

**MEMORANDUM OF UNDERSTANDING (MoU)**

**BETWEEN**

**TULJARAM CHATURCHAND COLLEGE  
OF ARTS, SCIENCE AND COMMERCE, BARAMATI - 413102**

**&**

**A. S. MARKETING**

**[MARKET RESEARCH & FIELD SERVICES]**

**PUNE - 411030**

**FOR**

**SKILL DEVELOPMENT, RETAIL AUDIT,  
OUTCOME BASED TRAININGS, R&D SERVICES  
AND RELATED SERVICES**

**DEPARTMENT OF B.VOC**

**RETAIL MANAGEMENT**

TQAE  
12/12/18

# MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into on this the **Wednesday, 12<sup>th</sup> December Two Thousand Eighteen (12-12-2018)**, by and between

**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati -413102**, the **First Party** represented herein by its **Dr. Chandrashekhar V. Murumkar, Principal** (hereinafter referred as '**First Party**', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

**AND**

**A. S. Marketing** Market Research and Field Services, Office No. 2 Gudencha Residency, Narayan Peth, Pune- 411030, the **Second Party**, and represented herein by its **Mr. Atul S. Salagre, Director** (hereinafter referred to as "**Second Party**", company which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party') as

**WHEREAS:**

A) First Party is a Higher Educational Institution named:

**(i) Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**

B) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

C) The Parties intent to cooperate and focus their efforts on cooperation within area of Skill Based Training, Education and Research, Retail audit.

D) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests.

E) **A. S. Marketing, Pune** the Second Party is engaged in Business, ,Skill Development, Education and R&D Services in the fields of Retail Research and Retail Audit

F) **A. S. Marketing, Pune** the Second Party is promoted by **A. S. Marketing**, Office No. 2 Gudencha Residency, Narayan Peth, Pune - 411030. Market Research and Field Services has been in research firm the last 20 years. In this span, we have conducted over 700 research projects. We have done significance work for IMRB and conducted all types of surveys. We have worked for reputed MNC's top blue chip Indian companies as well as SME's. Our work includes brand tracking, market segmentation, market sizing, customer satisfaction, retail audits, usage and attitude studies, advertising research, product feedback, new product introduction etc.

G) Give related information, dimensional information about the industry concerned with whom the MoU is sworn.

*Atul S. Salagre*  
*12/12/18*

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTHIN THIS MOU, THE PARTIES HERE TO AGREE AS FOLLOWS:

## CLAUSE 1 CO-OPERATION

1.1 Both common interests and objectives unite Parties, and they shall establish channels of communication and co-operation that will promote and advance their respective operations within the **Institution** and its related wings. The Parties shall keep each other informed of potential opportunities and shall share all information that may be relevant to secure additional opportunities for one another.

1.2 First Party and Second Party co-operation will facilitate effective utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.

1.3 The general terms of co-operation shall be governed by this MOU. The Parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'Definitive Documents') as may be required to give effect to the actions contemplated in terms of this MOU. The term of Definitive Documents shall be mutually decided between the Parties. Along with the Definitive Documents, this MOU shall represent the entire understanding as to the subject matter hereof and shall supersede any prior understanding between the Parties on the subject matter hereof.

## CLAUSE 2 SCOPE OF THE MoU

2.1 The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.

2.2 **Curriculum Design:** Second Party will give valuable inputs to the First Party in teaching / training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.

2.3 **Industrial Training & Visits:** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial training and exposure provided to students and faculty through this association will build confidence and prepare the students to have a smooth transition from academic to working career. The Second Party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with the First Party. 2.4 **Research and Development:** Both Parties have agreed to carry out the joint research activities in the fields of - **A. S. Marketing, Market Research, and Field Services**

2.5 **Skill Development Programs:** Second Party to train the students of First Party, on the emerging technologies in order to bridge the skill gap and make them industry ready.

*[Signature]*

*[Signature]*  
12/12/18

2.6 **Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party on the technology trends and in house requirements.

2.7 **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.

2.8 **Students Training:** Second Party will actively engage to help the delivery of the training of students of the First Party into internships. The Second Party will itself absorb at least 80 percentage of the trained students.

2.9 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programme on the terms specified herein

2.10 There is no financial commitment on the part of the **TULJARAM CHATURCHAND COLLEGE OF Arts, Science and Commerce, Baramati**, the First Party to take up any Programme mentioned in the MoU. If there is any financial consideration, it will be dealt separately.

### CLAUSE 3 INTELLECTUAL PROPERTY

3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppel or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copy rights and designs) of the other Party.

### CLAUSE 4 VALIDITY

4.1 This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period **A. S. Marketing, Pune** the Second Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **Training Partner** or **A. S. Marketing, Pune** the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU

4.2 Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their obligations

### CLAUSE 5 RELATIONSHIP BETWEEN THE PARTIES

5.1 It is expressly agreed that **First Party** and **Second Party** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.



First Party Second Party




*Signature*

*Signature*  
12/12/18

Any divergence or difference derived from the interpretation or application of the MoU shall be resolved by arbitration between the parties as per the Arbitration Act, 1996. The place of the arbitration shall be at District Head Quarters of the First Party. This undertaking is to be construed in accordance with Indian Law with exclusive jurisdiction in the Courts of Baramati.

**AGREED:**

For <b>Tuljaram Chaturchand College Arts, Science and Commerce, Baramati</b>  12/12/18 <hr/> Authorized Signatory & Stamp	For <b>A. S. Marketing, Pune</b>  <hr/> Authorized Signatory & Stamp
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Details of	First Party	Second Party	
Name	<b>Tuljaram Chaturchand College Arts, Science and Commerce, Baramati</b>	<b>A. S. Marketing, Pune</b>	
Address	A/p- Baramati, Tal-Baramati, Dist-Pune 413102.	Office No. 2 Gudencha Residency, Narayan Peth, Pune- 411030.	
Contact Details	02112-222405	020-24472933	
E-mails	<a href="mailto:Principal.tccollege@gmail.com">Principal.tccollege@gmail.com</a>	<a href="mailto:salagreatul@gmail.com">salagreatul@gmail.com</a>	
Web	<a href="http://www.tccollege.org">www.tccollege.org</a>	-	
Witness 1:		Witness 3:	
Witness 2:		Witness 4:	