

# MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is executed and entered into on this  
.....day of .....

BETWEEN

**Centre for Agriculture and Rural Development**  
12/381, Indira Nagar, Lucknow, UP-226016

AND

.....

## 1. JOINT OBJECTIVES OF THE MOU

The objective of this Memorandum of Understanding is:

- a) To promote capacity building programs on Agriculture, Horticulture, Floriculture and other agriculture based activities on the specific need of the area.
- b) To promote and provide market facilitation to the various companies associated with Bhagidari.
- c) To provide market entry, sales plan, marketing plan to the corporate associated with Bhagidari.
- d) To promote the brand in the area of the Bhagidari as well as companies associated with.
- e) To increase the sales of the companies associated with the Bhagidari.
- f) To organize the field level farmers meeting, demonstration, block level kisan mela.
- g) To increase the income of the farmers by ensuring them quality product supply, proper consultancy.

## **2. RESPONSIBILITIES OF Bhagidari**

Bhagidari shall be responsible for the following work:

- a) To liaison and coordinate between the various companies working in the area of agriculture.
- b) Short listing and selection of companies, tie-ups with them for product supply, brand promotion, field demonstration etc.
- c) To provide technical support to understand the quality of the products.
- d) To ensure quality product supply directly to the centres.
- e) To coordinate with the companies for the marketing, sales, product supply chain.
- f) To coordinate with the companies willing to enter in Uttar Pradesh market and ensure them good business with the help of development partners.

## **3. RESPONSIBILITIES of the Development Partners**

DP shall be responsible for the following work:

- a) To prepare the sales plan (annual, quarterly etc) and to inform to the Bhagidari for product supply.
- b) To research the adoptability of the various products available in the market.
- c) To motivate the farmers for the product buying for the companies associated with the Bhagidari.
- d) Mapping of the area for crop rotation, new crops entry, new products entry etc.

## **4. EXCUSIVITY OF THE PROJECT**

The relationship of the parties under this MoU shall be exclusive and both parties, including their affiliates, subsidiaries and divisions will not pursue other agreements or collaboration of any kind with similar products. However, when engaging with similar product, the participants will have the right to cancel the agreement after giving due notice.

## **5. TERMS AND TERMINATIONS:**

This MoU, unless extended by mutual written agreement of the parties shall expire in five year, after the effective date specified in the opening paragraph. This MoU may be amended or terminated earlier by mutual agreement of the parties in one month notice period.

**6. CONFEDENTIALITY:**

The both parties shall not disclose the any information in the public whatsoever related to the agreement for a period of five years.

**7. ARBITRATION:**

Any dispute arising with regard to any aspect of this Agreement shall be settled either mutual consultation or will be subject to New Delhi Jurisdiction.

For the Bhagidari Partner

For Development

Witnesses

Witnesses