

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

Bundelkhand University

AND

**RUDRANI BUNDELI KALA GRAM EVAM
SHODH SANSTHAN SAMITI, ORCHHA,
DISTRICT NIWARI (M.P.)**

Under the Aegis of

Smt Shusmita Mukharji

FOR

ACTING, DANCING, MUSIC, THEATER, ANCHORING, FOLK ARTS
& CULTURE, ENTREPRENEURSHIP, SKILL DEVELOPMENT

This MoU is signed on 6/5/2022 day of March, 2022 between the following parties, here-in-after collectively called as the "Parties" on following terms & conditions:

1. THE FIRST PARTY

The Bundelkhand University,was established in 2019 through the *Central Universities (Amendment) Act, 2019*. The jurisdiction of the University extends to the whole Nation and it is fully funded by the Central Government through the University Grants Commission. The University caters to the Tribals' long cherished dream of higher education.

It was established with the following objectives.

- To provide avenues of education, viz., especially higher education and research facilities primarily for the tribal population of India.
- To collaborate with national and international Universities and organizations to undertake joint cultural studies and research on tribal communities.
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- To formulate tribal centric development models, publish reports and monographs and to organize conferences and seminars on issues relating to tribes and to provide inputs to the Government(s) on policy matters in different spheres.
- To take appropriate measures for promoting the tribal communities to be able to manage, administer and look after their own resources and needs by accessing higher education through a university of their own.
- To disseminate and advance knowledge by providing instructional and research facilities in such other branches of learning as it may deem fit.
- To take appropriate measures to promote innovations in the teaching learning process in the context of interdisciplinary studies and researches and to pay special attention to improve social, educational and economic conditions and welfare of the Scheduled Tribes within the Union of India.

AND

2. THE SECOND PARTY:

Rudrani Bundeli Kala Gram Evam Shodh Sansthan Samiti, Orchha , District Niwari (M.P.), a Non-Profitable Organization, having its registered office in Rudrani Kala Gram, Orchha District Niwari (M.P.), promoting Bundeli Art and Culture, Promoting youths for their skills for music, drama, Theatre, skill development career opportunity in TV and Film Industry and regional cinema.

Renowned Film and TV Artist Smt Shusmita Mukherji is its President and TV and Film Artist Mr. Mohammad Arif Shahdoli is its Joint Secretary. The thrust area of Rudrani is promoting Art and Culture. **Rudrani Bundeli Kala Gram Evam Shodh Sansthan Samiti, Orchha , District Niwari (M.P.)** establish Rudrani Kala Gram in Orchha, City of Lord Ram. It is hassle-free and is well-connected to popular commercial and business areas of the India. Rudrani has its open theatre, Tapra Talkies, various exhibition places with natural surroundings. **Prayas Film Production House**, is likeminded institute of Rudrani. The director of Prayas Film Production is Sri Raja Bundela Ji, renowned Film and TV Actor. Rudrani has an art village, a research Centre for promoting art and culture, promoting budding talents. Rudrani has a special focus on Youth and Women Development through MSMES and entrepreneurship. Rudrani focus on promoting regional as well as national films through film festivals with the concept of Tapra Talkies. Rudrani has also been promoting organic farming in Bundelkhand region.

RUDRANI shall, here-in-after be called the 'Second Party' which expression shall, unless it be repugnant to the subject or context thereof, include its successors and assignees.

3. Purpose of MOU:

Self-employment and entrepreneurship development, promoting Art and Culture, regional and national cinema, are the key concern for both the parties; both are working for it according to their respective strength and domain expertise. It is obvious that **BUNDELKHAND UNIVERSITY** is focused more on their key area of education while RUDRANI is focused on entrepreneurship development, skill development and providing knowledge about the regional and national cinema, research about bundeli

culture to youth.

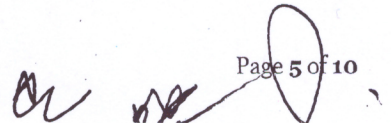
Therefore, this MOU is designed to synergies on the common area of expertise with focus on entrepreneurship development and skill development of educated youth, who enroll(led) in different streams of education, research and cinema with the First Party at different times.

Both Parties now agree to undertake the following activities:

4. First Party Role:

The role of First Party pertains to the work assigned to its departments, faculty & allied institutions of the First party. In specific terms, the First Party shall:

- 4.1. provide their platform to Rudrani for implementation of Theatre Training, skill development programme, and allied nurturing programmes for its various streams of education on compulsory project on need basis. These candidates shall be allotted projects according to their stream(s) of education;
- 4.2. advise the concerned technical agencies under their jurisdiction & involved in student system management, for integration of data with Rudrani online portal, website and Mobile Apps, through mechanism, with the aim of conducting workshops and seminars according to their stream. This will enable STUDENTS to upgrade their knowledge and information about Film and TV industries and art and culture.
- 4.3. organize to ensure that the experts and faculty of BUNDELKHAND UNIVERSITY shall involve in documentary making, organize workshops at Rudrani Kala Gram. This content shall carry BUNDELKHAND UNIVERSITY logo and may be utilized by Rudrani to show on their web site or YouTube channel to promote the content as well as Institution initiatives;
- 4.4. appoint a nodal officer or team of coordinators from various streams to implement in an effective manner and generate valuable content for the candidates. Bundelkhand University shall provide suggestions regarding programme scheduling in due consultation with designated Rudrani team;
- 4.5. collaborate and co-ordinate with Rudrani to establish Kala Gram, Open Theatre, Art and culture hub and other resource persons throughout the country in undertaking any related activities;
- 4.6. provide opportunity to each student for entrepreneurial evaluation, selection,

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development, management and most importantly, the nurturing in cultural domain. Both Parties will mentor, assist and guide STUDENTS and faculty in promoting and developing entrepreneurship and self-employment through continuous, professional and planned manner in every semester of each class as Project on quarterly basis.

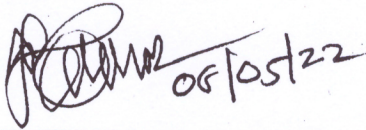
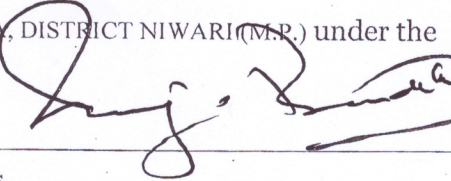
5. Second Party Role:


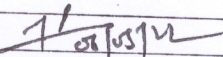
Second Party shall perform following roles/activities through their own & associate network by providing virtual & physical nurturing of STUDENTS through the use of technology and various online tools:

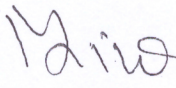
- 5.1 educate, train and guide STUDENTS on various business models of entrepreneurs development and industrial nurturing of the STUDENTS through online portal and mobile apps according to the respective domain of education;
- 5.2 enroll STUDENTS in entrepreneurship development programme (EDP) or Industrial Readiness Programme, irrespective of stream of education. The project shall be provided to STUDENTS on quarterly basis in each year under these programmes;
- 5.3 make available EDP/IRP training content in video lecture format in Hindi/English, recorded by renowned experts of industries and professionals. Along with these lectures, PPT shall also be provided in English for better & further understanding of the subject;
- 5.4 organise such that the EDP portal and Mobile Apps contain various industrial documentaries, expert episodes & project reports for various business models related to education stream & job roles of STUDENTS. These shall help STUDENTS to develop better understanding of the subject and help them to start their business or get a job;
- 5.5 arrange for telecast of online workshops and seminars on Mobile Apps for the STUDENTS on weekly basis, for various industries and business models for knowledge upgradation of all the enrolled STUDENTS;
- 5.6 empanel experts from different domains of expertise, with the help of first party. These experts shall deliver their lectures and conduct live/ physical workshops from the studio(s) of second party located at Rajghat New Delhi etc. or at BUNDELKHAND UNIVERSITY campus or other relevant places equipped with live streaming facilities of live telecast. Both the parties may

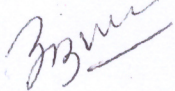
- utilize these contents for their enrolled candidates;
- 5.7 provide their portal and Mobile apps for this EDP/IRP implementation purpose and long term nurturing of the STUDENTS. The local assistance shall be provided by the first party, regarding training aspect of Apps' operation and assessment(s) whereas RUDRANI shall follow the rules of Data Security in context of data integration;
 - 5.8 advise such MSME units as have been established and nurtured under the PMEGP scheme till date by RUDRANI & which are running successfully on pan- India basis, to give opportunities to the STUDENTS in applying in these industries;
 - 5.9 extend help to all STUDENTS, after completion of their studies, who want to start own business, industry, service sector unit or want to do self-employment work, in applying loans under PMEGP scheme online where project up to 10 Lacs' cost under service sector & project up to 25 Lacs cost under manufacturing sector are eligible for loan;
 - 5.10 guide candidates through a call centre for different type of knowledge of EDP/IRP training, projects, business registration & job opportunities;
 - 5.11 provide knowledge of major Government schemes through their portal in video and PPT formats through their portal and Mobile Apps;
 - 5.12 organise to develop current EDP content of 60 hours in video/PPT format (Hindi & English), in the form of industrial documentaries, experts episodes, project reports and further allied content on business models and industries according to requirements, on regular basis.
 - 5.13 give support in context of Virtual Internship and virtual summer training programs for STUDENTS where topics will be decided on mutual understanding with First Party;
 - 5.14 guide STUDENTS for the placement in terms of self employment and support for start of their business under different government schemes.
6. The MoU has no cost implications and the financial cost structure related to different aspects shall be decided by both parties mutually, s per future engagement. The financial cost shall include the cost of onetime services like industrial documentaries, episodes, EDP course, content and project report and other component of recurring operational costs to run portal, hosting, call centre etc. This will be made integral part of the MoU or exchanged through written communication of letter or email.

7. This MOU is valid for a duration of Five (5) years from the date of signing of this agreement and can be extended or replaced by other agreement on similar or amended terms and conditions as agreed by the both the parties, mutually.
8. In the event of breach of the MOU, the **BUNDELKHAND UNIVERSITY** and RUDRANI shall make reasonable efforts to reach an amicable settlement thereof. If they cannot reach an amicable settlement all disputes arising in connection with this MOU thereof the same shall be referred to an Arbitrator appointed on mutual consent of both the parties. The city of arbitration shall be New Delhi, India. Parties may apply to any court with jurisdiction for interim or conservatory relief, including without limitation a proceeding to compel arbitration.
9. **BUNDELKHAND UNIVERSITY** and RUDRANI are free to terminate the MoU at three (3) months' notice, in writing upon mutual discussion. However this shall not affect the training of the **STUDENTS** already enrolled.
10. Both parties agree that each other's logo shall be used in all promotions, documentaries, episodes, documents belonging to other party and related to training only, but not for any other commercial purpose.
11. An amendment or changes in the scope of work or term of engagement under this MoU can be carried out from time to time with mutual consent and in writing.
12. It is agreed that the parties will mutually discuss and consult each other for any addition/alteration of provisions arising out of this agreement in order to identify and decide upon the manner in which the activities are to be done. Parties will be guided about their role and related activities from time to time by way of exchanging letter and emails.

For and on behalf of The <i>Bundelkhand University</i> 	For and on behalf of RUDRANI BUNDELI KALA GRAM EVAM SHODH SANSTHAN SAMITI, ORCHHA, DISTRICT NIWARI (M.P.) under the aegis of 
Mr/Mrs. Signature Designation	Mr/Mrs. Signature Designation

Witness I: 	Witness II: 
Name	Name Dr. Muhammad Nayim
Address	Address B.U. Jhansi

Witnesses - 1.  (Dr. Munna Tiwari)

2.  (Dr. Anupam Vyas)

