided terms, in a separate MoU for this research project.** Copy of such research facility usage related sub-MoU will be shared with SECOND PARTY and FIRST PARTY.

**Area No 3. Focus on Academic Activities** – Action Points designed for industry exposure, syllabus & curriculum inputs and the areas.

- a) To have SECOND PARTY nominated experts on FIRST PARTY's syllabus framing committees.
- b) SECOND PARTY will help FIRST PARTY **get monthly inputs from international experts (formal understanding with NASA like organizations will be developed by SECOND PARTY) on various subjects.** This will be to incorporate these updates into syllabus.
- c) **Yearly, Region-Wise, conduct principals-Only Conference of 4-Hours** to clarify the urgency, purpose & benefit of working with SECOND PARTY rather than 1 single company (without official connection with 1000's of trade & industry). Each following year, success stories out of the previous year's efforts in MoU will be shared at this important conference.
- d) **To procure grants** in conjunction from various agencies e.g. DST/AICTE/MHRD/NPIU etc. For identified areas of projects of educational interests, FIRST PARTY & SECOND PARTY MoU Advisory committee will jointly approve the projects. **In the proposals, SECOND PARTY will work closely with individual institutes as an Industry partner body for new initiatives.** SECOND PARTY Nominated people for such proposals & heads of FIRST PARTY institutes will jointly make decision of disbursement of these funds, as per directions of the funding agency, for the goal for which proposal was submitted. The decision will strictly be as per terms in the submitted proposal.

**Area No 4. Recruitment Related Activities**– Conducting activities for increasing recruitment and related areas.

- A. **To extend Cooperation in recruitment.** SECOND PARTY and its affiliates' will give preference to hire **employment-ready students of FIRST PARTY, through the TPO office of each of institutes.**
- B. **To organize job fairs with kind cooperation of Industry players.**

All these collaboration points will be executed by the nominated Action Committee. FIRST PARTY & SECOND PARTY will support the action committee's efforts as in the following detailed areas of collaboration.

### 3. IMPLEMENTATION METHODOLOGY-

- A. An Advisory committee of 5 people each from FIRST PARTY & SECOND PARTY will meet every 6 months to analyze the progress made & to give direction to the efforts of producing students as envisioned by FIRST PARTY mission & Need of Industry. **Names of Advisory committee members and Action Committee member will be sent by SECOND PARTY to President, FIRST PARTY within 30 days of MoU signing. Advisory committee members will be President, Secretary, Co-Secretary and Principal's of senior colleges from FIRST PARTY & President, a VP, Secretary General, 2 members of Education & Training Committee from SECOND PARTY's end. The Bi-Yearly advisory committee meeting in SECOND PARTY Mumbai Office, will be planned by 1 Action Committee member representative of FIRST PARTY – SECOND PARTY.**
- B. An Action Committee will be **comprised**. This committee will be empowered to take necessary steps needed for implementation of plans set by advisory committee. Action Committee will comprise of 1 representative from FIRST PARTY & SECOND PARTY each. The Action committee will conduct a **Bi-monthly discussion** to take necessary steps to implement this MoU, as envisioned by Advisory committee. **Both FIRST PARTY & SECOND PARTY will empower Action Committee members by necessary documentation needed for the steps desired to be taken under this MoU activity.** Action committee will be supported by FIRST PARTY for the intended activities under this MoU.
- C. A yearly letter will be sent by FIRST PARTY to all institutes under its jurisdiction about the purpose of the MoU document. In this letter, FIRST PARTY will mention that all communication must be sent to member of Action committee comprised for the implementation of this MoU, with copy marked to President / Secretary, FIRST PARTY and secretary general ( & also Action committee member) of SECOND PARTY.



A copy of this letter will be kept on FIRST PARTY website for ongoing reference until this MoU is valid.

- D. **Minutes of meetings** (advisory committee or Action Committee both) conducted for this MoU implementation will be documented & approved in each following meetings. FIRST PARTY Action committee member will be responsible for keeping this record. **This acts as an effort to keep focus on results.**
- E. **After successful implementation at FIRST PARTY institutes, as per the plans for areas of collaboration in first 2 years, new institutes will be included to be covered under this MoU.**
- F. For bringing people's attention to the activities under this MoU, SECOND PARTY, with approval of President, FIRST PARTY will **release the press-note of activities, with official logos of SECOND PARTY – FIRST PARTY, numbering for each press release with the Press Release being also put up on social media. The press releases will be kept on FIRST PARTY&SECOND PARTY websites for people to refer and crosscheck the validity of info.**
- G. **SECOND PARTY nominated 1 expert will be invited in a yearly personal meeting with FIRST PARTY trustees to update of progress & ideas being worked upon.**

#### **4. AGREEMENT OF COLLABORATIVE PROGRAMMES**

- a) To prepare and finalize a concrete action plan and schedule for collaboration on **priority areas out of the above areas as in clause 2(Page 5-9) of MoU, as agreed upon by the advisory committee.**
- b) The each official FIRST PARTY letter from President will be shared with SECOND PARTY action committee member so he can show (mail – carry physically) this to host institute for conducting various programs as per the decision. **SECOND PARTY President (through SECOND PARTYMou Action Committee Member) will issue a letter** (by mail, attaching & mentioning FIRST PARTYPresidentLetter) about the SECOND PARTY nominated entrepreneur's details for host institute's knowledge.
- c) **For focused efforts, being the Apex Chamber of the State, with state-wide industry association, SECOND PARTY will act as a coordinating chamber of commerce while working with other chambers & companies in any future FIRST PARTY's Academic – Industry Interaction.**

Roles and responsibilities of each party will be as follows( E-mail of following will be valid means of communication):

**MACCIA Roles & Responsibilities - Through the SECOND PARTY will nominate MoU Action Committee Member.**

1. Officially Assign (through formal letter & mail both) Advisory Committee & Action Committee members, within 30 days of MoU signing.
2. Assign all SECOND PARTY entrepreneurs/professionals for different activities to be conducted.
3. Nominate the entrepreneur/professional visiting the FIRST PARTY Host institute for carrying out this MoU. This will be shared with MoU Action Committee Member for informing the FIRST PARTY host institute.
4. Submit necessary documents of people working on this MoU (for various formalities) to FIRST PARTY Action Committee member & FIRST PARTY host institute.
5. Content Creation for various events.
6. Carry out communication with various industries to facilitate implementation of various MoU points as in total areas of collaboration (Clause 2).

**MSP Mandal Aurangabad Roles & Responsibilities –Through the FIRST PARTY nominated Action Committee member.**

1. Officially Assign (through formal letter & mail both) Advisory Committee & Action Committee members.
2. Officially communicate to the selected FIRST PARTY institute (with a copy marked to Action Committee & Advisory Committee) about their selection and **cooperation** to SECOND PARTY professional and events to be conducted.
3. LCD projector -Electricity Back-up be provided for planned interaction.
4. **For regular e-mails, sms contact details of students and staff will be shared with action committee only. Not to any other person working on this MoU.**
5. Being employability focused initiative, FIRST PARTY Host Institute's TPO cell (minimum of 3 faculties, 1 identified leader with full accountability) be assigned to do the necessary work of communication with students, principal, parents, trust of institutes. This team will mail photographs of themselves at various posters put up for notices about this activity. This step will be for documentation of the activities under this MoU.

6. Action Committee FIRST PARTY Member will keep record of Minutes of Meetings conducted and get ratified in each meeting.
7. FIRST PARTY will have a separate page on its website to keep updates about the operation of FIRST PARTY- SECOND PARTY MoU. This page will have documentation of steps taken under this MoU, industrial trainings related and recruitment related activities support.
8. FIRST PARTY will pay Rs. 15,000 + service Tax per annum to SECOND PARTY towards administration charges. This fee will be Rs 1,00,000 plus service tax for trust's having over 100's institutes ( over close to 25 colleges & close to 100 schools).

Communication regarding the names of nodal authority for this MoU activity from both sides will be done within 14 days of signing this MoU. Honorable SECOND PARTY President and President, FIRST PARTY will issue a letter with names of Advisory Committee & Action Committee members. These people would be responsible for executing this MoU in the actual words as well as the spirit of the letters written here.

All communication about activities under this MoU should be addressed to secretary general of SECOND PARTY (sec.general@MACCIA.ORG.IN) and to the MoU Action Committee member nominated by SECOND PARTY. The e-mail of Action Committee member nomination with his/her given mail id, be shared by mail / letter of President/Secretary general of SECOND PARTY.

#### 5. VALIDITY PERIOD.

This MoU shall be effective from the date of signing the same and shall remain in effect for the subsequent 7 years. It may be reviewed by advisory committee for renewal thereafter by mutual consent, in a transparent fashion with analysis of activities done, resulting testimonials out of the efforts, results achieved.

Review of the efforts under this MoU will be done every 2 years, during 3<sup>rd</sup> week of July, by referring the minutes of all meetings conducted in each year.

All necessary steps be taken by Action Committee Members to maintain records professionally.

#### 6. Confidentiality

- a) The FIRST PARTY and SECOND PARTY agree to hold in confidence all information/data designated by the PARTIES as being confidential which is obtained from either PARTY or created during the performance of the MOU and will not disclose the same to any third party without written consent of the other PARTY.
- b) The above confidential clause under this MOU excludes the information/data possessed by either PARTY before entering into this MOU or independently developed and/or information already available through public domain.

#### 7. Intellectual Property Rights

The Intellectual Property Rights (IPR) that arise as a result of joint research and collaborative activity under the agreement will be worked out on a case to case basis and will be consistent with officially laid down IPR policies of the two PARTIES.

#### 8. Non-exclusivity

The relationship of the PARTIES under this MOU shall be nonexclusive and both PARTIES, including their affiliates, subsidiaries and divisions, are free to pursue other agreements or collaborations of any kind. However, when entering into a particular agreement, the participants may agree to limit each PARTIES right to collaborate with others on that subject.

#### 9. Relationship

Nothing in this MOU shall be construed to make either PARTY a partner, an agent or legal representative of the other for any purpose.




#### 10. Assignment

It is understood by the PARTIES herein 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.



#### 11. Signed in Duplicate

This MOU executed in duplicate with each copy being an official version 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

In witness where of, the both the parties here to have executed this Agreement on the date and the year first herein above written.

FIRST PARTY Signatories	SECOND PARTY Signatories.
<p>Shri Satish Bhanudasrao Chavan Secretary: MSP Mandal Aurangabad.</p> <p><i>[Signature]</i> Secretary Marathwada Shikshan Prasarak Mandal Aurangabad.</p> <p>Stamp- Date</p>	<p><i>[Signature]</i></p> <p>Mr. Ram Bhogale. Chairman Applied Innovation &amp; Technology Group. President, Maharashtra Chamber of Commerce Industry &amp; Agriculture (MACCIA), Fort, Mumbai</p> 
<p><i>[Signature]</i> DR. ADILKAR Treasurer Marathwada Shikshan Prasarak Mandal Aurangabad.</p>	<p><i>[Signature]</i> Samir Dudhgaukar 1. Vice President, MACCIA. Education And Training Committee, MACCIA</p> <p>Stamp: Date:</p> 
	<p><i>[Signature]</i> Secretary General. MACCIA. M Mr. UdayKenkre.</p> 

Witnesses:

FIRST PARTY	MACCIA
<p>1. <i>[Signature]</i> Dr. Uthas Shinde</p> 	<p>1. <i>[Signature]</i> Entrepreneur - MACCIA Member</p> 
<p>2. <i>[Signature]</i> R.T. Deshmukh</p>	<p>Entrepreneur - MACCIA Member</p>

Place: Aurangabad.

Date: 4<sup>th</sup> March 2015.