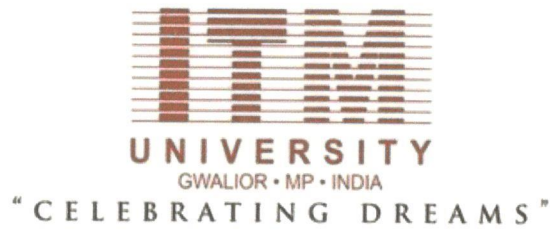


MEMORANDUM OF UNDERSTANDING

Between

ITM University, Gwalior



And

Mahatma Gandhi Seva Ashram



Mahatma Gandhi Seva Ashram

This Memorandum of Understanding (MoU) is entered into and executed at Gwalior on the 11th June 2026 between

ITM University is a state private university based in Gwalior, India. Subjects are offered in the fields of sciences, engineering, management, fine arts, pharmacy, agriculture and nursing etc. It was established under the Act of State Legislature Madhya Pradesh, NH- 44, Jhansi Rd, Turari, Gwalior, Lakhnotikhurd, Madhya Pradesh 475001. (Hereinafter referred to as "ITM University" or the "First Party")

And

Mahatma Gandhi Seva Ashram (MGSA), established in 1971, has been consistently engaged in promoting rural leadership, strengthening local governance, enhancing rural livelihoods, and fostering community-driven development. Through its extensive grassroots an intervention, MGSA has empowered thousands of villagers to become catalysts of social change, education, and sustainable development within their communities. Recognizing their shared commitment to rural transformation and community empowerment. (Hereinafter referred to as "MGSA" or the "Second Party")

(ITM University and MGSA are hereinafter collectively referred to as the "Parties," and individually as a "Party.")

WHEREAS ITM University is an academic institution engaged in higher education, research, skill development, and innovation across various disciplines.

WHEREAS, Mahatma Gandhi Seva Ashram (MGSA) is actively engaged in promoting rural leadership, strengthening local governance, enhancing sustainable livelihoods, and fostering community-driven development for the socio-economic upliftment of rural communities.

AND WHEREAS, ITM University and MGSA, recognizing their shared commitment to bridging the Social–Academia gap, have agreed to collaborate by leveraging their respective strengths and resources to undertake academic, research, skill development, and community outreach initiatives for the holistic development of the Chambal region.

NOW, THEREFORE, it is hereby agreed by and between the undersigned parties as follows:

ARTICLE I: PURPOSE

This Memorandum of Understanding (MoU) is intended to establish a strategic collaborative partnership between ITM University, Gwalior and Mahatma Gandhi Seva Ashram (MGSA), aimed at fostering sustainable rural development, tribal empowerment, livelihood enhancement, entrepreneurship promotion, and community-driven innovation. The collaboration seeks to bridge the Social-Academia gap by transforming academic knowledge into practical solutions for rural communities through participatory engagement, innovation, skill development, startup creation, and market linkage interventions. Both institutions commit to leveraging their respective expertise, infrastructure, networks, and resources for the holistic development of the Chambal region.

ARTICLE II: BACKGROUND OF THE PARTIES

About ITM University, Gwalior

ITM University is a state private university based in Gwalior, India. Subjects are offered in the fields of sciences, engineering, management, fine arts, pharmacy, agriculture and nursing etc. It was established under the Act of State Legislature Madhya Pradesh, NH- 44, Jhansi Rd, Turari, Gwalior, Lakhnotikhurd, Madhya Pradesh 475001, India

About Godrej Consumer Products Private Limited

Mahatma Gandhi Seva Ashram (MGSA) is a reputed voluntary organization actively engaged in promoting rural leadership, strengthening local governance, enhancing sustainable livelihoods, empowering tribal communities, and fostering community-driven development initiatives. MGSA has extensive grassroots presence and experience in implementing developmental programmes focused on social justice, economic empowerment, and sustainable rural transformation.

ARTICLE III: GUIDING PRINCIPLES

The Parties agree that this collaboration shall not be limited to conventional academic engagements such as field visits, reports, or seminars. Instead, it shall function as a Livelihood and Enterprise Development Partnership and Rural Innovation Platform wherein:

- ❖ Tribal communities become co-creators and active partners in development initiatives.
- ❖ Students become innovators, entrepreneurs, and solution providers.

- ❖ Faculty members contribute as problem-solvers, mentors, and technology facilitators.
- ❖ University laboratories and innovation centers serve as rural innovation hubs.
- ❖ Startups function as vehicles for market access, value addition, and income generation.

ARTICLE IV: CONSULTATION & EXCHANGE OF INFORMATION

The Parties shall:

- ❖ Exchange knowledge, expertise, best practices, and technical resources relevant to rural development, livelihood generation, entrepreneurship, and social innovation.
- ❖ Facilitate participation of faculty, students, community leaders, entrepreneurs, and development practitioners in seminars, workshops, conferences, and outreach programmes.
- ❖ Jointly identify community challenges and co-create innovative solutions for sustainable rural development.
- ❖ Collaborate in research, documentation, policy advocacy, and dissemination of successful rural development models.
- ❖ Promote experiential learning opportunities through field immersion and community engagement.

ARTICLE V: SCOPE OF COLLABORATION

The Parties agree to collaborate in the following areas:

5.1 Reimagining RAWE and Agricultural Extension

- ❖ Align RAWE and agricultural extension programmes with MGSA field activities.
- ❖ Deploy student teams in tribal villages and livelihood clusters to address challenges related to horticulture, mushroom cultivation, moringa production, medicinal and aromatic plants, honey processing, agroforestry, post-harvest management, marketing, and branding.
- ❖ Ensure measurable social and economic outcomes from student interventions.

5.2 Tribal Innovation Demonstration Farms

- ❖ Establish demonstration farms for testing innovative agricultural technologies, crops, and production systems.
- ❖ Develop collaborative models involving farmers, university experts, startups, and funding agencies.
- ❖ Facilitate risk-sharing mechanisms that encourage adoption of innovative farming practices.

5.3 Tribal Produce-to-Startup Pipeline

- ❖ Develop value chains for honey, mushrooms, medicinal herbs, moringa products, minor forest produce, processed food products, and organic agricultural products.
- ❖ Promote startup ventures involving students and tribal producers through equitable ownership and benefit-sharing mechanisms.
- ❖ Facilitate value addition, product development, and market access.

5.4 Food Processing, Packaging and Branding Hub

- ❖ Utilize university laboratories and incubation facilities for product testing, quality certification, processing, packaging, branding, and commercialization.
- ❖ Support development of market-ready products and sustainable revenue streams for tribal communities.

5.5 Digital Empowerment and Computer Literacy

- ❖ Conduct digital literacy programmes covering digital payments, e-commerce, online marketing, social media communication, documentation, and record management.
- ❖ Promote digital inclusion among rural and tribal communities.

5.6 Women Entrepreneurship Development

- ❖ Collaborate under initiatives such as the IMPACT Programme and other community development programmes.
- ❖ Organize entrepreneurship, leadership, financial literacy, startup awareness, and digital literacy programmes for women and adolescent girls.
- ❖ Support creation of women-led enterprises and community leadership initiatives.

5.7 Communication and Digital Outreach

- ❖ Facilitate social media management, content creation, impact documentation, fundraising communication, and digital outreach activities.
- ❖ Promote visibility of developmental initiatives and community success stories.

5.8 Market Linkages and Enterprise Promotion

- ❖ Facilitate participation of university startups and community enterprises in platforms such as Anant Mandi and similar initiatives.
- ❖ Promote direct market access, branding opportunities, consumer engagement, and rural-urban market integration.

5.9 Future Collaborative Innovations

The Parties may jointly explore innovative initiatives including:

- ❖ Agri Commodity Certification Portal for certification of organic, tribal, ethically sourced, and sustainably produced products.
- ❖ Charkha Café and similar social enterprise models promoting ethical consumption, dignity of labour, traditional skills, and sustainable livelihoods.
- ❖ Development of community-owned enterprises, digital platforms, and rural innovation ecosystems.

ARTICLE VI: EXPECTATIONS & BENEFITS

The collaboration is expected to:

- ❖ Enhance livelihood opportunities and income generation for tribal and rural communities.
- ❖ Promote experiential and community-based learning for students.
- ❖ Strengthen entrepreneurship, innovation, and startup development.
- ❖ Improve utilization of university infrastructure and technical resources.
- ❖ Facilitate technology transfer and market linkage opportunities.
- ❖ Support women empowerment and youth leadership development.

- ❖ Create sustainable models for rural transformation and social innovation.

ARTICLE VII: OPERATIONAL FRAMEWORK

- ❖ MGSA may establish a coordination office within the ITM University campus for planning, liaison, monitoring, and coordination of activities under this MoU.
- ❖ ITM University shall endeavour to provide suitable office space, basic furniture, and administrative support subject to institutional norms and availability.
- ❖ A designated coordinator may be appointed for operational management of collaborative programmes.
- ❖ The remuneration and associated costs of such personnel shall be shared mutually, with MGSA contributing 50% and ITM University contributing 50%, subject to mutual agreement and applicable institutional policies.

ARTICLE VIII: RESPONSIBILITY

Both Parties shall designate nodal officers who shall serve as single points of contact for planning, implementation, monitoring, and coordination of activities under this MoU and shall ensure fulfillment of commitments made herein.

ARTICLE IX: VISIBILITY AND INTELLECTUAL PROPERTY

- ❖ This MoU reflects the mutual intent of both Parties and does not create legally enforceable obligations unless specifically agreed in writing.
- ❖ Neither Party shall acquire ownership rights over the intellectual property of the other Party by virtue of this MoU.
- ❖ Any intellectual property generated through joint projects shall be governed through separate agreements executed between the Parties.
- ❖ The Parties may jointly publicize collaborative initiatives, success stories, and outcomes arising from this partnership.

ARTICLE X: TERM, AMENDMENT AND TERMINATION

- ❖ This Memorandum of Understanding shall remain valid for a period of five (5) years from the date of signing and may be renewed upon mutual written consent.

- ❖ Any amendment to this MoU shall be made only through written agreement signed by both Parties. Either Party may terminate this MoU by providing thirty (30) days written notice to the other Party, subject to completion of ongoing activities and obligations.


ARTICLE XI: DISPUTE RESOLUTION

Any differences or disputes arising from the implementation of this MoU shall be resolved amicably through mutual consultation and discussion between the authorized representatives of the Parties.

IN WITNESS WHERE OF the parties have executed and delivered this MOU at the day and year first above written at Gwalior.

For ITM UNIVERSITY, Gwalior Madhya Pradesh, India	For Mahatma Gandhi Seva Ashram, Joura
Authorized Signatory Name: Prof. (Dr.) Yogesh Upadhyay Designation: Vice Chancellor Place: Gwalior Date: 11/06/2026	Authorized Signatory Name: Dr. RAJGOPAL P. V. Designation: President MGSAA Place: Joura Date: 11/06/2026


Witness (First Party)


Signature and Name

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Witness (Second Party)


Signature and Name