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Memorandum of Understanding (MoU)

Between



Krantiguru Shyamji Krishna Verma Kachchh University, Bhuj

And



Mrudang Management, Gandhinagar

MEMORANDUM of UNDERSTANDING

BETWEEN

Krantiguru Shyamji Krishna Verma Kachchh University, Bhuj

And

Mrudang Management, Gandhinagar, Gujarat

This Memorandum of Understanding (MOU) is here by executed on 11/08/2021 by and between **Krantiguru Shyamji Krishna Verma Kachchh University** based at Bhuj, a University established by the ACT of Gujarat State, having its registered office at Mundra Road, Bhuj. (Here in after referred to as "KSKVKU" which expression shall, unless repugnant to the context be deemed to include its successors in officer, and permitted assigns)

And

MRUDANG MANAGEMENT, GANDHINAGAR, GUJARAT is a Private Consultancy provider in the fields of Training, Education & Events. It is an endeavor to support educational institutes by introducing & delivering courses which are trade & employment oriented & have contemporary value based learning. In the past & current associations with Bharatiya Vidya Bhavan, Skill Guru Academy, Snowflakes Academy & Entrepreneurship Development of India (EDI) helped institutes to introduce & run course of Tourism, Retail and Event Management. The wide experience in corporate & academics helps in creating course content as per today's need, delivering the program in most suitable ways with expert faculties of different domains, offer placement and/or entrepreneurship to the students. The organization is well versed with NSDC's skill training ecosystem that can help universities to adopt few programs as regular degree, diploma and certificate programs of different nature.

Considering the geographical strength & value of Kachchh in overall tourism, it is highly important to create talented, qualified and practically experienced pool of professionals




which can be offered to various organizations in the sectors of Tourism, Retail, Hospitality and Events. It is also important to create highly professional academicians by giving trainings in these sectors by training teachers, professors, independent academicians & organizers. This will add value to the university's initiatives towards overall upbringing of students, society and professionals. This will also create a bridge of knowledge and experience between students & industry.

**Annexure 1 – Details of proposed
programs & other terms.**

Sl.No.	Course/Program	Proposed Duration	Remarks
1	Travel Guide	6 Months -	As per TCGL's norms
2	Certificate as Front Desk Associate	15 Days	As per THSC & NSDC's content
3	Certificate as Meet & Greet Officer	15 Days	
4	Certificate as Travel Consultant	15 Days	
5	Certificate in Event Management	15 Days	Independent Content
6	Diploma In Tour, Travel & Hospitality Management	1 Year	As per THSC & NSDC's content
7	Diploma In Event Management	1 Year	Independent Content
8	Certificate in Film Line Production – Ground Staff	3 Months	Independent Content
9	Certificate in Hospitality	15 days	AS per THSC & NSDC's content

*The fees for the above courses will be decided as per the mutual understanding of both the parties.

General Treatment of Courses:

1. The diploma programs will Classroom studies + 2 months practical internship (OJT)

Remuneration

& project report.

2. The classroom trainings will consist theory, case studies, role plays & outdoor for two days.
3. In some programs, Tourism Corporation of Gujarat Limited (TCGL) can support as certificating and financing partner. In such case, Co-branded certificate of University and TCGL will be given.
4. The minimum eligibility in these courses are 10+2 or equal.
5. The higher focus would be on Different Types of Domestic Tourism and Local Events.
6. The courses can be conducted in Online and Offline modes. All practical trainings needs OFFLINE mode.

Roles of association:

University: 1. Certificate authority to approve course content, credits if any & method of learning.

2. Provide necessary infrastructure such as Classroom, Practical Area, Projector, Screen, WhiteBoard, printing study materials, facilitation ceremony arrangements & Industry interaction rooms etc.
3. Accommodation to the faculties with basic hospitality in guest house or any other suitable place.

Mrudang Management: 1. Partner In certification – co branding in Non-sponsored and Independent programs.

2. Content Development, Formulation & delivery to students for all programs.
3. Alignment with industry professionals to support internship.
4. Faculty selection, appointment and management throughout the programs

Other expected Terms:

1. Revenue Sharing: 70% of overall revenue. (May change as per convenience of both the parties)
2. MM to be appointed as Knowledge Partner or with any other relevant terms
3. In all above programs, an exclusivity to be provided to MM for better execution.
4. Invoicing will be supported by GST of 18% wherever is applicable.

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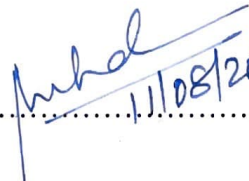
In witness where off, this MOU has been executed and delivered by the duly authorized officers of the Parties here to.

For and on Behalf of
Krantiguru Shyamji Krishna Verma
Kachchh University
Authorized Signatory
Name: Dr. G. M. Butani

For and on behalf of
Mrudang Management, Gandhinagar,
Siddhpur, Dist. Patan, Gujarat
Authorized Signatory
Name: Kinar Rana


Designation: Registrar
REGISTRAR
K. S. K. V. Kachchh University
BHUJ - KACHCHH

Designation: Partner


1. 
2.

Witness

1.
2.

