

MEMORANDUM OF UNDERSTANDING

BETWEEN

LUCKNOW MANAGEMENT ASSOCIATION
(Affiliated to All India Management Association)

AND

**SHRI RAMSWAROOP MEMORIAL UNIVERSITY,
LUCKNOW-DEVA ROAD**

Shri Ramswaroop Memorial University

Shri Ramswaroop Memorial University, herein after called SRMU, established in 2012 under UP State Govt. ACT 1 of 2012 is an emerging university dedicated to uplifting the standards of learning and promoting path breaking research with integrity and commitment to quality. The development of the university is powered by its vision of becoming a world-class university by achieving excellence in the fields of Education, Research and Consultancy through socially enriching and ethically responsible pursuits. Shri Ramswaroop Memorial University is host to 8 institutes and a multitude of courses. Students from varied backgrounds join us for a stimulating educational experience and benefit from our academic flexibility, interdisciplinary environment and range of extra-curricular activities, personality development, life skills and career planning initiatives for holistic development.

Lucknow Management Association

Lucknow Management Association, a society under Society's Act, an established in 1976, is a category 1 top rated affiliate of All India Management Association. LMA is a multi-disciplinary body of individual professional and institutional members, which works for proliferation of principles and practice of Management and has set up for itself a vision of transforming U.P. as one of the best states of the country. LMA seeks to do so by sensitizing individuals, institutions and communities to actualize their potential through a variety of events and programmes including many on public policy issues. LMA strongly focuses on development of students and young managers, through collaboration with academic institutions, to improve their employability and promote industry academia interface.

To strengthen the relationship and to promote collaboration between SRMU and LMA, the two Institutions have decided to sign this non-binding MOU in furtherance of their objectives as follows:

1. INTENDED AREAS OF COLLABORATION

The Institutions will explore areas of potential collaboration with respect to the following activities especially in areas of Management:

- a) The exchange of information including professional/academic documents on relevant subjects.
- b) The exchange of invitations to attend professional meetings, seminars, and conferences.

- c) Organize joint conferences, seminars, workshops and exhibitions; both institutions will widely circulate information about such events to targeted participants and take appropriate measures by mutual consultation to make the events successful. Branding of both institution shall be done by mutual consent through display of logos and through any other means as mutually decided.
- d) Review of other possible areas of cooperation in a variety of research and academic projects.

While the Institutions intend to cooperate with respect to foregoing activities, neither Institution will be obliged to commit funds or resources, nor will either Institution grant any rights with respect to intellectual property, unless agreed to for any specific event/programme. This MoU does not establish any legally binding obligations, financial or otherwise, on the part of either institution.

2. It is intended that the institutions will strive to organize at least one joint event to benefit students and/or faculty every month.

3. DURATION

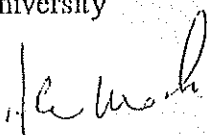
- a) The Institutions intend to explore these areas of potential collaboration during the two-year period commencing on the date set out below, unless renewed by the Institutions.
- b) Either Institution may terminate this MoU by providing 60 days notice to the other Institution.

4. USE OF TRADEMARKS

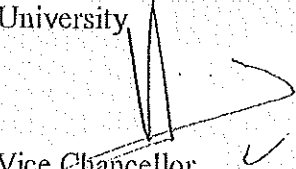
The name, crests and logos of each Institution are the intellectual property of that Institution, and shall not be used/ infringed without the Institution's express written permission for each specific usage.

Dated this 27th day of December 2017

For Lucknow Management Association
University


Vice-President
Mr. A. K. Mathur

For Shri Ramswaroop Memorial
University


Vice-Chancellor
Prof. (Dr.) A. K. Singh