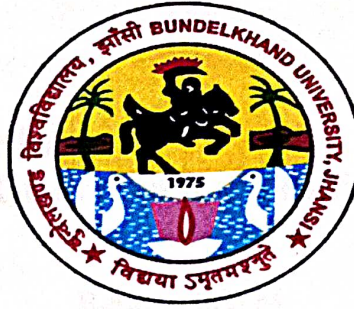


# Memorandum of Understanding



Agro Tourism Development Corporation (ATDC)

And



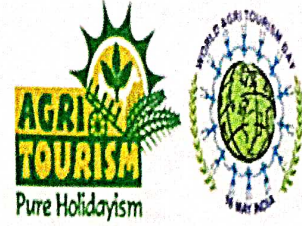
Bundelkhand University, Jhansi  
Uttar Pradesh, India

2022

MEMORANDUM OF UNDERSTANDING

2021

2021



**This Memorandum Of Understanding (MoU)**

Is entered into on

**BY AND BETWEEN  
Agro Tourism Development Corporation (ATDC)**

And  
**Bundelkhand University, Jhansi  
Uttar Pradesh, India**

Represented by

**The Vice Chancellor  
Having its office at Bundelkhand University, Jhansi  
Uttar Pradesh  
(Hereinafter referred to as the 'University')**





## 1. Preamble

The collaborations between universities and other organizations is the need of the day to fulfill mutual, societal and national interests. This also helps to increase the academic standards and reduce the technology gap between academic deliberations in the universities and technological developments in the institutes and industries. The university-industry collaboration provide platform to train the students to meet the requirements of the user groups. There is an urgent need to establish close collaboration between universities and industries to provide solutions to the general problems like:

- difficulty faced by graduates in the job market,
- unsuitability of traditional courses for research, organizational and industrial purpose,
- insensitiveness or ignorance of academics about specific problems facing by organizations,
- not keeping pace with the introduction of new technologies and the scope for universities to seek new resources
- Paucity of practical training and exposures to students and teachers,
- Signify the urgent need to establish close collaboration between university, institutions and industry in research, data development, organization of research and social gatherings etc.

In addition to this the universities and institutes can collaborate inter disciplinary and multi-specialized projects sponsored by different funding agencies as a part of intellectual and social necessity and such other situation demands.

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Therefore, Bundelkhand University, Jhansi is committed to go for MoUs with likeminded organizations and institutes.

### **Bundelkhand University, Jhansi**

Bundelkhand University, Jhansi is engaged in conducting teaching, research and training leading to the award of Post Graduate and Doctoral Degrees in the faculties of Science, Humanities, Informatics, Technologies, Health sciences and Commerce and Management.

In University the tourism is one of the specialization for Institute of Tourism and Hotel Management in the form of MBA (Tourism), and hence takes lead in collaborative programs being taken up under this MoU.

The Institute of Tourism and Hotel Management is one of the core departments of the Bundelkhand University, Jhansi was established in 1975. The department functions under the faculty of Commerce. The department teaches students for the master degree in Tourism from both social science stream. Currently the department offers MBA (Tourism) and Ph.D in Tourism and Hotel Management as regular academic programmes. The department is financially supported by the Govt. of Uttar Pradesh. The department also receives research and infrastructure grants under Centre of Excellence Project of Uttar Pradesh, NCERT, New Delhi, and Ministry of Tourism, Government of India. Utilizing the financial assistance received from various stakeholders the department has improved its infrastructure to provide better learning environment for the students. The improvement of the knowledge and skills among students are also being reflected in the recent achievements of the students of the department. The contribution of the department in the field of tourism is much significant by providing training to the students as guide, as Tour Escorts, Tour Planners and Event Planners etc. We also provide

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Consultancy for the development site of tourism as ecotourism or rural tourism. It is a premier Tourism and Hotel Management department in India, having a holistic academic curriculum in the discipline of Tourism and Hotel Management offers opportunities to students of the entire Bundelkhand Region in particular and entire India in general. Need based social outreach programmes and extra-curricular events are also being organized time to time. Faculty members of the department are well-versed and experienced in their respective domain and have showcased their research outcomes in the international arena. Participation and offering help in the decision making process of the policy makers, NGOs and administrators and training institutes regarding tourism and society-oriented research being done by the department. Currently, the department is equipped with smart classroom, overhead LCD projection system, digital board, computer laboratory, Wi-Fi, state of art GIS laboratory with advanced and up-to-date mapping software, state of art instruments, a separate departmental library and meeting hall to provide students and research scholars an effective learning environment. The department also encourages and facilitates scholars to pursue their career in higher studies and conducting research with ethics and academic integrity in the field of geography and allied disciplines.

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### **Agro Tourism Development Corporation of Maharashtra**

The state of Maharashtra is the pioneer state to develop and to promote Agri Tourism in the country. AGRI TOURISM DEVELOPMENT CORPORATION incorporated in 2005 and owns the pilot Agri tourism project of 28 acres in Palshiwadi, tal Baramati Dist Pune, 70 kms from Pune city. The main activities include operating its Agri tourism centre along with encouraging more farmers to take up Agri tourism, conducting training and research programs. This is an umbrella platform wherein most of the tourist reservations are booked and then tourists are sent to different centres. This saves on the marketing cost of the farmers. They may themselves also take the bookings. ATDC only provides a helping hand. ATDC the umbrella organization for the Agri Tourism, practices what is preached, by successfully operating its owned pilot Agri tourism project.

In 2007, ATDC launched Training and skills development programs with Uttar Pradesh State Agri Tourism Vistar Yojana, first 52 farmers were selected in Uttar Pradesh and the story continues. This Agri Tourism model has been replicated in 328 Agri tourism centres across 30 Districts in Maharashtra, which has helped to conserve, enhance the village environment, village traditions and culture, customs, village arts and handicrafts. Agri tourism model gives the authentic experiences to the visitors by showcasing village culture, agriculture, traditions that has helped gain sustainable supplementary income source and generated local employment.

The ATDC survey in 2014 , 2015 , 2016 shows that 0.40 million, 0.53 million, 0.7 million tourists have visited these centers respectively totally generating 35.79 million Indian rupees to farmer's family, generated jobs to women and youth in the rural communities.

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## Objectives of ATDC

1. To develop and promote agricultural tourism (Agri- tourism), through ATDC's projects, training and support as a potential vehicle for diversifying and stabilizing rural economies.
2. Creating jobs, increasing farming community income, providing a broader market base, opportunities for on-farm employment so they do not have to migrate to urban areas.
3. Agri Tourism income to improve their livelihoods, traditional forms of art and music in rural areas.
4. Increasing awareness of local agricultural products, enhancing understanding of the importance of Development

Tourism Policy 2016 initiative that has included Agri Tourism as the major focus area to help small farmers – Tourism Department – Government of Uttar Pradesh. One important policy decision taken is the “compulsory educational tour to Agri tourism centres” for fifth to tenth standard school students.

Marketing and Promoting Agri tourism under “MAHABHRAMAN SCHEME - Maharashtra Tourism Development Corporation

Helping small farmers getting financial support through banks to develop Agri tourism centres – NABARD (National Bank for Agriculture and Rural Development) this apex bank in rural development in India,

## 2. Collaboration:

The Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi and

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ATDC have mutually agreed to collaborate with each other in the following areas.

**A. Research**

1. University- ATDC will work together in the planning process for the development of agrotourism.
2. Teaching, Research and Training in selected and advanced thrust areas of tourism special reference to agrotourism;
3. Internship program for students
4. Field visit and study to agrotourism farms under ATDC
5. Interaction with farmers engaged in agro tourism
6. Exchange of knowledge
7. Training for farmers from the department regarding development
8. Organization of workshops and seminars together.

**B. Academic & Training**

1. Faculty and Staff exchange programme
2. Student Exchange Programme
3. Intellectual Property Rights;
4. Student training programs
5. Any other that can be of mutual beneficial.

**C. Applications**

1. To take part in the rural development and agriculture sector
2. Sustainable development of rural areas
3. Consultancy work;
4. Assistance of students in Task Force and other field activities
5. Any other areas of mutual interest.

University and ATDC having the necessary facilities, expertise and wide experience in agrotourism and allied fields has agreed to enter into a





collaborative understanding with the University on the terms and conditions enumerated in this MoU.

### 3. Terms of collaboration:

- i. ATDC and Bundelkhand University, Jhansi agree to enter into detailed agreements on case-to-case basis, with a defined objective, specifying the scope of work and mutual obligations, terms and conditions, financial arrangements, Intellectual Property Rights and similar contractual obligations.
- ii. The University agrees to obtain prior permission from ATDC to state in any project proposal that the project would be carried out by using the ATDC infrastructural or intellectual facilities.
- iii. The ATDC similarly agrees to obtain prior permission from the University to state in any project proposal that the project would be carried out by using the University infrastructural or intellectual facilities.

Either party while according permission may designate authority/personnel in its own institute who can accord permission and monitor the project.

- iv. In case either party wins a consultancy project by projecting this MOU, a liability is created immediately in respect of royalty/premium due to either party. Either party shall concur with the liability to the extent of contribution to the output of the project. The exact amount of liability will be arrived at after mutual consent by both the parties based on ATDC and Bundelkhand University, Jhansi guidelines.

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- v. In general the permission may be accorded to use of equipment, facilities, manpower and other facilities available on mutual consent by both ATDC and University, with prior permission. For executing any joint projects, the scope of a project, cost estimates of the project, modalities of payment and all other related aspects would be worked out jointly by ATDC and the University through a separate agreement as per the ATDC and Bundelkhand University, Jhansi guidelines.
- vi. The provision will be made by ATDC to accommodate the PG and Research students of the university in the field camps of ATDC to acquaint with the state of the art field oriented technology as per availability and convenience.
- vii. Provision will be made by ATDC to allow the University faculty and research students to share/use the data for analysis solely for research purpose as per rules.
- viii. There will be mutual academic and research interaction between the faculty of university and technical personnel of as per the need.
- ix. The area of jurisdiction will be the University area.

#### 4. Monitoring Group:

Technical and administrative liaison shall be maintained between Bundelkhand University, Jhansi and ATDC through a Programme monitoring group to facilitate smooth running of the scientific activities. This group shall consists of,

1. Member of ATDC as approved by Director, ATDC.
2. Faculty of Institute of Tourism and Hotel Management, as





approved by Bundelkhand University, Jhansi.

**5. Disclaimer:**

This MoU is not intended by ATDC and the University to constitute, create, give effect to, or otherwise recognize a joint venture, agency, partnership, or formal business organization of any kind. Each party hereto shall act as an independent entity and neither shall act as an agent of either organization for other purposes. Neither party has the authority to bind the other party.

**6. Non-exclusivity:**

The agreement reflected by the provisions of this MoU is non-exclusive in nature and both the parties can enter into cooperative arrangements with other parties to suit their organizational needs.

**7. Confidentiality:**

The parties understand that in the course of their association, they shall have access to confidential information provided by the other party. Accordingly, the parties agree that such information shall be maintained in the strictest confidence and trust, expect such information which is by its nature, not confidential or which is in the public domain or which the party comes to know about other than through violation of any law of legal obligation, provided that such party may be entitled to disclose such information if legally required to be disclosed to a competent authority. Failure to maintain confidentiality shall entitle the affected party to terminate the MoU.

**8. Validity:**

This MoU would remain valid for a period of **Five years** from the date it is signed by the parties and is renewable on mutual consent for such further period as agreed upon.

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### 9. Term and Review:

The MoU may be reviewed at the end of one year from the date of signing of this MoU as per need of both the parties.

Either party can terminate the MoU after giving one month's notice to the other party subject to fulfillment of commitments already agreed upon.

### 10. Amendments:

This MoU constitutes the entire understanding between the parties hereto. Except as otherwise provided herein, no addition, amendment to or modification of this MoU shall be effected unless it is in writing and signed by and on behalf of both parties by their respective authorized signatories.

### 11. Any dispute

Any dispute arising out of this MoU will be settled by mutual negotiations between the two parties.

In witness whereof each of the parties has caused this MoU to be executed in two originals, one has been retained by ATDC and the other by the University, on this day the -----

**Director**  
Agro Tourism  
Development Corporation (ATDC)  
Shivaji Nagar, Pune,  
Maharashtra, India  
(For and on behalf of ATDC)

**Registrar**, कुलसचिव  
बुंदेलखण्ड विश्वविद्यालय  
झांसी  
Bundelkhand University,  
Jhansi-284128  
Uttar Pradesh India

(For and on behalf of Bundelkhand  
University, Jhansi)

Witnesses: +  
1. Name & Signature

2. Name & Signature

1. Name & Signature 23/9/2022

2. Name & Signature MESHANT PURWAR