



MEMORANDUM OF UNDERSTANDING

By and Between

ECH- Incubation Centre, University Of Rajasthan

&

Ayushraj Enterprises Pvt. Ltd.

The Memorandum of Understanding (MoU or Agreement) is made on 15/12/22 by and between ECH- Incubation Center, University of Rajasthan (hereinafter referred to as "ECH") and Ayushraj Enterprises Pvt. Ltd. (hereinafter referred to as "Ayushraj") for the purpose of achieving various aims and objectives relating to the development of entrepreneurship ecosystem. ECH and Ayushraj are collectively referred to herein as the "Parties".

The parties have entered into this MoU because they:

RECOGNIZE mutual interest in the fields of entrepreneurship, IPR and Market research and opportunity identification, Valuation of Businesses, Competitor Research, Market analysis and sizing, Customer Search, Electronic Research, Business plan formulation.

This MoU will enable the parties to:

- EXCHANGE of mentor information as per the requirements of the start-up.
- ORGANIZE events, conferences, workshops, seminars for the benefit of students and student entrepreneurs.
- STRENGTHEN the innovative capacities of both the participating parties and advance industry driven research and innovation.
- ASSISTANCE in connecting to lawyers, accountants, marketers, human resource specialists, intellectual property right agencies and other qualified practitioners in order to provide assistance in setting up the business and taking care of basic requirements.
- PROMOTE ECH to student entrepreneurs and start-ups.
- PROMOTE students to participate in the activities hosted by ECH such as competitions, schemes and events which will benefit the student entrepreneurs.
- EXCHANGE of incubatees/ students/ entrepreneurs/ faculty and provide required mentorship and equipment facilities as required by the start-ups with nominal charges (annexure attached).
- GUIDANCE on intellectual property right strategy to be followed by the Company or Start-Up, in line with the larger strategy of the business model, pitch deck and funding proposals based on the start-up requirements on mutually agreeable terms.

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Convenor
MOU-Cell
University of Rajasthan, Jaipur

- PROVIDE IPR facility to both the parties students and receive acknowledge for the same.
- PROVIDE infrastructure facility such as auditorium and networking rooms for holding conference, meetings and entrepreneurship awareness camps by the party.
- FACILITATE summer trainings, industrial equipment training and other trainings and dissertations required by the students/ entrepreneurs/ faculty/ research scholars at nominal charges.
- MUTUAL EXCHANGE of information and facility related to medical start-ups/ students for medical projects.

Terms and Conditions

- In case of complete damage of the instrument, the "other party" shall be liable to give 100% of the total amount incurred for repair of the damaged equipment.
- It is agreed by and between the parties that the courts / tribunals in Jaipur shall have the exclusive jurisdiction in respect of any matter, claim or dispute arising out of or in any way, relating to this Agreement.

In WITNESS WHEREOF, the Parties' authorized representatives have executed this Understanding as of the date indicated below and is valid for 3 years.

By:

Designation:

Date:

Pooja Kachhwaha
Convener
 MOU-Cell
 University of Rajasthan, Jaipur

Seal and Signature

Pooja Kachhwaha
Prof. Sumita Kachhwaha
 Coordinator
 ECH-Incubation Centre,
 Jaipur

Avushraj Enterprises Pvt. Ltd.

By: Mr. Nimit Agarwal

Designation: Director

Date:



Witness:

1) Jasmine Sethi,
 F-704, City of Golden Domes,
 Jagatpura, Jaipur

Deepak Sharma,
 H.No. 2441 Corind Raw. Ji,
 Ka. Rasta, Chind. Rd. Jaipur
 Jaipur