

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

TECNIA INSTITUTE OF ADVANCED STUDIES

Institutional Area, Madhuban Chowk, Rohini, Delhi-110085

&

Pertinax Solutions Pvt. Ltd.

Plot No.A-40, 604,I-Thum Building Tower, Sector-62, Noida, U.P

12th April, 2019


Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85



This Memorandum of Understanding (hereinafter called as the 'MOU') is entered into on this the 12th day of April, 2019,

BETWEEN

Tecnia Institute Of Advanced Studies, O/A: Institutional Area, Madhuban Chowk, Rohini, Delhi-110085 the First Party represented herein by its **Dr. Ajay Kumar, Director** (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

M/s Pertinax Solutions Pvt. Ltd. O/A: Plot No.A-40, 604,I-Thum Building Tower, Sector-62, Noida, U.P, the Second Party, and represented herein by its Director, **Mr. Bipin Kumar**, 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')

WHEREAS:

A) First Party is a Higher Educational Institution named:

Tecnia Institute of Advanced Studies is a Flagship of Tecnia Group of Institutions, India's premier ISO 9001:2015 & 14001: 2015 Certified Institute Rated as "A++ Category Best Business School by Latest AIMA Business Standard & Business India Publication Survey & included in Top 100 B School & IT School by latest street Investment journal. The Institute is recognized under section 2(f) of UGC Act 1956. Institute has ultra Modern infrastructure and impart value Based Education, conducts Training, Research & Consultancy since 1998.

- 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, **Consultancy, Educations and R&D Services, Skill Development, Internship & Placement.**
- D) Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interest;
- E) **M/s Pertinax Solutions Pvt. Ltd. O/A: Plot No.A-40, 604,I-Thum Building Tower, Sector-62, Noida, U.P,** the Second Party is engaged in **E-Marketing Solutions Services, Media Marketing and Web Designing & Hosting**, the Second Party is promoted by **Mr. Bipin Kumar, Director : Plot No.A-40, 604,I-Thum Building Tower, Sector-62, Noida, U.P.**
- F) **M/s Pertinax Solutions Pvt. Ltd** offers end-to-end e-marketing solution that includes every possible media publicity options. Its e-marketing services are comprised of all the tools that can increase their customer online visibility and business scopes. It understands importance of customer investment and thus it starts campaign after


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M/s Pertinax Solutions Pvt. Ltd.
Noida

thorough market analysis.

- G) **M/s Pertinax Solutions Pvt. Ltd** offers exclusive services designed with unparalleled strategy comprised of specialized e-marketing services. It has largest contact data set and all it's clients get detailed performance report of every e-marketing campaign which are as following
- Online Campaigns :- SMS / E-mailers/ Short Code / Virtual Number / IVR / Toll-free Number
 - Digital Campaigns :- Google Ad-word / SEO / SMO/ Website Promotions / Website designing & Development
 - Radio Campaigns :- Radio City / 92.7 BIG FM / 93.5 Red FM / 94.3 Radio one/ 98.3 Radio Mirchi / Fever 104 FM/

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

CLAUSE 1 CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, 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.

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- 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 into 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 **Internships and Placement of Students:** Second Party will actively engage to help the delivery of the internship and placement of students of the First Party into internships/jobs, as per AICTE internship Policy. The Second Party will also register itself on AICTE Internship Policy Portal for disseminating the Internship opportunities available with them.
- 2.5 **Research and Development:** Both Parties have agreed to carry out the joint research activities in the fields of – **E-Marketing Solutions Services, Media Marketing and Web Designing & Hosting.**
- 2.6 **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.
- 2.7 **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 of **E-Marketing Solutions Services, Media Marketing and Web Designing & Hosting.**
- 2.8 **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting industrial exposure/ training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.
- 2.9 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programs on the terms specified herein
- 2.10 There is no financial commitment on the part of the **Tecnia Institute of Advanced Studies**, the First Party to take up any program 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.

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CLAUSE 4: VALIDITY

This Agreement will be valid until it is expressly terminated by either Party on mutually agreed terms, during which period **M/s Pertinax Solutions Pvt. Ltd**, the Second Party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of **M/s Pertinax Solutions Pvt. Ltd**, the Second Party after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU

- 4.1 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

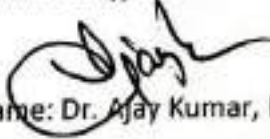
- 5.1 It is expressly agreed that First Party, **M/s Tecnia Institute of Advanced Studies** and Second Party, **M/s Pertinax Solutions Pvt. Ltd** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party 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.

CLAUSE 6: ARBITRATION

- 6.1 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 Delhi only.

IN WITNESS WHEREOF, the parties hereto have executed this MOU in their corporate names by their respective officers duly authorized, on the respective dates hereinafter mentioned

For **Tecnia Institute of Advanced Studies**
(First Party)


Name: Dr. Ajay Kumar, Director
Date: 12.04.2019

For **M/s Pertinax Solutions Pvt. Ltd**,
(Second Party)


Name: Mr. Brij Kumar, Director
Date: 12.04.2019

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