

Certificate No. CERT83847379

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**B-School Bulls**  
Quantifying Management Education

# MEMORANDUM OF UNDERSTANDING

Memorandum of Understanding has been signed  
between

**Deen Dayal Upadhyaya Gorakhpur University**

and

**B School Bulls**

(A unit of BBX Infotech Private Limited)

on Dated

26th December 2024

to promote industry-academia interface by establishing  
Venture Lab at the Campus

Hon'ble Vice Chancellor  
D. D. U Gorakhpur University,  
Gorakhpur , Uttar Pradesh

**Prof. Poonam Tandon**  
Vice-Chancellor  
D.D.U. Gorakhpur. Unive



Chief Operating Officer  
B - School Bulls,  
Punjab, India



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**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY, GORAKHPUR, UTTAR PRADESH  
AND  
B-SCHOOL BULLS (BBX INFOTECH PRIVATE LIMITED)**

This Memorandum of Understanding (MoU) is made and executed at D.D.U. Gorakhpur University, Gorakhpur, Uttar Pradesh on 26th December, 2024 by and between

**Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur** is established under the provisions of Uttar Pradesh State University Act 1973 enacted by the State of Uttar Pradesh and is recognized by the University Grants Commission under Section 2(f) of UGC Act, 1956. Having its address at Civil Lines, Gorakhpur (U.P.) - 273009, thereafter referred to as "**D.D.U. Gorakhpur University, Gorakhpur**" of the One Part;

**AND**

**B-SCHOOL BULLS (BBX INFOTECH PRIVATE LIMITED)**, a company registered under the Companies Act, 1956, having its registered office at Panskura West Bengal 721151 and corporate office at Venture Lab STEP - TIET, Bhadson Road, Patiala, Punjab -147004, [hereinafter referred to as "**B-School Bulls**" which expression shall, unless repugnant to the meaning or context thereof, be deemed to include its administrator and assigns] of the Other Part;

Both **The D.D.U. Gorakhpur University, Gorakhpur** and **B-School Bulls** (A Unit of BBX Infotech Private Limited) shall also be jointly referred to hereafter as the "**Parties**" and individually as the "**Party**".

**WHEREAS:**

- a. The D.D.U. Gorakhpur University, Gorakhpur is a top University in Gorakhpur, Uttar Pradesh, offering professional Graduate, Post-Graduate and Doctoral Programs.
- b. B-School Bulls specializes in business and management education through simulation training, certifications, and corporate education programs. Additionally, we offer co-branding solutions to host competitions and simulations, as well as Faculty Development Programs (FDP) for faculty members of management and related discipline.
- c. Considering the mutually beneficial relationship to be established between B-School Bulls and The Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur we are dedicated to embodying the values of Education 4.0. Our collaboration aims to provide learner-centric, industry-relevant, role-specific, and technology-enabled learning solutions. Our diverse range of programs spans various industries and domains, including a specially simulated stock market platform and virtual portfolio management competitions, offering students practical business experience. Additionally, our co-branded simulator enhances students' employability while supporting faculty in creating engaging classroom environments. This partnership not only enriches the educational experience but also contributes to the overall success and brand building of both Organizations.

**NOW, THEREFORE, in consideration of the foregoing, the Parties hereby agree as follows:**

**1. PURPOSE**

- 1.1. D.D.U. Gorakhpur University, Gorakhpur and B-School Bulls are interested in working together with mutual collaboration to give each other's strengths in on the created and curated learning programs across a range of categories, industries, and age groups which include employment-oriented Early Career courses through its AI Enabled cobranded Simulator.

**B-School Bulls**

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## 2. SCOPE AND AREAS OF COOPERATION AND COLLABORATION:

### 2.1. General Scope:

- B-School Bulls will offer to DEEN DAYAL UPADHYAYA GORAKHPUR UNIVERSITY, GORAKHPUR, UTTAR PRADESH opportunities for activities such as stock market simulation, internship, training, live projects, placements, establishing Business Lab, and promoting entrepreneurship activities that will foster a collaborative relationship. The details of which are as follows:
- B-School Bulls, a division of BBX InfoTech Pvt Ltd. has been established with a mission to enable business, commerce, and management students to gain a deeper understanding of the business world by engaging with the stock market. Our motto is to transform management graduates into professionals. Our vision is to have 1,00,000 students enhancing their employability through engagement with the virtual stock market by 2025.
- **Live project & internship:** Live projects and internship in the area of Marketing, Finance, HR, Digital Marketing, SEO, etc. shall be provided by B-School Bulls. Students shall work as interns on projects offered by B-School Bulls, such as Stock Mock Competition, Simulator subscription, Establishment of Business Lab, Search Engine Optimization (SEO). Some of the projects would have fixed stipend, some would have performance linked stipend.
- **Simulation:** B School Bulls will install a Stock Simulator along with an Android mobile application. If The University is able to register minimum 500 students at stock market simulator, B School Bulls will offer a Co-Branded Solution Stock Market Simulator to the University. The participation fees per student will be RS. 499 for 6 months.
- **Virtual Portfolio Management Competition:** The University has the opportunity to host a Virtual Portfolio Management competition under its brand. Students from various clubs can take the lead in organizing the event. Those students involved in organizing will receive certificates from BBX InfoTech Private Limited as recognition for their efforts.
- **Placement** might be offered in B-School Bulls as a PPO to select students after a full-time internship with the organization.
- **Setting Up Business Lab:** Though University's make every effort to provide their students with the best possible academic inputs, yet they lack exposure to the practical business world; as the classroom teaching can't capture the complexity of business world in the same way as experiential learning can. For solving this problem, B-School Bulls helps educational Organizations to establish Business Labs at the premises where students can get hands-on experience of corporate working along with their curriculum. Internship, freelancing, business competition, simulation, Gamification, blogging, content writing, designing, digital marketing, financial analysis of shares are some of the experiential learning opportunities through Business Lab that would enable students to apply the knowledge they learn in the classroom in these 'live' business settings. We facilitate the creation of Business Labs wherein University develop an office like space into a Business Lab. **No financial charges are involved** for setting up the Business Lab from the University as well as students.
- **Operations of Business Lab:** Our Interns Management System (IMS) assists University's in managing the end-to-end processes of their students' involvement at the Business Lab. Our IMS is a cloud-based platform that makes it easier to keep track of their interns' work and growth in a systematic way. Every part of the internship is streamlined, from onboarding to professional development, and evaluations. Students can download their experience certificate and get their stipend through their personal dashboard.
- **Corporate Seminars:** Business and management students are trained by hosting corporate seminars, conducting on-the-ground competitions, and learning complex decision-making through industry-academia interface, which is a requirement of NIRF and Accreditation. The Business Lab provides opportunities for 'Earn while you Learn' thus helping during admission process.
- **Coordination:** Faculty Coordinator from D.D.U. GORAKHPUR UNIVERSITY, GORAKHPUR, UTTAR PRADESH shall be the contact point for Business Lab operations at the campus and overall, Business Lab Student Coordinator would lead the Business Lab in consultation with Faculty Coordinator to ensure effectiveness. Different departments like Marketing, Finance, HR, etc. would have their own Departmental Leaders who will manage the

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team of interns working in their department. These student leaders can be appointed by the University or can emerge over a period of initial ten days based on the performance of different interns in different departments.

## 2.2 Infrastructure Requirement

- D.D.U. GORAKHPUR UNIVERSITY GORAKHPUR, GORAKHPUR can provide a large room or hall based on availability and can provide necessary furniture in terms of office chairs and tables. No other funding is required from the University.
  - a. Both Organizations will strive to exchange relevant information pertaining to academic and employability matters.
  - b. Any other activities mutually agreed upon by both parties.

## 3. GENERAL CONDITIONS

- 3.1. The aforementioned scope and areas of cooperation shall be realized by means of mutual consultation and exchange of relevant information between the appropriate institutional officials/departments/divisions of the two Parties.
- 3.2. Neither Party nor its personnel shall be considered as an official, employee, representative or joint partner of the other Party. Neither Party shall enter into contract or any other agreement on behalf of the other Party.
- 3.3. Both D.D.U. Gorakhpur University, Gorakhpur and B-School Bulls shall subscribe to the policy of equal opportunity and shall not discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.
- 3.4. Any activity to be taken up shall be completed within a stipulated time as agreed upon by the Parties.
- 3.5. This MoU will provide the foundation and framework for later collaborative project(s)/program (s) developed by both Parties.
- 3.6. This MoU sets forth the intentions of the Parties to foster collaboration and cooperation in the aforementioned areas without any legally binding commitments. If both Parties later agree to undertake specific joint projects with legally binding obligations, separate written agreements for such project (s) shall be made with mutual consent on each Party's contributions, responsibilities, and financial implications.
- 3.7. B-School Bulls hereby agrees and acknowledges that the D.D.U. Gorakhpur University, Gorakhpur shall not under any obligation under the MoU to enroll any fixed number of students for Courses offered and/or training provided under this MoU, other than mutually agreed upon.
- 3.8. This MOU is on non-exclusive basis and the Parties are not barred from having similar collaboration with other entities. Except, as expressly stated in this MOU, there shall be no obligation on any party to compensate the other in any manner or any claim.
- 3.9. No alterations, additions or modification hereto shall be valid and binding unless the same are reduced to writing and signed by both the Parties.

## 4. MODE OF OPERATION

- 4.1. Each party shall designate a coordinator or a group of people for coordinating and carrying out any activity of mutual interest.

## 5. FINANCIAL COMMITMENT

- 5.1. Nothing in this MoU shall either binding or construed as constituting a commitment or obligation of funds from either Party. Financial implication, if any, for carrying out any academic activity shall be negotiated and mutually agreed upon in writing under separate Agreement in respect of specific project.

## 6. COMPLIANCE

- 6.1. Both D.D.U. Gorakhpur University, Gorakhpur and B-School Bulls shall be responsible for compliance with and implementation of respective national/state regulatory and/or licensing agencies during the term of MoU, which shall be governed by and construed in accordance with the Indian laws and statutes of the respective

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Parties, and shall be contingent upon both Parties for securing and maintaining all necessary accreditation, approvals and/or licenses.

## 7. INTELLECTUAL PROPERTY RIGHTS

B-School Bulls and the D.D.U. Gorakhpur University, Gorakhpur agree to respect each other's rights to intellectual property and shall not use the trade mark, symbol or designation belonging to the other party without prior approval and permission. Further, the intellectual property rights that arise because of any collaborative research or activity under this MoU will be worked out on a case-by-case basis and will be consistent with the officially laid down IPR policies of both Parties.

## 8. CONFIDENTIALITY

- 8.1. Each party agrees to maintain the confidentiality of all information and materials shared during the course of their collaboration. This includes, but is not limited to, business strategies, financial data, student and staff information, curriculum details, and any other proprietary information.
- 8.2. Confidential information may only be disclosed to employees, agents, or third parties on a need-to-know basis, provided that such individuals are bound by confidentiality obligations similar to those contained herein.
- 8.3. The obligation of confidentiality does not apply to information that:
  - a. Is or becomes publicly known through no breach of this MoU.
  - b. Is already known to the receiving party at the time of disclosure.
  - c. Is independently developed by the receiving party without use of or reference to the disclosing party's confidential information.
  - d. Is disclosed to the receiving party by a third party who is not under any obligation of confidentiality.
  - e. Both parties agree to take all reasonable steps to protect confidential information from unauthorized access, use, or disclosure. The confidentiality obligations will continue for a period of five years from the termination or expiration of this MoU, whichever is later.
- 8.4. Any breach of this confidentiality clause may result in irreparable harm to the disclosing party, for which damages alone would not be an adequate remedy. In such cases, the disclosing party shall be entitled to seek equitable relief, including injunctions and specific performance, in addition to any other remedies available at law or in equity.

## 9. ASSIGNMENT

Neither Party shall be permitted to assign, transfer/share any academic interest in this MoU nor any of its outcome without the prior written approval of the other Party.

## 10. LEGAL STATUS

This MoU is not to be construed as creating a legal relationship between the Parties. It is only a statement of intent to foster genuine and mutually beneficial cooperation. Each party is separate and independent, and this MOU shall not be deemed to create a relationship of agency, employment, or partnership between or among them. Each party understands and agrees that this MOU establishes an independent contractor relationship and that the agents or employees of each respective party are not employees or agents of any other party.

## 11. TERM OF MOU

This MoU shall become effective from the date of signing by the official representatives of the Parties and shall be valid and remain in force for a period of five (5) years. The MoU may be renewed and extended upon mutual MoU prior to the date of expiry. As part of subsequent extensions, the Parties may agree to make amendments in the MOU.

## 12. TERMINATION

- 12.1. Either Party can terminate the MOU by giving 90 (ninety) days' notice in writing to the other Party.

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- 12.2. On termination, each party shall return to the other party all such confidential and proprietary information, documents, and reference material of the other party in its possession.
- 12.3. B-School Bulls shall have the right to terminate this MOU, at its sole discretion, with immediate effect in the case the University:
- becomes bankrupt;
  - is involved in illegal activities;
  - commits a material breach and/or non-performance of this MOU by Service Provider, where the breach or non-performance is of non- curable nature
  - involves in any misrepresentation, misconduct, unethical behavior, mis- selling, and/or providing false or wrongful information;
  - involves in any wrongful use and/or use, reference or exploitation without written consent of the logo, trademark, tradename, brand name of B-School Bulls and/or group companies and/or its partnering associates/ banks/corporates and/or any third party;
- 12.4. B-School Bulls shall be entitled to terminate this MOU, in the event the University fails to pay the agreed revenue or breaches the payment obligation as per the payment terms mentioned under Annexure A of this MOU.
- 12.5. All such obligations and terms of this MOU that are required to survive the termination of this MOU shall survive such termination.

### 13. CO-ORDINATION

Each Party shall appoint one member of its teaching/research faculty to coordinate and periodically review and identify ways to strengthen cooperation between the Parties.

### 14. AMENDMENT

This MoU may be amended by mutual consent in writing MOU of by the Parties.

### 15. JURISDICTION AND GOVERNING LAWS

- This MOU shall be construed and enforced solely pursuant to the Indian laws and in case of any litigation, the Court of Law in Mumbai shall have exclusive jurisdiction to resolve such dispute.
- Any dispute between the parties pertaining to the interpretation, execution and application of the provisions of this MoU will jointly resolve the dispute in a spirit of independence, mutual respect, and shared responsibility.

### 16. MISCELLANEOUS TERMS

- The provisions of this MoU are severable, and if any provision of this MoU is found to be invalid, void or unenforceable, the remaining provisions will remain in full force and effect.
- The waiver of any breach of any term of this MoU does not waive any subsequent breach of that or another term of this MoU.
- Any consent, waiver, notice, demand, request or other instrument required or permitted to be given under this MoU shall be in writing and shall be delivered by hand or sent telex or facsimile transmission, or sent by registered post, certified or express mail or reputable overnight courier service to the address mentioned herein above at title of this MoU.



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This Memorandum of Understanding is being signed and confirms their agreement to its terms in good faith and mutual trust on this 26th December' 2024, in witness where of the authorized signatories hereby with their signature and seal.

**Prof. Poonam Tandon**

**Prof. (Dr.) Poonam Tandon Vice-Chancellor**  
**Hon'ble Vice Chancellor**  
 D.D.U. Gorakhpur University, Gorakhpur  
 Deen Dayal Upadhyaya Gorakhpur University,  
 Gorakhpur,  
 Civil Lines, Gorakhpur (U.P.) - 273009 INDIA

**Mr. Raj Santra**  
**Co-Founder & COO**

B-School Bulls (BBX Infotech Pvt. Ltd.) Uttar Pradesh

 Venture Lab STEP - TIET, Bhadson Road, Patiala ,  
 Punjab -147004 INDIA

**Witnessed by:**

1.  
 Signature :   
 Name : **Prof. S.V. Pathak**  
 Designation : Dean, Department of Business  
 Administration , D.D.U. Gorakhpur  
 University, Uttar Pradesh  
 Date : 26th December 2024

2.  
 Signature :   
 Name : **Prof. Manish Kumar Srivastava**  
 Designation : Coordinator (BBA & MBA Programme),  
 D.D.U. Gorakhpur University,  
 Gorakhpur  
 Date : 26th December 2024

3.  
 Signature :   
 Name : **Mr. Sanjay Kumar**  
 Designation : Manager, B School Bulls  
 Date : 26th December 2024

4.  
 Signature :   
 Name : **Dr. Kumari Chandni**  
 Designation : Business Associate,  
 B School Bulls , Gorakhpur  
 Date : 26th December 2024

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