

## INDUSTRY-ACADEMIA COLLABORATION AND CONVENIENCE AGREEMENT

This Agreement is made at Lucknow on this 26 day of December 2019

### BETWEEN

Indian Industries Association, registered under The Societies Registration Act, 1860 and having its registered office at IIA Bhawan, Vibhuti Khand, Phase-II, Gomti Nagar, Lucknow, Uttar Pradesh -226010.

(hereinafter referred to as "IIA" which expression shall include its successors and assigns) of the ONE PART;

### AND

MERF Edtech (OPC) Private Limited, a company registered under The Companies Act, 2013 and having its registered office at 88, Manoranjan Park, Saket Road, Meerut, Uttar Pradesh – 250001.

(here-in-after referred to as "MERF" which expression shall include its successors, assigns, heirs, legal representatives as the case may be) of the other part.

### WHEREAS:

- IIA is an apex representative body of Micro, Small and Medium Enterprises (MSME) to create an enabling environment for the development of MSMEs in today's ever changing and extremely competitive industrial scenario by fostering co-operation and support to the MSMEs.
- MERF has been established, for the propagation of technical, professional, management and skill development education to all students and academic & industry professionals and equip them with both quality education and industry/corporate exposure to ensure that they become versatile talent of tomorrow. MERF has collaborated with All India Management Association ("AIMA") (apex body for management in India), headquartered at New Delhi, to provide convenience and coordination services in respect of the courses/programs/schemes offered by it incl. and not limited to "Post Graduate Diploma in Management" version 2 (PGDM 2.0) which is regulated and approved by the All India Council for Technical Education ("AICTE") (hereinafter referred to as the "Course") in the Online Distance Learning (ODL) mode. The details of said Course are provided in the **Schedule "A"** annexed hereto.
- IIA represents a large network of industry professionals, with a strong membership base of about 8035 MSMEs and a formidable presence in more than 40 chapters spread in most of the industrialized districts of U.P, Delhi, Uttarakhand and surrounding states, who can largely benefit from the above mentioned





courses/programs/schemes, which in turn can benefit the MSMEs in narrowing the skill gap essential for its professional growth.

- Evaluating the quantum of mutual-benefit that can be achieved by the associated parties, MERF agrees to counsel and provide convenience and coordination services in respect of the courses/programs/schemes to all industries, academic & industrial professionals and fresh graduates associated with IIA for enrolling in the course/program/scheme provided by AIMA on terms and conditions contained hereinafter.

Now, therefore, this Agreement witnesses as under:

## 1. GENERAL PROVISIONS

1.1 IIA will allow MERF to carry out marketing activities of its courses/programs/schemes among the members and network of industries and industrial professionals associated with it as per the terms and conditions agreed to herein.

### 1.2 Scope of this Agreement

A. Both parties recognize and acknowledge that the present Agreement is solely an arrangement to

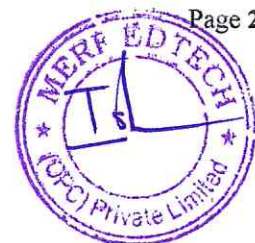
- Market/promote the courses/programs/schemes,
- Counsel the aspiring beneficiary of the course/program/schemes further in enrolling for the same
- Provide coordination and convenience to the beneficiary throughout the course/program/schemes.

B. IIA will extend its support to MERF for the outreach of its courses/programs/schemes to all the local chapters, members, consultants, committees, boards, experts and facilitation & support organizations associated with it in all states and districts under its jurisdiction, incl. and not limited to Lucknow, Meerut, Ghaziabad, Noida, Greater Noida, New Delhi, Kanpur, Dehradun, Saharanpur, Muzaffarnagar, Bhagpat, Bijnor, Bareilly, Hapur, Moradabad, Allahabad and Gorakhpur.

## 2. RESPONSIBILITIES OF MERF

**MERF shall be responsible for:**

2.1 MERF shall introduce courses/programs/schemes to the IIA network that will/could benefit the members and the industry professionals directly or indirectly for the development of the MSMEs.





- 2.2 The authenticity and genuineness of the courses/programs/schemes offered or promoted through MERF is the sole responsibility of the company. MERF shall take every possible measure to not defame or compromise the brand or image of IIA in any manner.
- 2.3 MERF shall pass on the benefits of the courses/programs/schemes such as scholarships, discounts, cash backs, subsidies, among others to the IIA Members as and when applicable.
- 2.4 MERF shall keep all information and data as received from IIA related to it or its associated members completely confidential and not involve in any form of illegal distribution of the data or information.

### 3. RESPONSIBILITIES OF IIA

#### IIA shall be responsible for:

- 3.1 IIA shall introduce MERF to its network as its *KNOWLEDGE SHARING AND IMPLEMENTATION PARTNER* for the promotion and delivery of the courses/programs/schemes to the IIA network on IIA Website, bulk e-mailing system and through posts on Facebook, LinkedIn and Twitter account(s) of IIA. However if MERF desire to advertise its courses on IIA News magazine , IIA will extend 50% discount on the advertisement rates to MERF.
- 3.2 IIA shall provide access to the database of its members to MERF on IIA website, mobile app as well as a printed copy of IIA Directory for the purpose of promotion of the courses/programs/schemes by MERF.
- 3.3 For promotional purpose, IIA shall allow MERF to make presentations of the courses/programs/schemes in its meetings at Central and Chapter levels for maximum 15 minutes in lieu of sponsorship fee to be decided mutually. Whereas, IIA shall allow MERF to make introductory presentations of the courses/programs/schemes in its meetings at Central and Chapter levels at no charge.
- 3.4 IIA shall provide access to its building infrastructure at various locations for use of MERF to carry out services to be provided under this Agreement on its availability and on suitable user charges as will be decided mutually.
- 3.5 In case, any IIA member or any aspiring candidate(s) of the courses/programs/schemes promoted by MERF, comes in contact with IIA office/official, they shall direct them to MERF and will not receive any documents / payments from them.



**4. COMPENSATION FOR SERVICES PROVIDED BY IIA TO MERF**

MERF is liable to make the payment to IIA against invoice(s) raised by IIA only for the services availed by MERF after receipt of quotation from IIA.

**5. TERM OF THE AGREEMENT**

This agreement shall remain in force for a period of 2 years from 25<sup>th</sup> December 2019 to 24<sup>th</sup> November 2021. Any previous agreement between IIA and the MERF shall stand null and void with effect from 25<sup>th</sup> December, 2019.

**6. TERMINATION**

6.1 Either party is free to terminate this Agreement without assigning any reasons with a 30 days' notice in writing.

6.2 Notwithstanding the provisions of this agreement / in case any party commits breach of any terms and conditions of this Agreement, other party shall be entitled to terminate this Agreement by giving 30 (thirty) days' notice in writing and on the expiry of the notice period, this Agreement shall stand terminated.

**7. SETTLEMENT OF DISPUTES BY ARBITRATION**

If any difference or dispute arises between the parties under this Agreement, the parties shall endeavor to settle the same amicably.

**IN WITNESS WHEREOF THE PARTIES HAVE EXECUTED THESE PRESENTS ON THE DAY, MONTH AND YEAR FIRST ABOVE MENTIONED.**

  
-----  
Signed for IIA


Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Witness: \_\_\_\_\_  
(Signature)

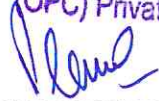
Name: \_\_\_\_\_

Designation: \_\_\_\_\_

  
-----  
Signed for MERF

Name: Ishu Bansal

Designation: Director  
MERF EDTECH  
(OPC) Private Limited

Witness:   
(Signature)

Name: Pramod Bansal

Designation: Senior Advisor  
MERF EDTECH  
(OPC) Private Limited



## SCHEDULE A

Details of the Course of AIMA approved and regulated by the AICTE in ODL Mode.

### Post Graduate Diploma in Management (PGDM): PGDM 2.0

#### Program Content

##### Module 1

- GM11 - Management Functions & Organization Behaviour
- GM04 - Managerial Economics
- GM03 - Business Statistics
- FM11 - Financial & Management Accounting
- IS01 - Introduction to Information Technology
- GM12 - Business Communication

##### Module 2

- OM01 - Operations Management
- HR01 - Human Resource Management
- MM01 - Marketing Management
- GM02 - Economic and Social Environment
- GM07 - Research Methodology
- FM12 - Financial Management

##### Module 3 Specialization

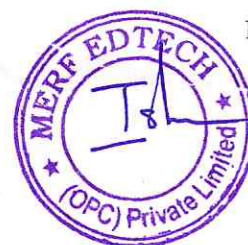
###### Specialization Module

- Marketing Management (MM)
- Financial Management (FM)
- International Business (IB)
- Human Resource Management (HRM)
- Operations Management (OM)
- Information Systems (IS)
- Business Analytics (BA)
- Digital Marketing (DM)
- Retail Management (RM)
- Hospitality Management (HM)
- Financial Research & Valuation Modeling (FVM)
- Banking and Financial Management (BFM)

##### Module 4

- GM06 - Business Law & corporate Governance
- IB06 - International Business
- GM13 - Entrepreneurial Management
- GM14 - Strategic Management & Ethics
- GM100 - Project Work

*Agm.*



**Eligibility** : Passed in Graduation (10+2+3) from a university recognized by UGC with no minimum pass %.

**Duration** : 2 years (Divided into 4 semesters) + comprehensive project work

**Programme Fees** : **Option A:** Rs. 65,000/- For one time lump-sum payment  
**Option B:** Rs. 20,000/- per semester for each of the four semesters/Modules  
**Examination Fee:** Rs. 500/- per subject (Excl. project work) (Payable semester wise)  
**Prospectus and Admission Processing Charges:** Rs. 1000/- (One Time Fee)

**Pedagogy:**

- Four hours of live online classes.
- Four hours face to face workshop.
- Four hours through Extensive archive of subject specific lectures- pre-recorded by the Faculty through which student can learn at his/her own pace.
- Learning through Self Instructional Material (SIM) provided by AIMA for each subject, Case Study based teaching, e-books and online content from AIMA Online Library and International Database Subscriptions.

**Assessment:**

- Assignments (Two Online Objective Multiple Choice Assignments per subject) : 30% Weightage
- Class Participation : 10% Weightage
- Term End Examinations of 3 hours for each subject : 60% Weightage

**Certification:**

- **"Certificate in Management"** after successful completion of Module-1.
- **"Advanced Certificate in Management"** after successful completion of Module-2.
- **"Professional Certificate"** in the area of specialization after successful completion of Module-3.
- **"Post Graduate Diploma in Management"** approved by AICTE, Ministry of HRD, Govt. of India after successful completion of Module-4 and the PGDM programme.

**SPECIAL BENEFITS FROM MERF EDTECH FOR IIA MEMBERS  
FOR AIMA PGDM 2.0 COURSE JANUARY 2020 SESSION:**

**FINANCIAL**

- Refund of Prospectus cum Admission Registration Charges of Rs. 1000/- by MERF Edtech.
- ZERO Program Handholding Fee by MERF Edtech.
- ZERO Personal Contact Program Fee by MERF Edtech.
- FREE lifetime subscription to National Digital Library (NDL) – An e-library developed and coordinated by IIT Kharagpur.
- Concessions\* for enrolled candidates on AIMA paid events.

**NON-FINANCIAL**

- Special invite for enrolled candidates on AIMA sponsored seminars, workshops, industrial interaction sessions and corporate events.
- Priority selection of End-semester Examination center.
- Opportunity to work on live project(s).
- Placement Assistance.
- Application processing for Scholarship Program for meritorious economically disadvantaged candidate(s).

- MERF EdTech may add other benefits and offers from time to time after discussion with IIA.
- \*Concessions are subject to event(s) and as per policy of AIMA.

