



**MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**Institute of Mass Communication & Media Technology  
Kurukshetra University Kurukshetra  
(A\* Grade, NAAC Accredited)**

**&**

**Offset Printers' Association, 2051, B-XX,  
Gobind Nagar, Ludhiana, Punjab  
Registered Under Societies Act,  
Registration No. 1694 of 1995-96**

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter called as the 'MOU') is entered on the 22<sup>nd</sup> day of July- Two Thousand Twenty One(22/7/2021),

BETWEEN

Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra, the First Party represented herein by its Name of Competent Authority / Representative (hereinafter referred as 'First Party', the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors - in-office, administrators and assigns).

AND

Offset Printers' Association, 2051, B-XX, Gobind Nagar, Ludhiana, Punjab , the Second Party, and represented herein by its Zonal / Divisional Head, Name of Competent Authority / Representative, (hereinafter referred to as "Second Party", company which expression, unless excluded by or repugnant to the subject or context shall include its successors - in-office, administrators and assigns).

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

### WHEREAS:

- A) First Party & Second Party will collaborate to promote effective use of mutual resources for enhanced opportunities for students.
- B) The Parties intend to cooperate for Skill Based Training, Education and Research.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERE TO AGREE AS FOLLOWS:

**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 within the **Institution** and its related wings. 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 facilitate effective utilization of the intellectual capabilities of the faculty of First Party providing significant inputs to them in developing suitable teaching / training systems, keeping in mind the needs of the industry, the Second Party.
- 1.3 The general terms of co-operation shall be governed by this MOU.

**CLAUSE 2 SCOPE OF THE MoU**

- 2.1 The budding graduates from the institutions can play a key role in technological up-gradation, innovation and competitiveness of an industry. Both parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.
- 2.2 **Curriculum Design:** Second Party will give valuable inputs to the First Party in teaching / training methodology for better training & placement of students.

- 2.3 **Industrial Training & Visits:** Industry and Institution interaction will give an insight into the latest developments / requirements of the industries; the Second Party to permit the Faculty and Students of the First Party to visit its group companies and also involve in Industrial Training Programs for the First Party. The industrial 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. The Second Party will provide its Labs / Workshops / Industrial Sites for the hands-on training of the learners enrolled with the First Party.
- 2.4 **Internships and Placement of Students:** Second Party will actively engage to help the delivery of the Internship and placement of students of the First Party into internships/jobs.
- 2.5 **Research and Development:** Both Parties have agreed to carry out the joint research activities in the fields of - **Printing Technologies and Packaging.**
- 2.6 **Skill Development Programs:** Second Party to train the students of First Party on the emerging technologies in order to bridge the skill gaps and make them industry ready.
- 2.7 **Expert Lectures:** Second Party to extend the necessary support to deliver expert lectures to the students of the First Party on the technology trends and in house requirements.
- 2.8 **Faculty Development Programs:** Second Party to train the Faculties of First Party for imparting industrial exposure/ training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.

2.9 There is no financial commitment on the part of the **Institute of Mass Communication & Media Technology, Kurukshetra University Kurukshetra**, the First Party to take up any activity mentioned in the MoU. If there is any financial consideration, it will be dealt separately.

#### **CLAUSE 3 INTELLECTUAL PROPERTY**

3.1 Nothing contained in this MOU shall, by express grant, implication, Estoppel or otherwise, create in either Party any right, title, interest, or license in or to the intellectual property (including but not limited to know-how, inventions, patents, copy rights and designs) of the other Party.

#### **CLAUSE 4 VALIDITY**

- 4.1 This Agreement will be valid initially for a period of 3 years. It can be extended further with mutual consent.
- 4.2 Both Parties may terminate this MOU upon 30 calendar days' notice in writing. In the event of Termination, both parties have to discharge their existing obligations

#### **CLAUSE 5 RELATIONSHIP BETWEEN THE PARTIES**

5.1 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, expressed 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 pledge the other Party's credit, or to extend credit on behalf of the other Party.

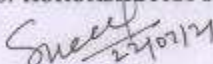
First Party


Second Party

**AGREED:**

For KURUKSHETRA UNIVERSITY


For OFFSET PRINTERS' ASSOCIATION

  
(Dr. Sanjeev Sharma)  
(REGISTRAR, KUK)


  
( Mr. Parveen Aggarwal)  
(PRESIDENT, OPA)

Institute of Mass Communication & Media Technology	Offset Printers' Association
Kurukshetra University Kurukshetra	2051, B-XX, Gobind Nagar, Ludhiana
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E-mail:- director.imcmt@kuk.ac.in	E-mail:- offsetprintersassociation@gmail.com
Web:- www.kuk.ac.in	Web:- opaindia.in

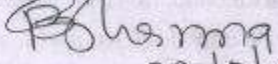
Witness1:

  
(Prof. B.S. Bodla)  
Dean, Faculty of Commerce & Management, KUK

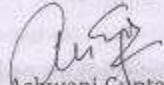
Witness1:

  
(Prof. Kamal Mohan Chopra)  
General Secretary (OPA)

Witness2:

  
(Prof. Bindu Sharma)  
Director, IMC&MT, KUK

Witness2:

  
(Mr. Ashwani Gupta)  
Vice-President (North), AIFMP