



उत्तर प्रदेश UTTAR PRADESH

Memorandum of Understanding (MOU)

FX 247324

Between

Manglayatan University, Aligarh (UP)

And

Sales Heroes, Delhi

This Memorandum of Understanding (MOU) for Marketing and Sales Training for Skill Enhancement is made on December 28, 2020.

Between

Manglayatan University, Aligarh (MUA), a Private University established under the provision of the Manglayatan University Uttar Pradesh Act, 2006, and having its campus at Extended NCR, Mathura - Aligarh Highway, 33rd Milestone, Aligarh - 202145, Uttar Pradesh through Brig. Sumar Vir Singh, Registrar of the University (Hereinafter called the first Party).

And

Sales Heroes, Delhi was established with a mission: To Train, Coach, Empower and Celebrate the upcoming sales superheroes in India and build a fraternity that constantly enriches each other. Sales Heroes empowers sales leaders to build a community of fellow leaders to network with, learn from and enrich in return with their own thought leadership having its office BL 10, UGF, Club Rd, West Shalimar Bagh, Delhi, 110088 through Dr. Raj Kumar Sharma, Director (hereinafter to be called the Second Party)

Both parties hereto, recognizing the benefits of establishing link, wish to strengthen the ties between their respective institution/ industries by entering into this Memorandum of Understanding ("MOU").

Signature



Page 1 of 2

Signature
Registrar
Manglayatan University
Beswan, ALIGARH

NOW IT IS HEREBY AGREED

1. The purpose of the MOU is to develop co-operation and promote mutual understanding and excellence in practice-based education, innovation, marketing & sales training and knowledge exchange between the Parties, so that the innovation and knowledge developed is used for regional and national well-being of humanity.
2. Both parties agree to join hands and carry out collaborative innovation and training work by or for the student and staff in the following areas:
 - a) Sales training for corporate and individuals
 - b) Sales audit and advisory
 - c) Business management consulting
 - d) Emotional intelligence training
3. Both parties to establish centers of cooperation through mutual agreement.
4. Both will enter into joint training program for student and staff. Thus, both agree in terms of exchange of information and fostering collaboration in training and innovations.
5. The development and implementation of specific activities developed under the MOU will be the subject to formal written agreements negotiated and entered into separately, which will deal with the financial arrangements, confidentiality, ownership and use of intellectual property, publication of articles or the work and relevant matters.
6. It is understood that the implementation of any of the types of co-operation stated in MOU shall depend upon the availability or resources and financial support of the Parties concerned. This MOU will not generate any financial liability or any resource commitment to either party.
7. This MOU may only be amended by a written agreement signed by a duly authorized representative of each Party.
8. This MOU shall commence on the date of its execution by the last Party to sign and shall remain in force for a period of five years. Each Party shall review the status of the MOU at least six months before the end of the five year period to determine whether it wishes the MOU to continue and, if so, whether any modifications are required. The Period of validity of this MOU may only be extended by the mutual written consent of consent of both Parties.
9. Either Party may terminate this MOU by giving six Months' notice in writing to the other. The termination of this MOU shall not affect the implementation of any specific activities established under it prior to such termination.
10. Nothing in this MOU shall be construed as creating any legal relationships between the Parties. The MOU is a statement of intent to foster genuine and mutually beneficial collaboration.
11. In case of any dispute, the dispute may be referred to an arbitrator appointed by mutual consent.

IN WITNESS whereof this Agreement has been executed the day and year first above -written.

Signed for and on behalf of MANGALAYATAN UNIVERSITY, ALIGARH by:

Registrar
Manglayatan University
Beswan, ALIGARH

Name: Brig. Sumar Vir Singh

Position: Registrar

Date: December 28, 2020

Signed for and on behalf of SALES HEROES, DELHI by:



Name: Dr. Raj Kumar Sharma

Title: Director

Date: December 28, 2020