



WHITE CANVAS

Memorandum of Understanding (MoU)

This MoU is made effective as of 23 May, 2022 by and between **Teerthankar Mahaveer University** with its main campus at Delhi Road, Moradabad referred to as "Client" and **White Canvas India**- Company registered in Noida and having its corporate office at The Corenthum, 5th Floor, Tower-C, B-Block, Sector- 62, Noida, referred to as "Consultant".

WHEREAS Consultant has a proprietary skill and knowledge on delivery of services AND WHEREAS Client desires to procure consulting services as fully referred below:

Context

India has the potential and is on the track of becoming the global powerhouse of innovation and entrepreneurship. Entrepreneurship Climate in the country is growing with fast momentum.

We, at White Canvas India are fueling the growth by running successfully the India's largest Entrepreneurial Skill Program for students.

In the last 18 months we have been able to attract, train and graduate 800 plus students who have been certified across Entrepreneurship Skills, Marketing skills and Social skills and have registered their Start Up to help build and contribute to the nation's GDP.

We admire the role TMU in Skill Development and especially the role TMU is playing being a regulator and a facilitator for students. We want to synergize our efforts along with the vision and plan of TMU and partner in the following proposed manner:

Description of Services

- 1- Partner to implement the Young CEO program with students to foster Entrepreneurship Culture and enable TMU students to start their venture
- 2- Partner to develop, execute Entrepreneurship / Start UP drives and competitions in schools and colleges to attract students for TMU
- 3- Facilitate and set Up Incubation Centers
- 4- Execute Government scheme at the Grass Root level on behalf of TMU
- 5- Provide Mentoring and Training support
- 6- Develop relation between Corporates and Investors for students of TMU
- 7- Develop a Mentor and Investor Network for TMU students

This MoU shall cover services towards the following:

Commercial- To be mentioned in specific proposal and agreements.

Confidentiality





WHITE CANVAS

Both parties and their respective employees may, in the course of their business relationship with the other, acquire or be exposed to information that is proprietary or confidential to the other party, its affiliates or its or their respective Clients.

Both parties undertake to hold all such information in strictest confidence and further undertake not to disclose any confidential data, design, and information under any circumstances to parties not governed in this SoW.

Force Majeure

Not Applicable

IN WITNESS WHEREOF, the parties hereto, each acting under due and proper authority, have executed this Agreement as of the date written above.

FOR,

Teerthankar Mahaveer University,

Name: Dr. Aditya Chandra

Designation- Registrar

Dated- 23-5-2022



White Canvas India, Noida

Name: Samresh Shah

Designation- Founder Director