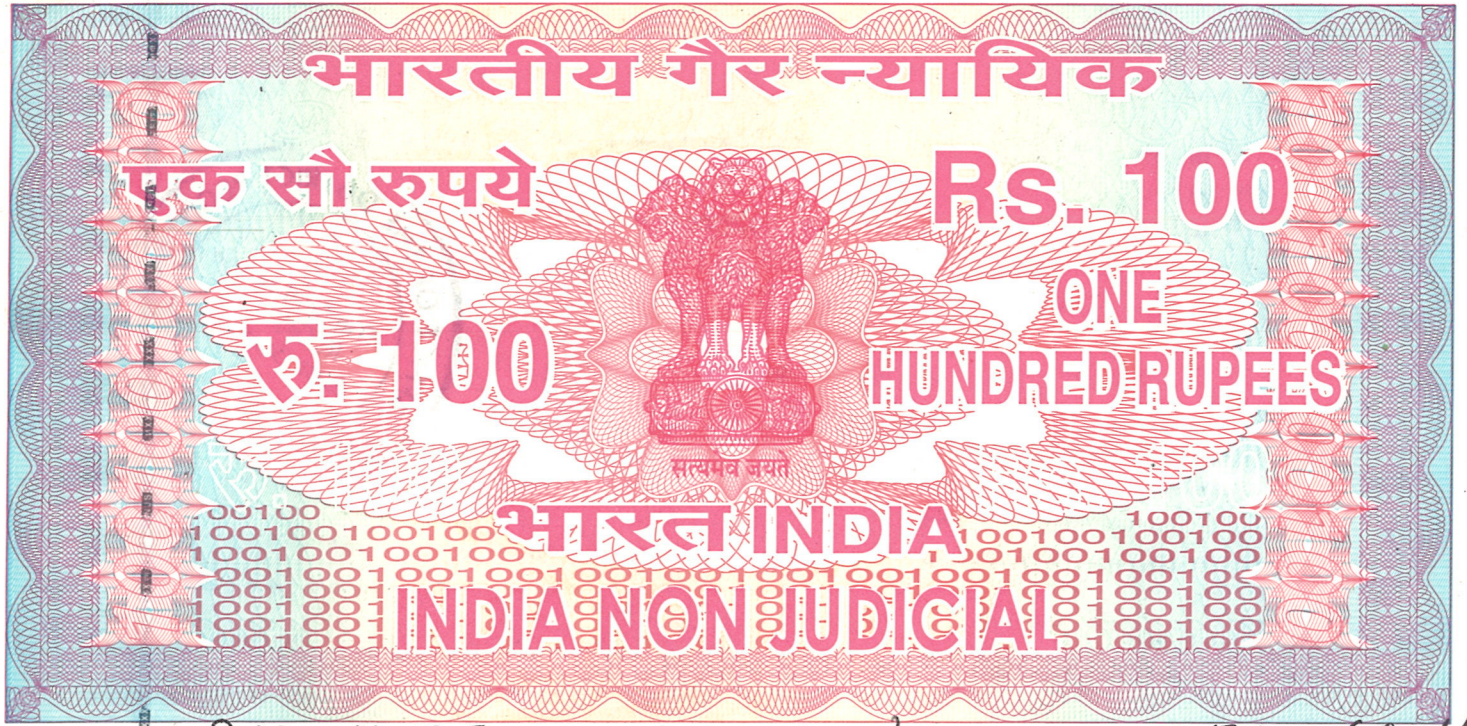




S.No. 11475 100/- dt 19/7/2014
ఆంధ్రప్రదేశ్ ఆంధ్ర ప్రదేశ్ ANDHRA PRADESH

GODAVARI KNOWLEDGE PARK.

Rep by Srinivas Kallarla.

s/o K.V. Venkat Rao. KAKINADA

B.K.V.N. Gupta
BH 223887

B.K.V.N. GUPTA
Licenced Stamp Vendor
Shenugudi Centre, KAKINADA

L.No. 04-13-07-2011

Ri No. 04-13-01-2014

PIN 533 003, Dist. NARASIMHAPUR

This memorandum of understanding (MoU) is entered on 16th of July, 2014 at Hyderabad / Kakinada between:

Godavari Knowledge Park (GKP), an Incubation Centre established in the JNTUK campus by an MOU between JNTUK, Kakinada - 533003 represented by Registrar JNTUK, Kakinada and Godavari Knowledge Society represented by the Working President.

AND

Krishak Pragathi Mahasangh (KPM), having its registered Trust Office at 33-90/4/1, Officers Colony, Ramakrishnapuram, Secunderabad- 500056 (hereinafter referred to as KPM).

WHEREAS, Godavari Knowledge Park (GKP), JNTUK, Kakinada, a joint initiative of Jawaharlal Nehru Technological University, Kakinada & Godavari Knowledge Society, Kakinada is organizing the "International Conference on Marine & Agricultural Biotechnology" and is desirous of engaging Krishak Pragathi Mahasangh (KPM) as its Marketing Partner & Conference Facilitator for the said "International Conference on Marine & Agricultural Biotechnology" which is tentatively scheduled to be from October 16-18, 2014 or such other date as may be confirmed by GKP at JNTUK Campus, Kakinada, East Godavari Dist, Andhra Pradesh.

For GODAVARI KNOWLEDGE SOCIETY

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Srinivas Kallarla



Srinivas Kallarla
WORKING PRESIDENT

W
REGISTRAR
J.N.T. University Kakinada
KAKINADA-533 003.

AND WHEREAS the Godavari Knowledge Park (GKP), Kakinada has agreed to forge an alliance with Krishak Pragathi Mahasangh (KPM) as its Marketing Partner & Conference Facilitator exclusively for "International Conferences on Marine & Agricultural Biotechnology", for a period of 3 Years from the date of signing of this agreement. The terms of the MoU may be amended or changed every year by GKP, JNTUK based on the satisfactory performance of KPM.

AND whereas the said Krishak Pragathi Mahasangh (KPM) has agreed to be the Marketing Partner & Conference facilitator for the 3 years commencing from 2014 for the said conference. Godavari Knowledge Park (GKP), JNTUK, Kakinada hereby agreed Krishak Pragathi Mahasangh (KPM) as the Marketing Partner & Conference Facilitator for "International Conference on Marine & Agricultural Biotechnology" and for raising funds through sponsorships, exhibition, registration, Advertisements, Grant in Aid & all other forms of Fund Generation with respect to this Conference.

Both the parties have agreed to and here by enter into this MoU on the terms and conditions, as stipulated below:

Role of Godavari Knowledge Park (GKP), JNTUK, Kakinada

1. Godavari Knowledge Park (GKP), JNTUK, Kakinada will organize the 3 day "International Conference on Marine & Agricultural Biotechnology" which shall comprise the Conference, Trade Show and B2B Platform- Create Premium Opportunities for Academic & Industrial Collaborations, presentations from Experts, Investment & Collaboration Opportunities, Exhibition to showcase latest trends & technology to a large gathering of Marine & Agriculture Biotech Fraternity from across the World.
2. The event will also see the release of white papers by Godavari Knowledge Park, JNTUK, Kakinada & other established Institutions from the relevant field.
3. Godavari Knowledge Park (GKP), JNTUK, Kakinada will extend the available facilities to Krishak Pragathi Mahasangh in terms of the Institutional and other networking support to facilitate the marketing responsibilities of Krishak Pragathi Mahasangh. Necessary fees will be paid to JNTUK for using their infrastructure and other facilities.
4. The Marketing cost of the Conference such as Domestic Air Travel, out of Station Boarding & Lodging, Out of Pocket expenses, Taxi charges and secretariat and office assistance should be budgeted separately by GKP and the amount may be released to KPM on a case to case basis whenever they are planning any visit outside Hyderabad. Before the commencement of any outstation trip outside Hyderabad, a budget will be placed by KPM to GKP and will be cleared by GKP on a case to case basis as per JNTUK, Kakinada norms.
5. The expenditure for conduct of the Conference in JNTUK campus, Venue Expenses, Infrastructure expenses, printing of brochures, etc will be borne by Godavari Knowledge Park (GKP) Kakinada out of the revenue generated for the conference.
6. GKP and KPM will share the balance amount after deducting all the expenditure towards conduct of the conference in 60:40 ratios respectively. The Commission structure will be reviewed every year during the contract period.
7. All the payments from sponsorship, registration, advertisement, grant in aid or any other income arising out of the conference must be only through a bank account operated by GKP, JNTUK, Kakinada. No Cash Transactions are permitted.
8. All the payments will be done through cheques only from the Conference Account opened by GKP, JNTUK, Kakinada.

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GODAVARI KNOWLEDGE SOCIETY
WORKING PRESIDENT

REGISTRAR
J.N.T. University Kakinada
KAKINADA-533 003.

Roie of Krishak Pragathi Mahasangh (KPM)

- KPM will formulate a marketing policy in collaboration with GKP, JNTUK, Kakinada and identify various revenue streams for this International Conference. KPM will prepare an action plan in consultation with GKP, JNTUK, Kakinada for joint review and follow up.
- KPM will provide its inputs towards designing the Marketing Collaterals such as Marketing Brochure and also online Brochure that could be mailed to all stakeholders and also will have access to day to day data of the conference website.
- KPM will scan and map the event area and will offer suggestions and advice from time to time in terms of conference management perspective.
- KPM will deal with all the vendors based on its experience and give a successful shape & substance to the International Conference with periodical consultation and approval from GKP.
- All KPM communication to various sponsors & institutions will be marked to GKP, JNTUK, Kakinada.
- KPM will put all out efforts for a long term perspective with all the sponsors and institutions so that the Conference is able to offer huge deliverables in consonance with their monetary participation and securing financial viability.
- KPM will take prior approval from the GKP for all the activities before finalization.
- Any other activity that could be added to the scope of KPM should be with prior consent from GKP, JNTUK, Kakinada.

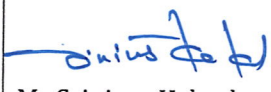
Termination Clause:

It is mutually agreed that either party can terminate the MoU with clear 3 months notice, but not before the first conference. The terms of such termination will be decided by mutually or through designated arbitrator by GKP. The terms will include compensation for any loss (financial, opportunity and/or reputation) for GKP by KPM.

Arbitration Clause:

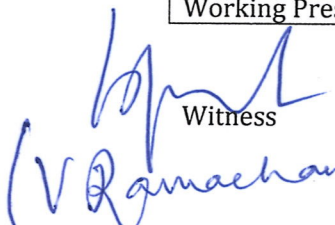
In the event of disagreement in the interpretations and follow up action on the covenants will be sorted out through committee consisting of members or the designated representative of both parties namely GKP & KPM and an arbitrator from out of the mutually agreed persons. If any issue remains under dispute even after arbitration, the same can settle through judicial system of Kakinada jurisdiction.

This MoU will be effective from 16th of July, 2014 till it is amended with mutual consent.

For Godavari Knowledge Park (GKP) JNTUK Campus  Dr. G V R Prasada Raju, Registrar, JNTUK Kakinada And  Mr. Srinivas Kakarla Working President, GKS Kakinada	For Krishak Pragathi Mahasangh (KPM) Hyderabad  Abhijit Bhattacharjee, Secretary General, KPM, Hyderabad 
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Witness

Witness


(V Ramachandrababu)

