

Memorandum of Understanding

between

Allenhouse

Business School

BBA • BCA

(Affiliated to CSJMU, Kanpur, Code: KN 161)

And



IPR AWARENESS AND INNOVATION PROMOTION FORUM

Dated: March 29, 2023

Memorandum of Understanding

This Memorandum of Understanding (hereinafter referred to as MOU) is made this 29th day of March, 2023

BETWEEN

Allenhouse Business School (ABS), having its address at Plot No.- 176 (B), Kulgaon Road, Rooma, (U.P.)- 208008

AND

IPR Awareness & Innovation Promotion Forum (IAIPF), registered as a Section 8 company and having its office at 205, Chandralok Complex, Birhana Road Kanpur (U.P.) 208001

Allenhouse Business School (ABS), Kanpur and **IAIPF** are each referred to individually as a "Party" and collectively as "Parties". Both Parties have reached following broad areas of cooperation and collaboration intent.

NOW THIS MEMORANDUM OF UNDERSTANDING WITNESSETH AS UNDER:

1. Background and Purpose:

a) Background:

The MoU between the Allenhouse Business School (ABS) and IPR Awareness & Innovation Promotion Forum (IAIPF), is to facilitate linkage opportunities and acceleration for innovations and start-ups created in the academic institutions. This collaboration will also serve as a platform for cross learning, sharing knowledge, best practices on innovation, and aims to catalyze the startup movement in ABS by motivating the youth to become job creators and providing necessary ecosystem support so that they may pursue their entrepreneurial dreams.

Allenhouse Business School (ABS), Rooma, Kanpur

Allenhouse Business School offers BBA and BCA programmes. Allenhouse Business School, affiliated to C.S.J.M. University Kanpur, was established in the year 2015 to ensure quality education in the field of Management & Computer Application and to empower students to compete in a constantly evolving job market. The Institute has been ranked as the 4th Top Emerging BBA Institute in India by 'The Times of India, Business School Survey 2020' and 7th in the category of 'Best Academia Industry Alliance' in the Education World India Higher Education Grand jury awards 2022-23. The institute has been persistently endeavoring to ascend further with its students achieving exponential growth under guidance of experienced and intellectual faculty members. Learning is made easy and effective at Allenhouse Business School through guest lectures, case studies, & group discussions fostering high quality education. The students are also trained and evaluated on their team work, communication skills, decision-making ability, leadership quality, etc. in order to prepare them for a volatile,

Bhupwan Jaisani

Naresh

uncertain, complex, and ambiguous business and world scenario as we are witnessing today. Allenhouse Business School leaves no stone unturned to provide ample placement and entrepreneurial mind-set development opportunities to its students who are not only motivated to excel in their domain but are also nurtured and transformed to contribute towards the betterment of the society and the world at large.

About IPR Awareness & Innovation Promotion Forum

IPR Awareness & Innovation Promotion Forum (IAIPF) is a non-profit making entity comprising of Professionals, Researchers, Academicians, Industrial Bodies as well as Entrepreneurs. IAIPF is devoted to the enlightenment and education of the people and creation of awareness about Intellectual Property Rights (IPR), technical support for innovation and entrepreneurship.

b) Objective of MoU:

This engagement will support the following objectives:

- a) Create an inclusive entrepreneurial ecosystem;
- b) Promote entrepreneurship, create awareness, and motivate the youth;
- c) To encourage innovation;
- d) To convert novel research into valuable intellectual property;
- e) Put in efforts to create Startups;
- f) Facilitate External Funding for startups.
- g) PitchDeck Presentation
- h) Business Coaching Mentorship
- i) Meeting With Angel Investors / Venture Capitalist
- j) Promotion of Sustainable Development Goals
- k) To promote Mental Health Awareness among youth
- l) To provide life skills training to youth

2. Understanding between the two Parties

- a) Both parties acknowledge the need to create an ecosystem for promoting innovation and entrepreneurship and are interested in entering into MoU to further this cause.
- b) There is a need to inculcate an entrepreneurial/problem-solving mindset among the students.
- c) Both parties understand and shall strive towards creating a support structure within an academic institution, so that students can nurture innovative entrepreneurial ideas.

Bhuvan Jiwani

(Signature)

3. Responsibilities of Allenhouse Business School (ABS):

The ABS shall,

- a) Create a formal Entrepreneurship Development Cell or leverage existing Entrepreneurship Development Cell / Incubator to conduct Entrepreneurship Awareness and Motivation workshops / talks to encourage students to participate in entrepreneurship related activities.
- b) Help in conducting Outreach programs within the university and affiliate colleges / institutes.
- c) Conduct Hackathons or ideation events to encourage students to come up with ideas.
- d) Provide support to the students with innovative ideas.
- e) Organize an Annual conference and Business plan contest to identify and recognize the budding entrepreneurs.
- f) Facilitate student interaction with startups.
- g) Make best efforts to support startups from the region with knowledge and access to resources (e.g. incubation facility, technology labs), so that innovative ideas can be transformed into successful business ventures.
- h) Take care of the expenses for conducting the internal programs or contests.
- i) Take care of the cost of travel, boarding, and lodging (if applicable) for the personnel attending capacity building or networking meets after mutual consent.

4. Roles and Responsibilities of IAIPF:

- a) IAIPF shall facilitate creation of a network of Entrepreneurship Development Cells and Competency Centers located within various affiliated colleges/institutes.
- b) Promote and facilitate the setting up of Entrepreneurship Development Cells (EDC) within the affiliated colleges/institutes which do not have one.
- c) Provide support in various events to promote entrepreneurship at the grassroots level.
- d) Facilitate Networking meets for the ABS to facilitate interaction among start-ups.
- e) Provide support in registration of intellectual property rights including Patents, Trade Marks, Copyright and Design.
- f) Provide access to common resources like mentors, experts, and investors.

5. Non Exclusivity

The relationship of the parties under this MOU shall be non-exclusive and both the parties, including their affiliates, subsidiaries, and divisions, are free to pursue other agreements or collaborations of any kind.

Bhagwan Jafwani

Nishu

6. Assignment

It is understood by the Parties herein that this MOU is based on the professional competence and expertise of each party, and hence, neither Party shall transfer or assign this Agreement, or rights or obligations arising hereunder, either wholly or in part, to any third party.

7. Amendment

Amendments to this MOU may be made at any time through the mutually written consent by the parties concerned.

This MOU is executed in duplicate with each copy being an official version of the Agreement and having equal legal validity.

BY SIGNING BELOW, the parties, acting by their duly authorized officers, have caused this Memorandum of Understanding to be executed, effective as of the day and year first above written.

Bhagwan Jagwani

Signed for and on behalf of ABS
Prof (Dr.) Bhagwan Jagwani
Member
Management Committee

PLACE: KANPUR
DATE: 29/03/2023

Navdeep

Signed for and on behalf of IAIPF
Mr. Navdeep Shridhar
Director-IPR Awareness &
Innovation Promotion Forum

PLACE: KANPUR
DATE: 29/03/2023