

# Memorandum of Understanding

Between



**Department of Micro, Small & Medium Enterprises  
Government of Madhya Pradesh**

**&**



**JLU Foundation for Incubation & Entrepreneurship**

**This MoU is made on this 15th day of July 2019**

**By and between**

**Directorate of Industries (Nodal agency For Implementation of Start-up Policy),  
Department of Micro, Small & Medium Enterprises, Government of Madhya  
Pradesh**

Directorate of Industries (Dol), Department of Micro, Small & Medium Enterprises,  
Government of Madhya Pradesh **having its office at the 4<sup>th</sup> Floor, Vindhyachal  
Bhavan, Arera Hills, Bhopal** which is the nodal agency of Government of Madhya  
Pradesh for implementation of Startup Policy and entrepreneurship development  
in Madhya Pradesh (Here after referred as "Nodal agency")

**And**

JLU Foundation for Incubation & Entrepreneurship, 83/2 Chandanpura, Near Kaliasot  
Barrage, Bhopal, Madhya Pradesh (hereinafter referred to as "Incubator")

**About JLU Foundation for Incubation & Entrepreneurship** - JLU Foundation for  
Incubation & Entrepreneurship intend to enable most of services required by  
entrepreneurs like incubation, mentoring, training, business networking, co-working  
and financial support. JLU - FIE will help entrepreneurs turn ideas into viable  
businesses.

#### **Intent & Objective of the MOU-**

The intent of this Memorandum of Understanding (MOU) between the JLU  
Foundation for Incubation & Entrepreneurship & "**Nodal Agency**" is to outline the  
way in which the two parties will collaborate to strengthen the start-up ecosystem

The MoU will furnish the following objective:

1. The Dol desires to provide boost to entrepreneurial activity among youth.
2. The Dol has identified the need for creating an enabling environment for  
fostering the Startup activities in the State via its partner incubators.

The initial scope of this alliance will cover activities related to, but not limited to,  
the areas outlined below.

## Terms of Partnership

### Nodal agency shall:

1. Leverage its Logo with the Incubator for events, workshops, boot camps, hackathons & pitching events etc. organized by the incubator.
2. Participate in the events as knowledge sharing partner for Government support for Startups / Entrepreneurs/ Incubators via its schemes & policies
3. Help in reaching out to the other start-ups via its network by sending emails to our registered Start-ups/ Incubators and collaborating with Gol, Startup India, Invest India and other national and international agencies / organizations working for fostering start-up.
4. Display the icon, website link, name & details of the Incubator on Department's website.

### JLU Foundation for Incubation & Entrepreneurship shall:

1. Support in providing information regarding the incubator (ex. Year of establishment, Organization structure, utilization etc.)
2. Support in providing information regarding the incubatee (ex. Incubated Start-ups, Funding, Events, founder details etc.)
3.
  - a. Physical Incubators shall provide -
    - i. Workspace, machinery & infrastructure
    - ii. Funding Network
    - iii. Mentoring, professional & managerial assistance
    - iv. A pool of shared support services (business, legal, financial, etc.)
  - b. The virtual incubators shall provide -
    - i. **Startup Study Material:** in-depth e-Hand books on: Startup Funding, Startup Ideas, Technology and Project Reports, Investor Directory, Government Schemes, Grants, etc.
    - ii. **Online Startup Mentorship:** Students and Startups can ask questions to online expert mentors anytime.
    - iii. Organize **online workshops and pitching sessions** on regular basis.
    - iv. Should have **versatile portal** for enabling e-learning by obtaining individual or institutional membership.

### Validity of the relationship

The framework of the agreement would be initially valid for a period of 1 year. This agreement can be extended by means of an addendum referring to this agreement as the base agreement to set the revised period and terms if any.

### Termination clause

1. If the incubator decides to terminate its operations before the aforementioned 1 year validity from the date of signing of the MoU, the incubator shall be required to notify the Nodal Agency within 2 weeks of its closure.
2. During any visits to the incubator, if it is found to be not functional, the Nodal Agency shall have the right to terminate the MoU after due notice of 2 weeks.
3. Additionally, the MOU can be terminated from either end, with 30-days prior notice based on mutual consensus on completion of pending engagements and fulfillment of all commercial obligations.

### Non-compete / Non-conflict / Engagement protocols

JLU Foundation for Incubation & Entrepreneurship and Nodal Agency agree to follow an engagement protocol that is ethical and professional during the delivery of this MOU. None of the incubator will engage itself into activities those are conflicting to government policies/rules and regulations.


IN WITNESS WHEREOF the parties have executed and delivered this MOU in two original copies in English language as at the day and year first above written at Bhopal.

For: JLU Foundation for  
Incubation & Entrepreneurship  
Bhopal

  
Abhishek Mohan Gupta  
Designation: Director

Date: Bhopal  
Place: 15/07/2019

For: Directorate of Industries  
Madhya Pradesh

  
Seal & Signature (डॉ. सी. डूबे)  
प्रभासी वेण्डर विकास एवं मार्केटिंग सपोर्ट  
उद्योग संचालनालय  
Designation

Date: 14/08/2019  
Place: Bhopal.