



13.7.2020

தமிழ்நாடு தமில்நாடு TAMIL NADU

சென்னை மாவட்டம்  
வாரணாசி

79AB 994494  
S. BANUMATHI, B.Lt., M.A.,  
Stamp Vendor  
L.No.31/VNS/2008  
P.J.N. Road, Vaniyambadi  
Vellore Dist., Tamil Nadu

**MEMORANDUM OF UNDERSTANDING (MoU)**



**CENTRE FOR RURAL HEALTH AND SOCIAL EDUCATION**

215/216 Kottaiyur Road, Yelagiri Hills – 635853

Vellore District, Tamilnadu.

And



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN**

MARUDHAR NAGAR, CHINNAKALLUPALLI,

VANIYABADI-635751, TAMILNADU, INDIA

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into this on 13<sup>th</sup> July 2020, by and between

**PG Department of Business Administration and PG & Research Department of English, Marudhar Kesari Jain College for Women, Vaniyambadi** having its principal office at Vaniyambadi, represented herein by its Principal, **Dr.T.Balasubramanian** (hereinafter referred as '**First Party**')

**AND**

**Centre For Rural Health And Social Education**, No. 215 /216 Kottaiyur Road Yelagiri Hills – 635853 Vellore District, Tamilnadu, INDIA and represented herein by its Secretary - Director, **Dr. Bennet Benjamin** (hereinafter referred to as " **Second Party**")

(First Party and Second Party are hereinafter jointly referred to as '**Parties**' and individually as '**Party**')

**WHEREAS:**

**First Party :-**

- a) Marudhar Kesari Jain College for Women established in the year 1994, Institution of fine learning where thousands of rural women students have been able to explore better career options & achieve high degrees of success.
- b) Marudhar Kesari Jain College for Women is located on a sprawling campus of 25 acres that provides a congenial atmosphere for teaching and learning. It is Recognised under Sec. 2(f) & 12(B) of the UGC act, 1956 approved by Govt. of Tamilnadu and is permanently affiliated to Thiruvalluvar

University. It has been re-accredited with "A" grade by NAAC, Bangalore (UGC recommended) in the year 2019 and certified by BSI as an ISO 9001:2015 certified institution in the year 2018.

c) Marudhar Kesari Jain College for Women is a self-financing Women Institution. The college is offering **16 U.G. courses, 11 P.G. courses, 7 M.Phil. courses and 2 Ph.D course** with 2700 students.

d) Also to extend and support the dreams of the rural and economical background students, MKJC is associated with Distance Education study centre of

- **Mother Teresa University**
- **University of Madras**
- **Tamilnadu Physical Education and Sports University**
- **The Institute of company Secretaries of India in PURSUIT of Professional Excellence statutory body under the act of parliament.**

A proactive management & a team of highly dedicated faculty members ensures that learning at Marudhar Kesari Jain College for Women is unique with multiskills development opportunities. For over 25 years MKJC have achieved a long list of accolades with stories of success within the region.

#### **Second Party :-**

- a. Centre For Rural Health And Social Education main aim was to create conditions for the people to enhance their economical and personal development by uniting them together to face issues that affect them.



- b. Centre For Rural Health And Social Education considers it a priority that people, regardless of their age, religion or culture deserve and have the right to lead a healthy and honourable life.
- c. 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.
- d. Centre For Rural Health And Social Education has accepted to permit the students to impart training invites premises for the Training program conducted by the First Party. The duration of the implant training in the Second Party's centre will be for a period of one month for a student.
- e. Centre For Rural Health And Social Education have rights to reject candidate who have failed to fulfill the Second Party Service based quality needs.
- f. Centre For Rural Health And Social Education is not responsible (or) liable for any fees or incentives with respect to training/ for sourcing candidates.

Both Parties, being legal entities in themselves desire to sign this MOU for advancing their mutual interests

## **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. 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 relate effective utilization of the intellectual capabilities of the faculty of Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry.
- 1.3 The general terms for co-operation shall be represented 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 purpose of this MOU is to develop co-operation and promote mutual understanding and excellence in promoting Certification course on Entrepreneur between the parties.
- 2.2 Both parties must focus on skill development components to be enhanced to students with appropriate knowledge, practice and attitude to become work ready.
- 2.3 **Curriculum Design:** Second Party can give valuable inputs to the first Party, suitably customize the curriculum and assessment, in teaching / training methodology and Exchanges of academic information and materials.

- 2.4 **Industrial Training & Visits:** Industry and Institution interaction will give an insight in to the latest developments / requirements of the industries; Second Party to permit the Faculty and Students of First Party to visit the company and also involve in In-plant Training at Yelagiri. The In-plant 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.
- 2.5 **Research and Development:** Both Parties have agreed in identifying the opportunities and carryout collaborative research and development in the field of Entrepreneurship to train the students.
- 2.6 **Skill Development Programs:** Second Party to train the students of First Party on Handling the classes for the students.
- 2.7 **Guest Lectures:** Second Party to extend the necessary support to deliver guest lectures to the students of the First Party
- 2.8 **Faculty Development Programs:** Second Party to train the Faculty members of First Party.
- 2.9 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required for offering the Programmes on the terms specified herein.
- 2.10 No claim against the Second Party shall be valid, either the students or the First Party.



**CLAUSE 3**  
**VALIDITY**

- 3.1 This Agreement will be valid until it is expressly terminated by either Party during which period first party or second party, as the case may be, will take effective steps for implementation of this MOU. Any act on the part of First Party or Second Party, after termination of this Agreement by way of communication, correspondence etc., shall not be construed as an extension of this MOU.
- 3.2 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 4**  
**RELATIONSHIP BETWEEN THE PARTIES**

- 4.1 It is expressly agreed that **First Party** and **Second Party** are acting under this MOU as independent entities, 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, express 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 or to extend any liability on behalf of the other Party.

This MOU is executed in two sets and the First Party shall hold first and Second Party shall hold the other.

Both parties agreement signed on 13<sup>th</sup> July 2019.

IN WITNESS WHEREOF the both parties have signed this MOU on the day, month and the year first above written.

T. Balaji 01/07/20

For Marudhar Kesari Jain College

for women

**PRINCIPAL**

Marudhar Kesari Jain College  
for Women  
Vaniyambadi - 635 751.

Authorized Signatory



Witnessed

1. Dr. G. DEEPA LAKSHMI  
HOD, DEPT of Business Administration  
Marudhar Kesari Jain College for Women  
Vaniyambadi.
- 2.

B. Sakthimata

B. SAKTHIMATA  
Asst. Prof., Marudhar Kesari Jain College for Women,  
Vaniyambadi.

[Signature]

For Centre For Rural Health And

Social Education



Authorized Signatory



**Marudhar Kesari Jain College for Women, Vaniyambadi**

**Department of Business Administration**

**Quotation for the certification course**

**Basic Entrepreneurial activity**

S.No	Equipment	Quantity	Amount
1	Computer	1	Rs.30000
2	Projector	1	Rs.25000
3	Mike(Wireless)	1	Rs.5000
4	Speaker	2	Rs.20000
5	Chairs	15*Rs.500	Rs.7500
6	Tables	15*Rs.1000	Rs.15000
Total			Rs.102500

## Plan for basic entrepreneurial activity

### Abstract

Entrepreneurship refers to the concept of developing and managing a business venture in order to gain profit. In simple words entrepreneurship is the willingness to start a new business objective of entrepreneurship is to motivate a person for carrier and to make them capable of doing any business. Tirupattur District is having vast opportunity for business and it proves predominant growth in different businesses. This program is aimed at training the candidates who are thirst of availing new skills in different production. This program is designed to provide training on the national occupational standard "Plan for basic entrepreneurial activity" in the management, entrepreneurship and professional skills. This course need not have any Pre-requisites to training on education and hence it will be very helpful for those who don't have proper education. This training will support even uneducated candidate to explore their skills outward to become entrepreneurs. After completing this programme participant will be able to identify various types of entrepreneurship and business various types of business support are available in the Tirupattur district. This training programme will make the candidates to identify their opportunity and to explore on it the candidate who are undergoing this programme shall be, able to differentiate between self employment and entrepreneurship and they shall grasp the opportunities which are in the themselves.

Candidate shall get the knowledge about formulation of basic business plan and 4 P's of marketing, which are Product, Price, Place & Promotion candidate shall come to know about the product production, the price which they shall fix for their product, the place where they are going to distribute and promotional strategy to uplift their product.

The problem of formulating the target customer are been taught of them and so they will identify the target customer and try to produce for the expectation of the customers

Availability of funds for starting any business is the huge task for all the entrepreneur. This program will enable the customer to identify suitable sources of funding available for their business. Candidates shall know about the formal schemes, loans, personal borrowings, etc., for the selected business opportunity.

In the course plan and the syllabus they shall able to know about the resources they are in need of for starting the business and for business plan. The candidates shall be trained with various risk analysis and mitigation techniques which will be very useful for them to analyse their resources and obtain the best out of all aspects.

This program will enhance the outcome for the participants to identify the needed skills and try to make sure of the ability to be an entrepreneurs.

All the above mentioned will be the training outcome of the select programme. On the view of this we made the MOU with the appropriate person who completely fulfill the need of the course.

Plan of starting any business will ultimate boost our economy improves the standard of living of the participants also. Various job opportunity also will be created by starting up of new business. The participant of the course is not only on the beneficiary of the institution but the external parties who are in the idea to learn and to start any new concern. This program will unsure the basis of knowledge about the entrepreneurship also.

The skills which are needed to startup of new program will be ensured out of this practice. The main aim of this program is pertaining to all the members who are interest irrespective of their educational qualification. This program covers both practical and theoretical knowledge about the entrepreneurial activity.

To develop the economy and to ensure the high standard and boosting the candidate with technical knowledge about entrepreneurial activity will be the main motto of this program. This program will definitely fill the skillset of needy and interested party and will fill the gaps in the society on entrepreneurship

Centre for Rural Health and Social Education(CRHSE) is the second party is our program. we had the MOU with CRHSE and their main aim is to create good condition for the people to enhance their economical and their personal development. The are uplifting all the candidates to face any issues related to start up of new business.

They also considers all the people regardles. of their age, religion, culture and education qualification. they are trying to enhance all the participants to excel in their present opportunities. CRHSE permits the students to impact training and will support them provided with legal requirement on starting a new business also.

Potential Candidates shall make use of their golden opportunities to develop themselves as entrepreneurs.