



Memorandum of Understanding

Between

Ureka Education Group
Oxford Science Park, Oxford, OX4 4GP United Kingdom

and

Indore Management Institute
Indore (MP) INDIA

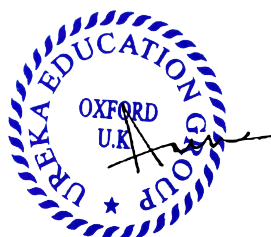
This Memorandum of Understanding (MOU) sets for the terms and understanding between the Ureka Education Group (hereby referred as "Ureka") that comprises of Ureka Education Ltd, London and its associate companies in UAE, France and Indore Management Institute- Indore INDIA

Purpose

This MOU aims to develop strategic association and explore long term collaboration opportunities between both parties to

- Support development of employability enhancing skills and traits that lead to overall success of students, teachers and their institution.
- Promote a global mindset through hands-on experiences and exposure to best practices from the best institutions in the world.
- Create international engagement and development opportunities for students and faculty through programmes, lectures, seminars, conferences, visits, events, study trips, internships and initiatives like Data Science, Analytics & Cyber security club or the Global Business Leaders club for students etc

The above goals will be accomplished by undertaking the following activities. Any financial consideration or expenses relating to any of the activities will be agreed separately agreed between both parties through a written notification.



What can Ureka Education UK provide:

- International Programmes for students that include those cited below and others:
 - o Setting up a **Data Science, Analytics & Cyber security Club** and / or the **Global Business Leaders Club** for students, a free of charge initiative of Ureka Foundation
 - o **IBM, Pearson or University of Oxford Certified Online Training + Virtual Internship** in Data Science and Analytics
 - o **Global Work Experience Programme** with optional **Certificate from University of Oxford** — work on two live international projects in team with students from different countries and travel to UK / France / UAE / Austria for project completion after COVID related travel restrictions are eased.
 - o **International Management Professional Programme** - A job-skills programme with Experience Certificate from Ureka UK to prepare those with no or little prior work experience for top MNC jobs post Covid-19.
 - o **University of Oxford Certified Online Training + Virtual Internship** in areas of Marketing, Finance, HR, Product Management, Sports Management and Entrepreneurship
 - o **Global Immersion Programmes** — academically rigorous, certified international study trips to California, London, Oxford, Lyon, Dubai, Singapore and Kuala Lumpur

- International Programmes for faculty that include those cited below and others:
 - o **Harvard Certified** — Future of Learning programme
 - o **University of Pennsylvania Certified** — Teaching Online Classes programme

- Arrange international faculty, experts, students **visit to campus**
- **Co-organize international conferences, seminars, events etc**



- Provide analytics driven **Career Guidance** by **University of California** certified professional
- Anything else not mentioned here but agreed between both parties through a written notification from either party

What can the Peoples University Provide :

- Co-brand and Promote Ureka Education UK's **services amongst its students** using online and offline media on a regular basis.
- Help establish and promote the **Data Science, Analytics & Cyber security Club** and/or the **Global Business Leaders Club**.
- **Co-Organize and host international events, conferences, seminars** that may include visits by international executive speakers, experts, faculty and students invited by Ureka to your city.
- Co-organize with Ureka, international and national conferences, seminars, events etc by means of **nominating experts / faculty from the institution as speakers, panelists** etc
- Jointly with Ureka, **apply for research grants** like Innovate UK, UKIERI, La French Tech
- Anything else not mentioned here but agreed between both parties through a written notification from either party

What does this MOU not provide unless agreed between both parties through a written notification from either party?

- Any form of financial commitment in the form of payments, discounts, vouchers etc
- Assignment of any IPRs, patents, etc

All financial arrangements to be agreed separately agreed between both parties through a written notification.

Lapse of MOU



This MOU will lapse if there is no activity or engagement between both the parties for a continuous period of 12 months from the start of the agreement date and each anniversary thereon.

Duration

3 years from the date of signing. This MOU is at-will and may be modified by both parties through a written notification from authorized officials from each party. This MOU shall become effective upon signature by the authorized officials and will remain in effect until modified or terminated by any one of the parties through a written notification or the end of term of the MOU is reached.

Authorized Signatories

Ureka Education Group

1. Ms Aamna Sultan, Chief Learning Officer
Email: as@ureka.co.ul
Telephone: +971 4 501 3917

Indore Management Institute
Mrs Ankita Gupta , IMI Director
Email : imi.ankitagupta@gmail.com
Telephone:91+9977699996

Through these contact persons, either party may initiate proposals for activities under this agreement. Specific details will be set forth in a letter of agreement which will form part of this general arrangement following Signature by the appropriate authorities of both parties.

A letter of agreement will include such items as:

1. Elaboration of the responsibilities of each institution for the agreed upon activity. Scheduled for specific activity
2. Financial arrangement agreed between both parties for each activity
3. Any other terms deemed necessary for the efficient management of the activity.

Signatures of concerning officials





Date: 31/10/2020

Name: Aamna Sultan

Organization: Ureka Education Group

Designation: Chief Learning Officer



Date: 31/10/2020

Name: Mrs. Ankita Gupta

Organization: Indore Management Institute – Indore INDIA

Designation: Director