



उत्तर प्रदेश UTTAR PRADESH

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MEMORANDUM OF UNDERSTANDING

On this day 17th September of 2018 at Teerthanker Mahaveer University, Delhi Road, Moradabad this Memorandum of Understanding is signed between Smur Agro Ventures Pvt. Ltd., a company incorporated under the Companies Act, 1956 (CIN No: U01820HR2017PTC068762 PAN No: AAYCS5692P) having its registered office at AG-129, Nirvana Country, Sector 50, Gurugram, Haryana, India (hereinafter referred to as "Smur" or Smur Agro Ventures" or "First Party". represented by Mr. Udayan Arya, CEO, Founder Director

AND

Teerthanker Mahaveer University is multi-disciplinary University established by an 'Act' (No. 30) of 2008 of the Government of Uttar Pradesh located at N.H. 24, Delhi Road, Moradabad, Uttar Pradesh 244001 and represented by Dr. M. P. Singh, Principal, College of Agriculture Science, Teerthanker Mahaveer University, Delhi Road, Moradabad (hereinafter called "University" or "TMU" or "Second Party".

Premise of this MOU:

- Smur Agro Ventures Pvt. Ltd. is organic products company manufacturing world class organic products and formulations with ingredients sourced from round and world. Supporting the 'Make in India' initiative of Prime Minister of India, over 90% of products are manufactured in India with advanced pharmaceutical standards.

- **The Teerthanker Mahaveer University (TMU)** is multi-disciplinary University established by an 'Act' (No. 30) of 2008 of the Government of Uttar Pradesh and is approved by the University Grants Commission (UGC).
- Both parties are committed to promote organic farming for better health, sustainable livelihood and cleaner environment.

Points of Understanding:

- **Smur** would primarily recruit fresh graduates from **TMU** for our hindi speaking areas appointments. **Smur** plans to hire over 35 students from TMU for their product marketing, research and support functions over next two years.
- **TMU** would conduct Smur's product trials, where **SMUR** would provide complimentary 100% certified agriculture products for the purpose. Smur would also provide experimental protocols with application guidelines for products use and trials.
- **Smur** and **TMU** would conduct joint research programme with in field for advance organic farming solutions including Mycorrhizal, Endophyte and other new age organic solutions.
- **Smur would be named as "Organic Research Partner" of TMU.** The same would be mutually communicated through website forums, press release etc.
- **Smur** and **TMU** would jointly conduct **Modern Organic Farming Workshop** at University premises where farmers would learn the latest techniques and practices of modern organic farming (one workshop every year).
- Both parties would also actively explore mutual areas for cooperation such as Agro Entrepreneurship Course, scholarships and agriculture social initiatives.

Signature

Mr. Udayan Arya
CEO, Founder Director
Smur Agro Ventures Pvt. Ltd.

Smur Agro Ventures Pvt. Ltd.
Chief Executive Officer

Signature

Dr. M. P. Singh
Principal
College of Agriculture Science
Teerthanker Mahaveer University
Delhi Road, Moradabad

Principal
College of Agriculture Science
TMU, Moradabad