

NON-FINANCIAL MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

INDIAN INDUSTRIES ASSOCIATION (IIA)

AND

SWANITI INITIATIVE

to 'Facilitate the Transition of Micro Small and Medium Enterprises (MSMEs) to Low-Carbon Technologies'

The Indian Industries Association (IIA) and Swaniti Initiative have agreed to sign this non-financial Memorandum of Understanding as a statement of intent by the parties to collaborate with the objective to "Facilitate the transition of Micro Small and Medium Enterprises (MSMEs) to Low-Carbon Technologies"

This MOU is being signed on **March 01, 2024** between **Neeraj Singhal** on behalf of the Indian Industries Association and **Rwitwika Bhattacharya** on behalf of Swaniti Initiative and individually are referred to as "Party" and collectively as "Parties" hereafter.

About Swaniti:

Founded in 2012, Swaniti Initiative (doing business as Swaniti Global), a social enterprise, is working towards building an ecosystem to enable an inclusive future in a climate-constrained world. With an active footprint across 11+ states in India, Swaniti works actively with legislators, policymakers, industry leaders, and civil society partners to transition towards a responsible green future. As part of its core work, Swaniti helps establish context and platforms to launch conversations among policymakers and industry working on key issues in the climate, energy, and environment sectors. Swaniti Initiative has globally recognized climate, energy and sustainability professionals on its board. Amongst other entities, Swaniti Initiative has been recognized by the World Economic Forum, Forbes, and Fortune for its exceptional work in climate and strengthening local governance

About Indian Industries Association (IIA):

Indian Industries Association (IIA) is an apex representative body of Micro, Small, and Medium Enterprises (MSME) with a strong membership base of about 11000 Micro, Small, and Medium Enterprises (MSMEs). IIA is a member of the National Board of MSME as well as an accredited association from National Accreditation Board for Education and Training (NABET) and Quality Council of India (QCI) with a GOLD GRADE. IIA's motto is to create an enabling environment for the development of MSMEs in today's ever-changing and extremely competitive industrial scenario. IIA's formidable presence is the direct result of its extensive network of more than 50 chapters spread in most of the industrialized districts of U.P, Delhi, Uttarakhand, and surrounding states. It has carved a niche for itself as a leading perpetrator and facilitator in the MSME circle while striving for its cause since its inception in 1985.

Project Background:

Swaniti is supporting the Government of Uttar Pradesh in its ambitious net-zero transition journey. While climate finance is a crucial enabler knowledge gaps pose significant challenges. Swaniti is actively identifying financing pathways for industrial decarbonization and raising awareness among relevant stakeholders in UP's state departments, local/district governments, and industry representatives. Swaniti's broader goal is to establish a sustainable platform bridging the industry-government gap, fostering a smooth transition to a low-carbon economy. This platform aims to catalyse a vibrant policy dialogue

between industry and sub-national government, shaping the contours of a state/local net-zero pathway. Swaniti plans to engage diverse stakeholders across the value chain, including public and private sectors, industry associations, financing institutions, researchers, academia, industry and technology experts, etc.

Areas of collaboration:

This Memorandum of Understanding (MoU) establishes a framework for collaboration between the Parties. The MoU outlines the following key areas of collaboration:

1. **Knowledge Sharing and Capacity Building:** Collaborate on jointly hosting meetings and industry convenings to share best practices and case studies on decarbonization among MSMEs.
2. **Information dissemination amongst key stakeholders.** Collaborate on dialogues and presentations to share with govt. officials on policy recommendations for promoting industrial decarbonization in UP, considering the specific needs and challenges faced by MSMEs.
3. **Technical Assistance:** Collaborate to identify and apply for grants, subsidies, and other resources to support MSME decarbonization efforts in UP; connect MSMEs with technology providers offering clean and efficient technologies and solutions suitable for their needs and scale; partner on implementing pilot projects showcasing successful low-carbon technologies and practices in MSME settings.
4. **Networking and Market Access:** Collaborate to connect UP MSMEs with larger ecosystems in sustainable and low-carbon products and services

Roles and Responsibilities:

Swaniti Initiative:

1. **Technical expertise:** Contribute technical expertise on low-carbon technologies, financing pathways, existing government programs and policies, and best practices relevant to MSMEs.
2. **Develop knowledge resources:** Co-create awareness materials for MSME capacity building on industrial decarbonization including energy efficiency.
3. **Facilitate knowledge exchange:** Organize workshops to share knowledge and best practices among stakeholders.
4. **Engage with administrators and policymakers:** Collaborate to inform policy frameworks that promote MSME industrial decarbonization.
5. **Connect with funding and technology providers:** Identify and connect MSMEs with relevant funding opportunities, technology providers, and potential partners.

Indian Industries Association (IIA):

1. **Leverage member network:** Facilitate engagement and participation of MSME members in the collaboration's activities (e.g., workshops, pilot projects).
2. **Provide industry insights:** Share industry perspectives and practical challenges faced by MSMEs in transitioning to low-carbon practices and help Swaniti access industry-level data for research purposes.
3. **Identify potential clusters, and demonstration pilot champions:** Help identify and nominate member MSMEs willing to participate in demonstration pilot projects showcasing low-carbon technologies and practices.
4. **Disseminate information and resources:** Share information about the collaboration's initiatives and resources with the broader MSME community
5. **Advocate for MSME needs:** Advocate for policies and regulations that support and incentivize MSME decarbonization efforts.

Timeframe

This MoU will be in existence from **March 01, 2024** to **February 28, 2026** with the possibility of an extension based on mutual written agreement between the Parties as per program requirements.

Coordination

Each Party will appoint an appropriate person(s) to represent its organization and to coordinate the implementation of different activities of the program.

Communication and Outreach

1. All outreach efforts, as well as sharing of information, data, learning and materials, communication material, collateral, etc., within the scope of this project, will be jointly branded as a collaborative effort between both parties and will follow Swaniti design guidelines and templates. The communication related to all activities conducted under this collaboration will include the branding of both parties.
2. Neither Party will make any press release and/or public announcement nor disseminate any other communications product/collateral regarding the project or its outcomes without the prior written approval of the other Party, the consent for which will not be unreasonably withheld or delayed. Any communications material/announcement/press release/collateral related to the projects, or its outcomes will be approved by both the Parties prior to the dissemination.

Financial Arrangements

The partnership under this MOU is non-financial in nature, with both the Parties intending to bear their own expenses arising from the cooperation activities carried out under this MoU.

Confidentiality:

Each Party agrees that the information shared is intended solely for the requirements of the program and shall not disclose any information to non-stakeholders at any time, during or after executing the activities.

Management of Disputes:

Any disputes between the Parties arising out of or relating to activities under this Memorandum of Understanding shall be discussed in a joint project review meeting and no decision shall be taken without the consensus of both the Parties.





Change in MoU Terms:

This non-financial Memorandum of Understanding may be modified or amended only by written agreement between the Parties.

Termination

Parties reserve the right to terminate this MoU with due notice of 30 days given in writing.

Authorized Signature and Date:

			
Mr. Neeraj Singhal	Date	Mrs. Rwitwika Bhattacharya	Date
National President,		Chief Executive Officer (CEO),	
Indian Industries Association (IIA)		Swaniti Initiative	
Witness			
		Ripu Bhanjan Singh (for Swaniti)	
Signature	Date	Signature	Date