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K.R. MANGALAM UNIVERSITY

Sohna Road, Gurugram, Haryana – 122103

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FARIDABAD MANAGEMENT ASSOCIATION

Fellowship | Learning | Innovation

Faridabad Management Association

E15/11 Sector 85, Faridabad, Haryana 121002

Date : 2nd May, 2025

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

K.R. MANGALAM UNIVERSITY (KRMU)

AND

FARIDABAD MANAGEMENT ASSOCIATION

This Memorandum of Understanding (MOU) is executed on 2nd May, 2025, by and between:

K.R. MANGALAM UNIVERSITY (KRMU)
Sohna Road, Gurugram, Haryana – 122103
Hereinafter referred to as 'KRMU'

and

Faridabad Management Association
E15/11 Sector 85, Faridabad, Haryana 121002
Hereinafter referred to as **'FMA'**

PREAMBLE:

This Memorandum of Understanding outlines the terms of annual membership between **K.R. MANGALAM UNIVERSITY (KRMU)** and **Faridabad Management Association (FMA)** to foster a progressive ecosystem of academic-industry interaction, student development, and leadership empowerment.

About Faridabad Management Association (FMA):

Faridabad Management Association (FMA) is a vibrant local chapter of the **All India Management Association (AIMA)**, serving as a vital bridge between academia, industry, and the professional community in the NCR region. With a legacy of excellence, FMA has emerged as a dynamic platform promoting thought leadership, professional development, and industry-academia collaboration. FMA regularly organizes **Leadership Conclaves**, **Health Summit, HR Conclave and Workshop on Entrepreneurship**, and its pioneering **HR for HR** programs designed exclusively for HR professionals. It is also known for its signature initiatives such as **UNNATI – The Talk Show**, a celebrated forum for women empowerment and leadership, and **60 Minutes – Author Insights**, an engaging series featuring renowned authors and change-makers FMA Awards for Excellence is Prestigious Award given every year to the Professionals who have done outstanding contribution to Management and Society, An Annual Award Event is held every year to honour the distinguished professionals. Through its holistic approach to capacity building, mentoring, and knowledge sharing, FMA empowers institutions and individuals alike in their pursuit of excellence.

About K. R. MANGALAM UNIVERSITY (KRMU):

K. R. MANGALAM UNIVERSITY (KRMU), established in 2013 under the Haryana Private Universities Act, is a renowned institution located in Gurugram, Haryana, and recognized by the University Grants Commission (UGC). Offering a wide range of over 78 undergraduate, postgraduate, and doctoral programs across 12 specialized schools, KRMU emphasizes academic excellence, innovation, and global collaboration. The university provides programs in

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Engineering, Management, Legal Studies, Medical Sciences, Physiotherapy, Basic & Applied Sciences, Journalism, Hotel Management, Education, Humanities, Agricultural Sciences, and Architecture & Design. With a strong focus on research, co-curricular activities, and holistic student development, KRMU prepares students for successful careers while fostering a sustainable, student-friendly learning environment.

1. OBJECTIVES OF THE MOU

1.1 To establish a collaborative relationship for enhancing leadership capacities of students and faculty.

1.2 To jointly organize high-impact events such as Leadership Talks, Workshop on Entrepreneurship Workshops, HR meets. Women Empowerment Talk Shows like UNNATI Talk Show & Excellence Award Events etc.

1.3 To jointly organize a one-day Faculty Development Program to foster academic excellence and industry-aligned teaching practices.

1.4 To enable access to **FMA's online programs, workshops,** for KRMU stakeholders.

1.5 To Activate Student Chapter through Membership of Students to nurture students.

1.6 To jointly organize MDPs & Training Programs for Industry.

1.7 To offer part time degrees for the members of FMA & other industry partners on terms & conditions as decided mutually.

2. DURATION OF MOU

This Memorandum of Understanding (MoU) shall become effective from 2nd May, 2025 and shall remain in force for a period of twelve (12) months.

It may be renewed or extended upon mutual review and written agreement by both parties.

3. RESPONSIBILITIES OF PARTIES

3.1 KRMU Responsibilities:

- KRMU and FMA will **mutually prepare an annual Calendar of Collaborative events**.
- KMRU will **assign a Single Point of Contact (SPOC)** who will remain in regular touch with FMA for coordination and smooth execution of all collaborative events.
- KMRU will provide full support for all Joint organized Events like Auditorium, Hospitality and other necessary arrangements related to event.
- To Provide Honorarium to Faculties who will be conducting Workshops/.Special Programs
- In Certain Cases, Speakers outside Faridabad demand Transportation. The Cost of Transportation need to be borne by the Host Institution.
- To provide **nominations of students and faculty** to participate in enriching developmental programs curated by FMA outside KRMU.
- Provide Student Volunteers to Manage Events /Workshops conducted in Faridabad/NCR.
- To jointly offer **specialized Workshop/MDP to Industry on Profit sharing basis.**
- **KRMU** may consider facilitating the opening of an **FMA Student Local Chapter in collaboration with FMA.** Interested students may be admitted as members of the FMA Student Chapter upon payment of a nominal membership fee. Subject to mutual agreement, special events for student development may also be organized. Some exceptional Students will get the Opportunity to become Brand Ambassadors of FMA and these Ambassadors will be honoured with Certificate of Merit at the end of their Term.

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Sohna Road, Gurugram (Haryana)

3.2 FMA's Responsibilities:

- To Support execution of Events as per mutual agreement/ Calendar.
- To provide Support of Speakers for all Joint Events with KRMU.
- To provide strategic planning and execution support of Mega Events, Workshops, Unnati Talk Show.
- To provide dedicated efforts towards organizing one exclusive student-centric event focused on Entrepreneurship or Corporate Readiness.
- To Provide Internship Opportunities to Students to work with Faridabad Management Association (FMA).
- To provide active collaboration in the branding of joint university events by promoting them effectively on social media platforms.
- To support and Facilitate CDC Department, KRMU for student Training and Placement/Internship.

4. FINANCIAL ARRANGEMENTS

4.1 Annual Institutional Membership: K. R. Mangalam University (KRMU) may opt to take up FMA's Annual Institutional Membership at a fee of Rs. 15,000/-, payable at the beginning of the membership period. This amount is subject to change as decided by the FMA Management.

4.2 Speaker Transportation Costs: In certain cases, the transportation cost of invited speakers may need to be borne by the host institution.

4.3 Sponsorship: Sponsorship requirements from KRMU for Mega Event conducted outside KRMU, if any, will be discussed and mutually agreed upon as per the nature of the event.

4.4 Event Participation Fees: For select premium events, a nominal participation fee may be charged from attendees to cover event-related expenses. This will be communicated in advance.

4.5 Invoice and Payment Terms: All payments, if any, related to membership fees, sponsorship, or other financial contributions shall be made against a proper invoice, within the stipulated time frame mentioned.

4.6 Refund : Membership Fees once Paid is non-refundable.

5. BRANDING AND COMMUNICATION

5.1 Co-Branding of Events and Initiatives

All events, programs, and initiatives conducted under this MoU will carry the co-branding of KRMU (K.R. MANGALAM UNIVERSITY) and FMA (Faridabad Management Association). This branding will be visible across digital platforms, printed materials, and physical installations such as banners, stage backdrops, certificates, and event signage.

5.2 Joint Promotion and Publicity

Both KRMU and FMA will actively promote the activities and initiatives undertaken through this MoU via:

- Their official websites
- Social media platforms (e.g., LinkedIn, Instagram, Facebook, X)
- Internal newsletters and communication
- Press releases and public media
- Appropriate acknowledgment of both institutions will be ensured in all communications.

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(Haryana)

5.3 SOCIAL MEDIA COLLABORATION

Both parties will tag, mention, and cross-promote each other on social media to increase visibility and reach. Posts will include event highlights, participant testimonials, and key outcomes, with consistent branding and hashtags aligned to the partnership.

5.4 Press and Media Coverage

Where applicable, joint press releases will be prepared for major events, and both KRMU and FMA will coordinate media invitations and post-event coverage to maximize visibility.

5.5 Use of Logos and Brand Guidelines

Use of each organization's logos will follow brand guidelines and will be subject to mutual approval before final publication to ensure consistency and professionalism.

5.6 Acknowledgment in Event Collateral

Co-branding will be reflected in all event collateral, including Event Brochures, Posters, certificates, backdrops, delegate kits, and digital invites.

6. PROFESSIONAL CONDUCT AND ETHICAL ENGAGEMENTS

6.1 All engagements between KRMU and FMA shall be conducted in an ethical, inclusive, and professional manner.

6.2 Both parties agree to promote mutual respect, gender sensitivity, and a collaborative spirit in all interactions, ensuring a safe and supportive environment for all stakeholders.

6.3 Any grievances or conflicts arising during the course of engagement will be addressed in a timely and respectful manner by the designated coordinators from both KRMU and FMA.

6.4 Both institutions shall ensure that any breach of this code of conduct will be reviewed jointly by the respective authorities, and appropriate corrective action will be taken to uphold the values of this partnership.

7. CONFIDENTIALITY

Both parties agree that all information exchanged during the course of the collaboration, whether written, verbal, or otherwise, shall be treated as strictly confidential. Neither party shall disclose such information to any third party without the prior written consent of the other party, unless required by law. This obligation of confidentiality shall survive the termination or expiration of this agreement.

8. AMENDMENTS AND TERMINATION

Any amendments or modifications to this Memorandum of Understanding (MoU) shall be made in writing and duly signed by authorized representatives of both parties. Either party may terminate this MoU by providing reasonable notice period, [e.g., 30 days] written notice to the other party. However, immediate termination may occur if either party fails to fulfil its obligations under this MoU, despite receiving prior written notice and a reasonable opportunity to rectify the breach.

In the event of any dispute, difference, or claim arising out of or in connection with this MoU, the parties shall first attempt to resolve the matter amicably through mutual consultation. If the dispute remains unresolved, the matter shall be subject to the exclusive jurisdiction of the appropriate courts located in Faridabad, Haryana.

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IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Understanding as of the Effective Date.

9. DICLAIMER

The University may, at its sole discretion, explore potential commercial engagements with FMA. Any such engagement shall be subject to mutual agreement between the parties and shall not impose any financial obligation on the University unless expressly stipulated in writing.

For **K. R. MANGALAM UNIVERSITY (KRMU)**

Registrar
K.R. Mangalam University
Sohna Road. Gurugram (Haryana)

[Authorized Signatory]
[Name] Dr. RAHUL SHARMA
[Title] Registrar
[Date] 21/5/2025

For Faridabad Management Association:

[Authorized Signatory]
[Name] SAROJ KAUL
[Title] PRESIDENT FMA
[Date] 2nd May '25