

# MEMORANDUM OF UNDERSTANDING (MOU)

*Between*



**K.R. MANGALAM UNIVERSITY**

Sohna Road, Gurugram (Haryana)-122103

*And*



**AVALYTIX CONSULTING SERVICES LLP**

293 Sector – 4, Gurugram, Haryana-122001

*Mahesh*

*Yuvraaj*

## **MEMORANDUM OF UNDERSTANDING**

The Memorandum of Understanding is executed on **24<sup>th</sup> day of August, 2023**.

### **BY AND BETWEEN**

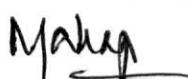
**K.R. Mangalam University**, Sohna Road, Gurgaon - 122103 (Delhi NCR Region), a University established under the Haryana Private Universities Act 2006 (Amended 08 of 2013) and under section 2(f) of UGC Act, 1956 wherein empowered to award degrees, as specified under section 22 of the UGC Act, 1956. The university is signing MOU through its Registrar, presently Gp. Capt. P. Mahajan is duly authorized to enter into and sign an MOU on behalf of K.R. Mangalam University, **PARTY OF THE FIRST PART**.

### **AND**

**Avalytix Consulting Services LLP**, a company incorporated under the Companies Act, and having its registered office at 293 Sector – 4, Gurugram, Haryana-122001, here in after referred to as the "IT Company". The company is signing MOU through its Designated Partner, presently Mr. Prem Prakash Sharma is duly authorized to enter into and sign an MOU on behalf of Avalytix Consulting Services LLP, **PARTY OF THE SECOND PART**.

### **WHEREAS:**

1. The Client is desirous of obtaining certain services from the IT Company for :
  - a. Lecture delivery on subject Innovation & Design Thinking, basis subject syllabus shared by university to a single class/ section of approximately 60 students, by professionals with >10 years of experience in IT industry.
  - b. Guiding and mentoring a single class/ section of approximately 60 students, throughout the Minor project.
  - c. Academic and field visit collaboration in the areas of mutual interest. It is expected that this collaboration will in due course lead to collaborative field visits, field project, Research, student and faculty exchange, Job Training, workshops, and seminars, etc.
  - d. The company would allow the university to use its Brand Logo and Name for the University Website and other promotional activities and vice-a -versa.
2. The IT Company represents that it possesses the necessary expertise, experience, and resources to provide the above mentioned services.



**NOW, THEREFORE**, in consideration of the mutual covenants contained herein, the parties here by agree as follows:

1. **Scope of Services:** The IT Company shall provide the following services to the Client:
  - a. Lecture Delivery on subject Innovation & Design Thinking, basis Subject syllabus to 1 class/ section of ~60 students in a semester (finalized syllabus will be shared by University)
  - b. Guiding and mentoring a single class/ section of approximately 60 students, throughout the Minor project in a semester
2. **Statement of Work:** Detailed statement of work has been shared by IT Company to the client and is mentioned in Exhibit A attached hereto.
3. **Term:** This MOU shall commence on August 24, 2023 and shall remain in force for a period of 12 months (One Year), unless earlier terminated as per the provisions of this MOU.
4. **Payment:** The Client shall pay the IT Company the agreed-upon fees for the services as per the payment schedule mentioned in Exhibit A attached hereto.
5. **Confidentiality:** Both parties shall maintain strict confidentiality with respect to any proprietary or sensitive information disclosed during the course of this agreement.
6. **Intellectual Property:** Any intellectual property developed or used in connection with the services shall remain the property of the IT Company unless otherwise agreed upon in writing.
7. **Termination:** Either party may terminate this MOU by providing 60 days written notice to the other party. In case of termination, the Client shall pay the IT Company for the services provided up to the date of termination.
8. **Governing Law and Jurisdiction:** This MOU shall be governed by and construed in accordance with the laws of India. Any disputes arising under or in connection with this MOU shall be subject to the exclusive jurisdiction of the courts of Gurugram, Haryana.

Mahan

*General*

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum of Understanding as of the date first above written.

This Memorandum of Understanding represents a preliminary agreement between the parties and is not legally binding. The final agreement will be drafted in the form of a detailed contract to be executed by both parties.

For K.R. Mangalam University

Gp. Captain Praveen Mahajan Haryana - 122103

Registrar

K.R. Mangalam University  
Sohna Road,  
Haryana- 122103

Dated: 24/08/23

For Analytix Consulting Services LLP

For ANALYTIX CONSULTING SERVICES LLP



Designated Partner

Mr. Prem Prakash Sharma

Designated Partner

Analytix Consulting Services LLP,  
293, Sector - 4, Gurugram,  
Haryana-122001

Dated: 24/08/2023

1. WITNESS Dr. Sabrina Rang  
(Signature, Name, Designation)

2. WITNESS Dr. Anshika Prakash  
(Signature, Name, Designation)

1. WITNESS Dr. Richa Nangia  
(Signature, Name, Designation)

2. WITNESS Dr. Niwasjeet Kiek  
(Signature, Name, Designation)

**Exhibit A:**

<b>University</b>	<b>K R Mangalam University, Sohna, HR</b>	
<b>Delivery Partner</b>	<b>Avalytix Consulting Services LLP, Gurgaon, HR</b>	
<b>Subject</b>	<b>Innovation &amp; Design Thinking</b>	<b>Minor Project</b>
<b>Scope</b>	Lecture Delivery basis Subject syllabus to 1 class/section of ~60 students (finalized syllabus will be shared by University)	Guiding and mentoring students throughout this Minor Project
<b>Credits</b>	3	2
<b>Total Number of sessions in a semester (+ - 10%)</b>	40-45 (for Avalytix)	25 (for Avalytix)
<b>Duration of each session</b>	50 minutes	50 minutes
<b>Sessions per week (for Avalytix)</b>	3	2
<b>Delivery methodology</b>	KRMU follows 20-20-10-50 pattern; 20 - Continuous evaluation - Avalytix will continuously evaluate student's participation in class and assignments, If any 20 - Mid Term - Avalytix will evaluate on Case Study based or research based evaluation 10 - Attendance - KRMU/ Avalytix to manage 50 - End Term paper - Avalytix to create question paper, evaluate and finally upload the result on portal	Will be delivered in Lecture + Practical mode (1 credit each). Lecture part will be taken care by KRMU & Practical part will be taken care by Avalytix. Students will have 4 ways to complete this project- 1. Do and Publish a research paper in A*/A rated journals of choice 2. Come up with Startup Idea - this will be then handed over to KRMU's in-house Incubation center 3. Industrial Live Project - This will be done with Avalytix, and Avalytix will issue group certificates to students (1 certificate per group, maximum 20 students i.e. 3 or 4 groups) 4. Research / Capstone Project - Including all Business Functions

*Mukesh*

*Yashwant*

	<p>Case Study based; Students would be split into groups of upto 4 students in each group, Avalytix to share sample company names for each group, students to then research about those - their journey, transforming decisions they took, Innovations they adopted and its impact; Document their finding in the format of report (format will be shared by Avalytix)</p>	<p>Students in groups, will choose/ get assigned on one of the 4 ways to do this project. Accordingly students will be guided, coached, mentored. Student's work will be reviewed weekly, pointers will be provided to solve the roadblocks, if any Students performance/ progress would be evaluated and documented every fortnightly. Final evaluation would be based on viva-voce and submission of project report (w/ certificate).</p>
<b>Certificate of subject delivery to be issued by the University to the trainer, on letter head</b>	Yes, on the completion of the course	
<b>Separate Travel Allowance paid to the trainer</b>	No	
<b>Avalytix and KRMU to get into official partnership</b>	Yes	
<b>Official announcement &amp; Partnership listing on University's website and on Avalytix's website</b>	Yes	
<b>Duration of above listing on KRMU website</b>	1 year or agreement duration (whichever is longer)	
<b>Duration of Partnership agreement</b>	1 year	
<b>Payment frequency (W/ 2W M)</b>	Monthly (last working day of every month)	
<b>Payment Mode</b>	Online (online bank transfers or via cheque)	
<b>Sponsorship Opportunity to Avalytix for the International conference to be held at KRMU in Nov 2023</b>	Yes	
<b>Research Paper presentation opportunity at this above conference</b>	Yes, 1 paper free	
<b>KRMU to give a written &amp; video testimonial, to be used on Avalytix website</b>	Yes	

*Manohar*

*Gopal*

Aalytix will be given opportunity to conduct a Seminar in KRMU Auditorium for students of all courses, on Inter-Personal skills	Yes, 1 Session of ~60 minutes, format and content will be decided by Aalytix, date will be mutually decided btw KRMU & Aalytix	
Commercials per session of 50 minutes each (INR)	3000	3000

For K.R. Mangalam University

Gp. Captain Praveen Mahajan  
Registrar,  
K.R. Mangalam University  
Sohna Road,  
Haryana- 122103  
Dated: 24 / 08 / 23

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram  
Haryana - 122103

For Aalytix Consulting Services LLP

For AALYTIX CONSULTING SERVICES LLP



Designated Partner

Mr. Prem Prakash Sharma  
Designated Partner,  
Aalytix Consulting Services LLP,  
293, Sector - 4, Gurugram,  
Haryana-122001  
Dated: 24 / 08 / 2023