

Joint Sub Registrar-121
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PAATALA
SPECIAL
ADHESIVE
5 OCT 2021

MEMORANDUM OF UNDERSTANDING



Between P. B. Siddhartha College of Arts & Science

An autonomous college under the jurisdiction of Krishna University, MTM.
Siddhartha Nagar, Moghalrajapuram,
Vijayawada -520010, Andhra Pradesh, INDIA



And Ashoka School of Business,

Near Ramoji Film City Greater Hyderabad,
Yadadri,
Bhuvanagiri

This bipartite agreement (the “Bipartite Agreement”) is entered into on August , 2021 between:

1. **Parvathaneni Brahmayya Siddhartha College of Arts & Science**, Siddhartha Nagar, Moghalrajapuram, Vijayawada-520010, Andhra Pradesh, INDIA (hereinafter referred to as PBSCAS).
2. **Ashoka School of Business**, Near Ramoji Film City Greater Hyderabad, Yadadri, Bhuvanagiri, Telangana, INDIA (hereinafter referred to as ASB).

Each of the above individually referred to as a “Party” and collectively the “Parties”.

1. Whereas

PBSCAS with a fair intent of faculty exchange, students exchange and expertise sharing for the mutual benefit of two organizations. Subject delivery, training the faculty, hands-on experience, curriculum design, research, collaborations, consultancy and outreach programmes are the chosen fields for mutual cooperation for a period of five years starting from August 2021.

Representations

Each party represents and warrants that:

- (i) It has the power to enter into this Agreement and has duly authorized the execution and delivery of this Agreement:

And

- (ii) Its obligations set out in this Agreement constitute its legal, valid and binding obligations enforceable in accordance with their terms.

2. Intellectual Property Rights:

Intellectual property rights of any design, product, prototype, idea that develops under the program shall rest with the concerned student/startups or its members and the college.

J. Vivekananda Muty
Narasimhan

3. Scope

- 1) ASB and PBSCAS have agreed for providing opportunities to the outgoing students of PBSCAS for admission into the PGDM programs offered by ASB.
- 2) All the students of PBSCAS who join ASB shall be eligible for a 25% Scholarship on the tuition fees (Which stands at Rs 6,90,000 for the academic year 2021-2022.)

However, as a first time gesture, ASB offers a scholarship of Rs 2,00,000/- to all the students of PBSCAS who join its PGDM program in the present year (2021-22) instead of the 25% mentioned above.

- 3) All the students who pursue Bachelors's program with Business Analytics are eligible for Credit transfer of 6 courses of any of the below-mentioned courses in ASB. They may complete the PGDM by pursuing the balance courses required to earn the PGDM or they can take additional courses in any other elected area of specialization and earn twin specialization in the PGDM program.

- a) Accounting for Managers
- b) Microeconomics
- c) Macroeconomics
- d) Business Research methods
- e) Marketing Analytics
- f) Business Analytics and Big Data
- g) Machine Learning Models
- h) HR Analytics
- i) Supply Chain Management.

For students of all other streams, credit transfer of relevant courses may be considered subject to their completion of such courses in their Bachelor's Program.

- 4) As a part of the MOU, ASB shall organize at least four sessions, in an academic year, by Eminent Business Personalities (Example: Lakshmi Potluri <https://www.linkedin.com/in/lakshmiopotluri> and Soumyadip Chakraborty, <https://in.linkedin.com/in/soumyadipchakraborty>) The cost of the stay for such Dignitaries shall be borne by PBSCAS.
- 5) ASB shall also organize Group Discussions, Personality Development sessions through their in-house faculty including its CEO, Mr. J. V. Murty, on mutually accepted days for a period of six days in an academic year. PBSCAS shall organize stay and boarding for them.

J. V. Murty
Kaushalyani

- 6) ASB shall also invite selected students of PBACAS (selected by PBACAS) for a study tour to familiarize them with PGDM/MBA program. The Program shall be for two days. All students who attend the program will attend academic sessions, Guest Lectures in ASB and they live with the then-existing PGDM students and learn from them too. ASB will provide hostel and food facilities for such students. Students may be sent during mutually agreed periods and for any given two-day period the maximum number of such students shall be restricted to 24 with not more than 12 girls. If the number is more, such programs can be organized more than once in any given academic year.
- 7) ASB shall also help PBACAS in identifying Internship opportunities both in India and abroad.

4. Exit

PBSCAS retain the right to exit from this obligation without assigning any reasons but with 30 days notice and without any financial commitment.

5. Arbitration and jurisdiction:

- (i) All disputes that arise out of this agreement shall be amicably settled among parties and in case of any further dispute, shall be settled by the parties.
- (ii) PBSCAS will be responsible for all legal issues/litigations that arise from this agreement.
- (iii) This Agreement shall be governed by and construed in accordance with Indian law.
- (iv) The courts of Vijayawada have exclusive jurisdiction to here and decide any suit, action or proceedings, and to settle any disputes, which may arise out of or in connection with this Agreement and for these purposes each party irrevocably submits to the jurisdiction of the courts of Vijayawada.

M. Srinivasan, J. Sivakumara Murthy

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the date first written above.

Signed by:

Mansarayani
(Dr. M. Mansarayani)



For and behalf of

P B. Siddhartha College of Arts & Science
Vijayawada-520010, Andhra Pradesh, INDIA

Witness:

1. *V. Babu Rao*
[Signature]

2. *[Signature]*
K. Sridhar

Signed by:

J. Vivekananda Murthy
(J. VIVEKANANDAMURTY)



For

Ashoka School of Business,
Near Ramoji Film City Greater Hyderabad,
Yadadri, Bhuvanagiri,
Telangana, India

Witness:

1. *[Signature]*
(K.S. KRISHNA MOHAN)
DIRECTOR - STRATEGY &
BRAND MGMT

2. *[Signature]*
H. V. Durga Prasad.