

Memorandum of Understanding

Between



Ashoka Institute of Technology & Management

&



Anilabh Innovations Private Limited

This MoU renewal is made on the 19th (Nineteenth) day of April, 2025 and between

Ashoka Institute of Technology & Management through its director Sarika Srivastava for implementation of entrepreneurship development in the college (Here after referred as "Institute")

And

Anilabh Innovations Private Limited through its director Anilabh Agrawal R/o B 31/34, Sankatmochan, Varanasi – 221005 Uttar Pradesh (hereinafter referred to as "Enabler")

Startupshala, a leading startup enabler under Anilabh Innovations Private Limited, fosters entrepreneurship and innovation in the region. Through tailored mentorship, market access, funding opportunities, networking, and priority enrollment in top startup programs, Startupshala helps startups refine their business models and build standout products.

1. Purpose

The purpose of this MoU Renewal is to continue the mutual collaboration and understanding originally established under the MoU dated 06/04/24, and to renew and extend the terms of that agreement.

2. Renewal Term

This MoU is hereby renewed for an additional term of 1 year, beginning on 19/04/25 and ending on 19/04/26, unless earlier terminated in accordance with the terms outlined herein.

3. Terms and Conditions

All terms and conditions of the original MoU shall remain in full force and effect during the renewed period, except as modified herein:

- Anilabh Innovations Private Limited will raise a invoice of INR 45000/- every quarter on recurring basis starting from 19/04/25 for the services provided which will be cleared within 15 days of the date of invoice raised.
- Cost incurred in extra services like website hosting, domain purchase, and marketing for the website will be solely incurred by AITM.
- Under the engagement AIPL has set multiple targets to achieve in collaboration with AITM which is enclosed in the Annexure.

4. Termination

Either party may terminate this MoU Renewal upon 30 days' written notice to the other party.

5. Signatures

IN WITNESS WHEREOF, the parties have executed this MoU Renewal as of the date first written above.

By: _____
Name: ER. ANKIT KUMAR RYA
Title: CHAIRMAN
Ashoka Institute of Technology & Management



By: Anilabh Agrawal
Name: Anilabh Agrawal
Title: Director
Anilabh Innovations Pvt Ltd
Intent & Objective of the MOU:

APPROVED
By Anilabh Agrawal on 1.08.2016, April 20, 2016

MOU(2024)

The intent of this Memorandum of Understanding (MOU) between the Institute and Enabler is to outline the way in which the two parties will collaborate to strengthen the start-up ecosystem

The MoU will furnish the following objective:

- a. The Enabler desires to provide boost to entrepreneurial activity among youth.
- b. The Enabler has identified the need for creating an enabling environment for fostering the Startup activities in the partner institute.

The initial scope of this alliance will cover activities related to, but not limited to, the areas outlined below.

Terms of Partnership Institute shall:

- a. Leverage its Logo with the Enabler for events, workshops, boot camps, & pitching events etc. organized by the enabler.
- b. Participate in the events as knowledge sharing partner for Startups / Entrepreneurs via its schemes & policies
- c. Display the icon, website link, name & details of the Enabler as strategic partners for entrepreneurial development.
- d. Provide management and executive support to the enabler.
- e. Act as a medium in establishing entrepreneurial environment among the students and provide support as a mediator between the enabler and its students.
- f. Provide the necessary infrastructure and support to the students required to promote the start up's like cafeteria, mentoring rooms, co working space etc.
- g. Support in providing information regarding the enabler.

Enabler shall:

Enabler shall provide -

- a. Funding Network
- b. Mentoring, professional & managerial assistance
- c. A pool of shared support services (business, legal, financial, etc.)
- d. Startup Study Material: Startup Funding, Startup Ideas, Technology and Project Reports, Investor Directory, Government Schemes, Grants, etc.
- e. Online Startup Mentorship: Students and Startups can ask questions to online expert mentors anytime.
- f. Organize online workshops and pitching sessions on a regular basis.
- g. Outbound marketing through social media channels owned or regulated by Startupshala.

Validity of the relationship

The framework of the agreement would be initially valid for a period of 1 (one) year. This agreement can be extended by means of an addendum referring to this agreement as the base agreement to set the revised period and terms if any.

Termination clause

If the enabler decides to terminate its operations before the aforementioned 1 year validity from the date of signing of the MoU, the enabler shall be required to notify the institute within one weeks of its closure.

Additionally, the MOU can be terminated from either end, with 30-days prior notice based on mutual consensus.

Non-compete / Non-conflict / Engagement protocols

Enabler and Institute agree to follow an engagement protocol that is ethical and professional during the delivery of this MOU. None of the enabler or institute will engage itself into activities those are conflicting to government policies/rules and regulations.

Compensation / Enabler Fees

Enabler will charge from institute a certain amount of fees to run its activities and promote the entrepreneurial skills of the registered start up's. Notwithstanding anything contained in any of the clause, the agreement will terminate on an immediate basis on the failure of the institute to pay the fees within the time limit decided mutually between the parties, thereby making the enabler free of all the assignments and contracts.

Enabler will also charge a certain percentage of equity in the start up's promoted by it.

Other Points

1. Enabler can use the name and logo of the institute to promote its business and the business of the institute without any restrictions and/or royalties. Institute can use the logo and name of the enabler with the written consent of the enabler only during the tenure of this MOU.

IN WITNESS WHEREOF the parties have executed and delivered this MOU in two original copies in English language as at the day and year first above written at Varanasi.

ANNEXURE

ACTIVITIES PLANNED AT AITM

Quarter	Activities	R & R (E - Execute, C - Consultation)
I	Bootcamp for students	E - Startupshala
	Formation of incubation team to manage programs and onboard startups	E - AITM C - Startupshala
	Structuring & Planning of Grand Idea Challenge	E - Startupshala
	Launch of Grand Idea Challenge	E - AITM C - Startupshala
	Website Development	E - Startupshala C - AITM
II	Expert session on understanding the Indian and Global startup landscape	E - Startupshala
	Expert session on role of educational institute in startup ecosystem	E - Startupshala
	Expert Session on AI and Technology Enablement in Startups	E - Startupshala
	Planning & Structuring the Incubation Program	E - Startupshala
	Mentor Onboarding	E - AITM C - Startupshala
	Pre-Incubation Program	E - Startupshala C - AITM
	Launch of the Incubation Program	E - AITM C - Startupshala

III	Expert session on startup incubation & onboarding process	E - Startupshala
	Formation of student team to spread the entrepreneurial spirit among the campus and handle the operations	E - AITM C - Startupshala
	Expert Session on Compliance & Company Formation	E - Startupshala
IV	Expert Session on Team Building	E - Startupshala
	Capacity Building & Training of the Incubation Team	E - Startupshala
	Felicitatation of partnerships	E - AITM C - Startupshala
	Planning & Structuring Acceleration Program	E - Startupshala
	Launch of Acceleration Program	E - AITM C - Startupshala