

MEMORANDUM OF UNDERSTANDING (MoU)

This Memorandum of Understanding (MoU) is executed on this 12th day of December, 2025 between:

Party A: Indian Industries Association, IIA Bhawan, Vibhuti Khand, Phase – II, Gomti Nagar, Lucknow-226010 (Refer to IIA- HO)

Party B: Atal Incubation Centre – JNU Foundation for Innovation (CIN: U80904DL2019NPL350050), New Mehrauli Road, JNU Campus, Munirka, New Delhi – 110067 (hereinafter referred to as "AIC-JNUFI").

1. PURPOSE

The purpose of this MoU is to establish a collaborative framework through which IIA-HO and AIC-JNUFI cooperate to nurture and support MSMEs, startups, and entrepreneurs by leveraging the incubation infrastructure, mentoring ecosystem, industry network, and policy advocacy capabilities of both organizations.

2. AREAS OF COLLABORATION

Both parties agree to collaborate (but not limited) in the following areas:

2.1 Startup & MSME Incubation & Support

- IIA-HO will refer MSME members and prospective entrepreneurs/startups to AIC-JNUFI for incubation support, infrastructure access (labs, coworking space, R&D facilities), mentoring and ecosystem support.
- AIC-JNUFI will provide incubation services — including coworking/hot-desk spaces, lab/research infrastructure (dry lab, experimental lab, biosafety, instrumentation), mentorship, and support services (IP, legal, financial advisory) to referred MSMEs/startups under this MoU.

2.2 Knowledge Exchange, Training & Capacity Building

- Jointly organize seminars, workshops, training sessions on entrepreneurship, compliance, technology adoption, exports, financing, labour/industry regulations, and startup-MSME growth strategies.
- Facilitate mentorship for MSMEs/startups via experts from both IIA network and AIC-JNUFI academic/industry mentors.

2.3 Networking & Market Linkages

- Use IIA HO, State's industry and MSME network to help incubated startups access market linkages, supply-chain contacts, procurement opportunities, and business partnerships.

Head Office	National Head Office	Contact Us
IIA Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226010, Uttar Pradesh, India E: iaa@iaaonline.in	Thakkar Bapa Smarak Sadan, Dr. Ambedkar Marg, Link Road, Jhandewalan, New Delhi-110055, India E : info@iaaonline.in	Toll free No.: 1800-309-5455 IIA Virtual MSME Help Center Zoom ID: 8601855541 Passcode: MYIIA (2PM - 3PM, All working days)

- Enable startups to showcase products/services via IIA Delhi State's membership base and industry contacts.

2.4 Policy Advocacy & Research Collaboration

- Collaborate on research, white papers, policy recommendation drafts addressing issues faced by MSMEs & startups (finance, compliance, labour laws, export challenges).
- Represent collective concerns and suggestions to relevant government bodies for enabling a supportive ecosystem.

2.5 Promotion, Branding & Outreach

- Jointly promote success-stories of incubated startups and supported MSMEs for wider visibility.
- Co-organize events promoting entrepreneurship and innovation (e.g. demo days, investor meets, innovation fairs) leveraging AIC-JNUFI's incubation and IIA's industry reach.

3. RESPONSIBILITIES OF THE PARTIES

IIA-Delhi State	AIC-JNUFI
<ul style="list-style-type: none"> • Provide database of MSME members and refer interested entrepreneurs/startups to AIC-JNUFI. • Facilitate industry linkages and supply-chain/market access for incubated units. • Extend support in policy advocacy, outreach, and network mobilization. 	<ul style="list-style-type: none"> • Provide necessary incubation infrastructure (labs, coworking spaces, mentoring). • Offer incubation support, mentorship, advisory (legal, financial, technical) for referred MSMEs/startups. • Collaborate on training/workshops, compliance support, knowledge-sharing sessions.

4. TERM & DURATION

This MoU will remain in force for **three (3) years** from the date of signing. It may be renewed or extended based on mutual consent, subject to review of outcomes and achievements.

5. FINANCIAL TERMS

- This MoU **does not** create any automatic financial liability on either party at signing.
- For specific initiatives, events, incubation services requiring cost/funding, a separate agreement will be signed detailing financial commitments, funding model, cost-sharing, or service charges.

6. CONFIDENTIALITY & INTELLECTUAL PROPERTY

Each party agrees to maintain confidentiality of proprietary, technical, or sensitive information shared under this MoU. Intellectual property (IP) rights for innovations developed during incubation

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will be governed by separate agreements between AIC-JNUFI and the startup/company concerned; IIA-Delhi will have no automatic IP claims.

7. TERMINATION

Either party may terminate this MoU by giving **30 (thirty) days' written notice** to the other party. Ongoing incubated/engaged projects will be allowed to complete pending commitments under mutually agreed conditions.

8. AMENDMENTS

Any amendment or modification to this MoU shall be valid only if made in writing and signed by authorized representatives of both parties.

9. MISCELLANEOUS

- This MoU does not create a partnership, joint-venture, employer-employee, or agency relationship between the parties.
- Each party shall operate independently and be responsible for its own management, staff, expenses, and liabilities, except where mutually agreed in specific project agreements.

10. SIGNATORIES

IN WITNESS WHEREOF, the undersigned, duly authorized by respective organisations, have executed this MoU on the 12th day of December 2025.

For Indian Industries Association (IIA)

Signature:

Name: Dinesh Goyal

Designation: National President

Date: 12.12.2025

President@iiaonline.in

For Atal Incubation Centre – JNU Foundation for Innovation (AIC-JNUFI)

Signature:

Name:

Designation:

Date:

Saket
Dr. Saket
CEO, AIC-JNUFI, JNU

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