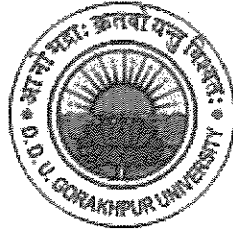


MEMORANDUM OF UNDERSTANDING

BETWEEN

DEEN DAYAL UPADHYAYA UNIVERSITY, GORAKHPUR, UTTAR
PRADESH



AND

EMO MATRIX

EMOTION & BEHAVIOR SCIENCE CO.



The MOU is made on the 30 of October month in the year 2021, at Gorakhpur, between, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur, Uttar Pradesh, which is officially represented by the Registrar, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur, Uttar Pradesh and include his/her successor in office and legal representative, nominee and assignee as the "First Party"

And

Emo Matrix Services (herein referred as Emo Matrix), Noida registered as a private limited company. Its an emotion and behaviour science which is impacting the business, behaviour and imagination of the people through its products and services. and include his/her successor in office and legal representative, nominee and assignee as the "Second Party"

Whereas

The second party, in collaboration with the First party, shall be implementing an array of programme (The "programme"), details of each program shall be mutually agreed upon separately. They shall be mentioned in the "programme plan" at the end of the MOU.

1. Commencement, Completion, Modification And Termination Of This MOU

- The purpose is to establish collaboration between both the parties under the term mentioned in various section of the MOU
- This MOU shall come into force from the date of signing, or any other date that is mutually agreed by the two parties
- Modification of the term and condition of this MOU, including modification of programme may only be made by prior written agreement between the parties.
- Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur, Uttar Pradesh has introduced the career centre at university, as a way to enhance employability skills and improve the employment outcomes of the students enrolled in the university/affiliated college.
- This MOU shall be valid for the period of three years from the date of signing the MOU, which might be extended, based on mutual agreement.

The involvement of Emo Matrix and the role of university will be as per the following:

2. Role & Obligation of the second party in support of the programmes

- The programme shall be delivered exclusively for the students of the university/affiliated colleges through online/virtual delivery mode available at Emo Matrix.
- Emo Matrix shall provide training programmes on employability skills, workplace exposure, internships and available employment opportunities to interested students in order to enhance their employability skills and improve their employment outcomes.
- Emo Matrix can offer 20% discount of the programmes or services offered to the university students mentioned below:
 - **Advanced Psychology Internship** - For 3 to 5 weeks with up to 20% discount. In order to focus on core psychology topics and exposure to practical issues
 - **Psychology Courses & Certifications** - For 3 to 5 weeks with up to 20% discount.
 - **Psychology Webinars / Sessions** - 2 webinar sessions/year will be free and up to 20% discounts on subsequent sessions.
- Emo Matrix shall furnish all relevant information, progressive report and documents corresponding to the college, to the university as and when required and demanded by the latter.
- First Party shall take the skills and expertise from Second Party if necessary for carrying out the research and Consultancy. Similarly, the second party shall utilize the infra and the expertise of the second party for carrying out the research and consultancy.
- The cost of consultation can be decided at the time of work or project being taken mutually by both parties and in consultation with the concerned officials.
- In addition to the tasks discussed above, the collaboration, shall also include the following:
 - Interaction with working groups of the industry so as to increase the student as well as Staff knowledge and skill level.
 - Offering guidance for suitable placement for students.
 - Offering certification programs on special education, soft skills.
 - Offering core training to the students.

3. Role & obligation of the first party in support of the programmes

- The first party shall allow the second party to communicate to the students virtually/on campus about the programmes and activities.
- The first party shall allow the second party to use notices, e-posters and banners, registrations and other related links on its official website, in addition

to jointly conducting awareness workshop, certification events, either virtually or on campus.

- The first party shall entirely allow the second party to decide the content, pedagogy, assessments rubrics and certification criteria of its training modules, etc. as well as full discretion to admit, select and certify the students within the programmes.
- The first party shall allow cobranded ("University in collaboration with Emo Matrix") certificates to be issued to students successfully completing the modules at the centre.

4. Reporting obligations

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur, Psychology Department interaction

- Head of Department of Psychology and student coordinator, have to be introduced while signing the MoU.
- The HOD should verify periodically (Once in two months) about the goodness of interaction and also the support needed.

Projects and consultancy work

- HODs of the Department and SPOC have to discuss with SPOC of the company to understand the problem statement available, once in a month.
- HOD should identify a batch of students, it can be a mix of first year to final year to do the project.
- A guide from company and department has to be assigned for the student.
- Guides and project team have to discuss the concept to be used for the project.
- On approval, the student should do the project in the company.
- Review has to be done by SPOCs once in a month.
- On completion of project, the SPOC of company should give for evaluation and the feedback video has to be submitted to the Institute.
- Patent of the product has to be owned by the industry and the institute.

Internship and project guidance to students

- Company should offer minimum two-week internship to students during their vacation or semester classes.
- Mini projects have to be given by company during internship to students under their guidance.
- In case if the batch is not able to complete the project, next batch can be assigned to continue and complete the project.

5. Arbitration

Both parties shall attempt to settle all disputes through mutual discussions and negotiations. If the negotiations fail, then both parties will submit the dispute to an Arbitrator appointed jointly by both parties. The decision of the arbitrator shall be binding and final to both parties. Both Parties will designate a representative from its side who will be the primary Contact on behalf of that party. This MoU shall be construed and governed by Indian Law and shall be subjected to exclusive jurisdiction of Court.

6. Consequences of Breach

Both parties shall have the right to terminate the agreement, in case either fails to provide the services successfully as mentioned in the agreement, or violates any of the clauses mentioned in the MOU, or exploits the students or misuses the partnership in any way. The termination shall be done after the successful completion of all obligations to the batch running at that point in time.

In witness of which the parties hereto have caused the MOU to be signed in the respective names as of the day and year first above written.

7. Signature

The two parties agree with the terms and conditions specified above and put their signature and seal in witness for the same.



Director
Mr. Suveen Kumar
Emo Matrix



Registrar
Deen Dayal Upadhyaya University
Registrar
D.D.U. Gorakhpur University
Gorakhpur,


Witnesses

1. Name of the person: Ms. Medha Arya
Designation: Sr. Operations Executive
Emo Matrix
D-46, Sector-58,
Noida-201301



Signature

1. Name of the person: Prof. Anubhuti Dubey
Designation: Head of the Department
Department of Psychology
Deen Dayal Upadhyaya University
Civil Lines, Gorakhpur (U.P.)


Professor & Head
Department of Psychology
D.D.U. Gorakhpur University
Signature

2. Name of the person: Ms. Kritika Bhair
Designation: Human Resource Executive
Emo Matrix
D-46, Sector-58,
Noida-201301



Signature

2. Name of the person: Prof Sunita Murmu
Designation: Placement & counseling cell
Deen Dayal Upadhyay University
Civil Lines, Gorakhpur (U.P.)



Signature