

## **Memorandum of Understanding**

Between

**MERCOM INDIA PVT LTD**, (formerly MERCOM COMMUNICATIONS INDIA PVT. LTD.), a Private Limited Company registered under The Indian Companies Act, 1956 and hereinafter called “MERCOM”

and

**The INDIAN INDUSTRIES ASSOCIATION**,  
the apex Chamber in the State of Uttar Pradesh

This Memorandum of Understanding (MOU) sets the terms and understanding between MERCOM and IIA specific to conduct **Green Energy Conclave – 2024** (C&I Clean Energy Meet 2024) in Lucknow on March 1, 2024.

### **Background**

Green Energy Conclave – 2024 (C&I Clean Energy Meet 2024) is a day-long knowledge session for commercial and industrial (C&I) entities looking to save energy costs and reduce their carbon footprints. Clean energy solution providers will share practical solutions for renewable energy adoption with the C&I entities. IIA will be undertaking this unique initiative to support the country realize its 500 GW non-fossil energy target by 2030.

### **Purpose**

IIA in association with MERCOM will organize the Green Energy Conclave – 2024 (C&I Clean Energy Meet 2024) in Lucknow for their members to gain awareness of utilizing renewable energy and saving on the cost of power. India has pledged to achieve 50% of total installed power capacity from non-fossil fuel-based sources by 2030 to combat climate change and IIA will contribute to achieving this target by creating awareness among their members.

The above goals will be accomplished by undertaking the following activities:

### **Deliverables from IIA:**

- Invite relevant members and send out invitation emailers for C&I Clean Energy Meet 2024 to members’ database.
- Bring in around 90 to 100 delegates from 70 to 80 companies (from IIA) except solar players that are in need of solar energy installations.
- Collect energy profile information from all registrants before the event.
- Confirm attendance 2 days before the event to facilitate food orders.
- Include event information in the Association’s website/newsletters/magazine/circulars.
- Invite relevant Government officials to this event.
- Provide the venue for the event in good condition that can hold 150 people (theatre style seating) and space for at least 5 display booths inside or outside the hall.
- Provide keynote address (5-10 mins) opportunity for the Hon’ble President – **Indian Industries Association** at the inaugural session.

**Deliverables by MERCOM:**

- Feature IIA and Mercom Logo in the main backdrop and sponsor’s logo at side wings
- Feature IIA logo on Mercom events web page, social media posts, and newsletters
- Connect IIA members with solution providers and expert panellists.
- Provide opportunity to IIA members to understand the latest energy market trends first-hand from a research organization’s perspective.
- Bring experts and industry leaders from renewable energy sector.
- Moderate all the sessions at the event except “Bio Energy session”.
- Present delegate kit which will have pen, pad and magazine on recent trends, policies of renewable energy to IIA members attending the event.
- Provide IIA members a financial edge by learning how to purchase low-cost, reliable clean power.
- Offer two complimentary tickets for [India Renewables Summit 2024](#) to be held at New Delhi on July 25-26, for IIA office bearers which will otherwise cost Rs.40,000.
- Make food arrangements (Snacks, Tea/Coffee, Lunch) for almost 150 people directly through third party vendor.
- Take care of event set up, AV, backdrop, registration standee (including IIA logo), supporting partner’s standee and booth inside the conference hall
- Filter the online registration form in order to get more relevant audience for this event and provide free entry to the event for the filtered audience.
- Pay the venue charges (Conference Hall and Lunch area) of Rs. 37,500/- to IIA
- Arrange chair branding for one of the sponsors.

Please find the attached draft agenda with session names.

<b>C&amp;I Clean Energy Meet 2024 Lucknow</b>		<b>Roles &amp; Responsibilities</b>
9.45 - 10.30	Registration	
10.30 - 11.15	Inauguration Session	IIA will invite Government officials
11.15 - 12.00	Rooftop Solar Options & Policies: Optimizing Savings	Mercom will invite speakers, Experts & moderate the session
12.00 - 12.15	Q&A	
12.15 - 12.30	Tea Break	
12.30 - 13.15	Clean Power Purchase – Switching to Renewable Energy through Open Access and Maximizing ROI	Mercom will invite speakers, Experts & moderate the session
13.10 - 13.25	Q&A Session	
13.25 - 14.15	Lunch Break	
14.15 - 14.35	Case Study Presentation – 1	Mercom will invite speakers
14.35 – 14.55	Case Study Presentation – 2	Mercom will invite speakers
14.55 - 15.40	Attractive Financing Options - Easy and Affordable Green Loans	Mercom will invite speakers, Experts & moderate the session
15.40 - 15.55	Q&A	

15.55 - 16.40	Session on Bio Energy & Bio Coal	IIA will invite speaker
16.40 - 17.00	Closing Remarks	

This MOU is for sharing knowledge. Entry for the event will be free for IIA members.

**Duration**

This MOU shall become effective upon signature by the authorized officials from partners and will remain in effect until modified or terminated by any one of the partners by mutual consent.

However, this MoU is made between the parties specific to Green Energy Conclave – 2024 (C&I Clean Energy Meet 2024) that would be fixed by the parties and gets terminated by the close of the event and will not have any further lien on either of the parties.

Signature

Neeraj Singhal  
President, IIA

Priya Sanjay  
MD, Mercom India

Date: 05 February 2024

Place: Bangalore