



తెలంగాణ తెలంగాణ TELANGANA

Pnk BH 815246

Tran Id: 250620162621520029
Date: 20 JUN 2025, 04:29 PM
Purchased By:
PROF. P CHANDRA SEKHAR
S/o P VENKATA SUBRAHMANYAM
R/o HYDERABAD
For Whom
** SELF **

P V R G NAGABHUSHANAM
LICENSED STAMP VENDOR
Lic. No. 16-05-007/2013
Ren.No. 16-05-013/2025
12-11-1332 Boudhanagar
Warasiguda Secunderabad
Ph 9949496665

MEMORANDUM OF AGREEMENT

This Memorandum of Agreement (MoA) is made and entered into on this 20th day of June, 2025, by and between:

University College of Engineering, Osmania University (hereinafter referred to as "First Party" or "University"), located at Osmania University Campus, Hyderabad, Telangana, 500007, India,

AND

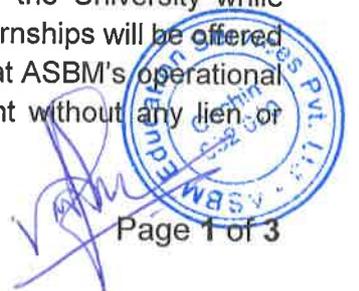
ASBM Education Services PVT Limited (hereinafter referred to as "Second Party" or "ASBM"), having its registered office at ASBM Group, 3rd Floor, Triveni Court, K.P Vallon Road, Kadavanthra P.O, Kochi - 682020 India.

This MoA establishes a collaborative relationship between the University (First Party) and ASBM Education Services PVT Limited (Second Party) to foster advancements in **education and allied activities in education**. It aims to provide opportunities for utilizing University's facilities for learning and development of ASBM's employees and develop tailored course curricula to meet ASBM's training requirements. The collaboration will also promote mutual knowledge exchange, training programs, and innovation initiatives.

The MoA seeks to enhance industrial exposure for faculty and students of the University while providing ASBM with access to advanced theoretical and practical insights. Internships will be offered to interested students from the University, allowing them to work on projects at ASBM's operational sites. These internships will ensure real-world learning and skill development without any lien or obligation towards employment with ASBM.



Uscen



Neither party is obligated to agree to a minimum number of activities under this MoA, ensuring flexibility and prioritization of mutually beneficial initiatives.

1. Areas of Collaboration: The parties agree to collaborate on the following areas:

- **Enhance Academic Outreach Through Digital Education: -**
To jointly develop and deliver high-quality, accessible online certificate programs that extend the university's educational impact beyond its physical campus.
- **Expand Lifelong Learning Opportunities: -**
To support the university's mission of promoting lifelong learning by offering flexible, affordable, and modular online programs for working professionals, alumni, and global learners.
- **Co-Brand and Strengthen Institutional Reputation:-**
To co-create and co-brand certificate courses that enhance the credibility of both institutions and leverage the university's reputation to attract a broader audience.
- **Drive Revenue and Sustainable Growth:-**
To establish a revenue-sharing model that generates sustainable income for both parties through tuition from certificate program enrolments.
- **Leverage Technological Infrastructure and Market Reach:-**
To utilize ASBM's e-learning platform, marketing channels, and analytics tools to streamline course delivery, engagement, and performance tracking.
- **Foster Innovation in Online Pedagogy:-**
To collaborate on instructional design strategies that enhance learner engagement, using interactive content, assessments, and feedback mechanisms aligned with academic standards.
- **Create Career-Ready, Stackable Credentials:-**
To offer micro-credentials and stackable certificates that can be used toward degree programs, enhancing the university's pipeline for formal education.
- **Contribute to Regional and Global Workforce Development:-**
To address skill gaps in key sectors by aligning course offerings with industry demand, regional development goals, and global competency frameworks

2. Services Offered

Management Courses	Regular and e-learning – Certificate, Diploma, Advanced Diploma
Value added skill courses	IT skills enhancement courses, software, and tech skill courses
Skill Development Programs	Industry–Academia transition course bundled with Industry required skill sets courses
Training Programs	Soft-skills, Process Training, Product & Skill development training
Student Support systems	Career Guidance, Skill assessment, psychological counselling, Project Guidance, Internships and Placements
Consultancy Services	Training & Development, Business Process, Manpower, Education consultancy
Digital Magazine	Digital education News, magazines, articles, interviews



3. **Financial Arrangements:** The cost for all initiatives initiated by ASBM, including training programs, industrial visits, and specialized R&D access, shall be borne entirely by ASBM. The University shall extend its facilities, including laboratories, conference halls, and other reasonable infrastructure, to support these initiatives. Faculty and staff of the University will also be made available to assist with these activities, ensuring a seamless collaboration. This arrangement ensures that both parties derive maximum benefit from the partnership while fostering an environment of mutual growth and cooperation.
4. **Term, Termination and Extension:** This MoA will remain effective for seven (7) years from the signing date and may be extended for a further period as mutually agreed in writing by both parties. Either party may terminate this MoA by providing a three (3) month written notice, subject to the settlement of any pending obligations. Termination shall not affect existing rights and obligations, including confidentiality and IP agreements. In case of renewal, both parties shall review and mutually agree upon new terms, amendments, or additional areas of collaboration to ensure the continued relevance and success of the partnership.
5. **Amendments:** Any amendments to this MoA shall be made in writing and signed by authorized representatives of both parties. Once agreed upon, the amendments shall be formalized through signatures by authorized representatives of each party and shall come into effect on the date specified within the amendment agreement.
6. **Dispute Resolution and Governing Laws:** Any disputes arising under this MoA shall first be addressed through mutual discussions between the designated representatives of both parties, with a commitment to resolving the matter amicably in good faith. If the dispute remains unresolved within a reasonable time frame, either party execute the termination of this MoA under clause 5 or may escalate the matter to arbitration. The arbitration proceedings shall be conducted in English, and such arbitration shall be conducted in accordance with the Arbitration and Conciliation Act, 1996, with the seat of arbitration being Hyderabad, India. This MoA shall be governed by, and construed in accordance with, the laws of India. Any legal proceedings arising out of this agreement shall be subject to the exclusive jurisdiction of the courts in Hyderabad, India.

This MoA is executed in duplicate, with each party retaining one original copy. By signing below, both parties affirm their agreement to the terms outlined herein.

for University College of Engineering,



Principal & Professor, Dept. of Electronics,
and Communication Engg., UCE, OU, Hyderabad

for ASBM Education Services Pvt. Ltd.,



Managing Director

Witnesses :

1.

2.