



MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter referred to as “MOU”) has been agreed, made and executed on this, the 08 day of June, 2023

Between

HEARTFULNESS EDUCATION TRUST, a registered Trust having its Registered Office at No. 40-15-9/12, Nandamuri Road, Venkateswarapuram Post Office, Vijayawada – 520 010, Andhra Pradesh [(hereinafter referred to as “**HET**”) which expression shall unless repugnant to the context and meaning thereof include its successors, administrators and permitted assignees.]

And

SHRI KRISHNA UNIVERSITY (SKU) is a State Private University located in Chhatarpur, Madhya Pradesh India. Its main campus located in Village Chowka, Sagar Road, Chhatarpur, Madhya Pradesh 471301. It is established by Madhya Pradesh Act No. 26 of 2018 dated 28 July 2018.

As the context may require, **HET** and **SKU** are collectively referred to as the ‘Parties’ and individually referred to as ‘Party’ in this MOU.

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WHEREAS:

- i) Heartfulness Education Trust (“HET”) is a Public Charitable Trust registered under the Indian Trust Act, 1882 *inter alia* with an objective to impart an Heartfulness approach to various wellness programmes including relaxation, meditation, values based educational programmes for schools, colleges, government organizations, corporates etc., made available to all who are willingly interested in individual development and wellbeing. HET is also engaged in conducting various Teachers’ training programmes in collaboration with Certain State Governments/ Education Institutions.
- ii) **Shri Krishna University (SKU)**, the leading university of National Importance by statutory enactment to cater to the growing requirements of Higher Education. **SKU** desires to provide and inculcate in its student values and inner development in order for them to perform better as students and be leaders for growth in Nation building. **SKU** has more than 12 faculties and 33 departments.
- iii) **HET** through its ‘Heartfulness’ initiatives offers a way for balanced living through various meditation techniques. These simple and effective techniques gradually imbibe feelings of discipline, empathy, brotherhood, leading to mental, spiritual and psychological well-being, helping an individual to transform not only inwardly but also his/ her attitudes, and dealings with society at large.
- iv) In order to stimulate and facilitate the development of programmes/modules which serve to enhance educational, social, spiritual & emotional development of students through a collaborative approach with **HET** through training and experiential learning **SKU** has agreed on the terms mentioned herein in support of its interest in the field of education and is desirous of promoting mutual cooperation by organizing and conducting educational workshops for mental, spiritual and psychological well-being of its students, and desires to extend the basis for friendly and cooperative collaboration by way of this MOU.

NOW THEREFORE, THE PARTIES HEREBY AGREE AS UNDER:

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PURPOSE AND OBJECTIVES

SKU desires to create an example for its University by offering the best for its students so as to enable them to lead lives with purpose and help the society at large. SKU has represented that it is a leading University that offers high quality education and its priority is to provide its students values, inner development so as to perform better in studies & be leaders in nation building. It seeks to provide basic life skills to manage challenges in relationship, avoid intoxicating abuses, digital addiction and dealing with stress of modern life. It aims to enable the University students and staff to de-stress, manage life's challenges in healthy ways and find joy, purpose and fulfilment. This will directly enhance their academic and work performance and create a harmonious environment within the University.

HET has agreed to be helpful in such mission through its offerings and in addition to the above, conduct a thorough teacher and administrative staff training program in "Heartfulness" approach for their inner development so as to enable them to encourage students in this program.

Both the Parties, by executing this MOU express their commitment to collaborate with each other to conduct Educational, Relaxation, Meditation and other connected Wellness workshops which will help students, teachers in regulation of mind, moderation of tendencies, concentration, sharpening the use of will, self-analysis and acceptance of people and situations. In terms of skills and competencies, it will help the students to have improved learning skills, improved behaviour, humility, emotional maturity, and confidence, stress management, self-awareness and most importantly, develop purpose towards life.

FACILITATORS

Both the Parties shall nominate one or more representatives, who shall be the point of contact/ facilitator for the purposes of this MOU. The facilitators of both the Parties shall maintain regular contact with the other Party as well as propose and

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review the response received for the workshops and other activities in furtherance of objectives of the purpose and objectives envisioned under this MOU.

RESOURCES

- i) **SKU** shall make arrangements at its agreed venue(s) with required reference reading material, through a heartfulness corner in the library, meditation practice room, audio-visual and other facilities and equipment required for conduct of the programmes.
- ii) **HET** shall nominate teachers, trainers and support staff, for conducting, providing training as envisaged in this MOU to participants at these workshops.
- iii) **HET** shall provide support to orient their teachers to conduct these **HET** sessions for their students and will provide full external support. **HET** will make students of institutions conducted by **SKU** understand values and their role in improving the quality of life and enable them to impart spiritual training as an Extension Activity in its institutions and when feasible.
- iv) The Parties shall agree to distribute reading materials/ promotional/ literature to the participants, through any means including video recordings. **HET** shall share the content of such reading materials/ literature/ video recordings etc., with **SKU**, before distributing such materials to the participants.
- v) They shall agree to distribute Promotional items like 'T' shirts, memento and other merchandise or articles at the venue of the programme and at **HET**'s discretion set-up stalls for distribution of such Promotional items and details of the programme etc.
- vi) The detailed Scope of Service to be rendered by **HET** is listed out in Schedule 1 to this MOU which will be adhered to by **HET** during the term of this MOU.

OTHER OBLIGATIONS OF SKU

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SKU shall extensively promote **HET** programs so that greater populace of students shall benefit out of the initiative. As indicated elsewhere in this MOU, being value-

based model of education, **SKU** can make the initiatives/ programs/ Modules of **HET** as part of curriculum for the students on a mutually agreed basis.

SKU shall:

- i) Take initiatives such that its students shall attend the sessions taken by **HET** with an objective to help them achieve / inculcate the desired value systems to make them global citizens;
- ii) Facilitate students integrate the values imbibed into their lesson plans;
- iii) Jointly conduct surveys to find the effectiveness of the program carried out at regular intervals.

FINANCIAL UNDERSTANDING

HET shall provide its services in Heartfulness meditation practices on free of charge basis at all times as agreed.

TERM

This MOU has been executed for the purpose of organizing workshops/ seminars/ training sessions at the premises of **SKU** or such other premises as may be mutually agreed upon and shall remain in force for a period of **FIVE** year, commencing from the date of execution. This MOU shall terminate after completion of the term of one year, without any financial obligations of Parties, except for pending reimbursements and costs as provided herein. Both the Parties may execute similar agreements for similar initiatives in future or even extend the term of this MOU for such further periods. Either party can voluntarily terminate this MOU by giving 3 months' notice in writing to the other.

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It is agreed that **SKU** shall not copy or infringe upon the initiatives or programmes of **HET** in terms of its program offerings, videos, materials in any of their other individual initiatives and all copyrights shall vest with **HET**.

ASSIGNMENT

This MOU is personal to the Parties and the rights and obligations established herein shall not be assignable by the Parties, except to the extent expressly permitted under this MOU or with the prior written consent of the other party.

INDEMNITY

The Services offered by **HET** are on a mutual basis and free of cost. Only willing participants for their own wellbeing / self-development are required to participate. **SKU** may for development of its students make the **HET** Programmes/Modules as part of its curriculum. The Parties therefore, agree that such services do not give rise to any kind of damage or liability to anybody who participates and therefore no damage can arise therefrom. No indemnity is therefore provided herein. It is clearly understood that **HET** programs do not guarantee success of its objectives or initiatives mentioned in the Article above.

GOVERNING LAW, JURISDICTION & ARBITRATION

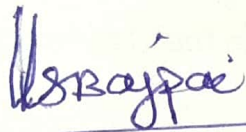
This MOU shall be construed, interpreted and enforced in accordance with Laws of India. In case of any differences, both the parties, shall make all efforts to settle the disputes amicably through mutual discussion and negotiation, failing which, dispute(s) shall be referred to a sole Arbitrator appointed by both the Parties, as per provisions of Arbitration and Conciliation Act, 1996. Language of Arbitration shall be English and place of Arbitration shall be Vijayawada, Andhra Pradesh. Subject to the Arbitration Clause, the Courts of competent jurisdiction at Vijayawada shall have exclusive jurisdiction in respect of any and all matters pertaining to this MOU.

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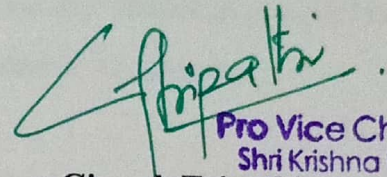
MISCELLANEOUS

- i) This MOU can only be amended in writing by mutual consent of both the Parties. No modification or amendment to this MOU and no waiver of any of the terms or conditions hereof shall be valid or binding unless made in writing and duly executed by or on behalf of both the Parties.
- ii) This MOU may be executed in counterparts including but not limited to MOUs, communications exchanged defining responsibilities, obligations of both the Parties for different programs, initiatives etc. under this MOU, each of which shall be deemed to be an original, and all of which, taken together, shall constitute an integral part of this MOU.
- iii) If any provision of this MOU shall be invalid, illegal or otherwise unenforceable, the validity, legality and enforceability of the remaining provisions shall in no way be affected or impaired thereby.
- iv) The captions of the clauses of this MOU are for convenience of reference only and in no way define, limit or affect the scope or substance of any clause of this MOU.
- v) The arrangement contemplated herein being in nature of cooperative strategic alliance for general wellbeing, no monetary consideration is involved.
- vi) None of the provisions of this agreement as stated above shall be deemed to constitute a partnership between **HET** and **SKU** and no party shall have any authority to bind or shall be deemed to be the agent of the other in any way, it is on principle to principle basis;
- vii) Neither party shall exercise any rights in the trademarks, copyright or other intellectual property of the other party, except as expressly stipulated herein.
- viii) All intellectual property rights (IPR) in "Heartfulness", The "Heartfulness" technique of Relaxation/ its connected procedures, "Heartfulness" Relaxation, Heartfulness Cleaning and other Trademarks of **HET** or of those of its associates

used by HET under license shall always vest with HET or its associates and it reserves the right to use the same internally or externally at its sole discretion. SKU shall not have any rights over the program content/module usage which may be exploited by SKU only with the prior written permission of HET and in coordination and assistance of HET authorized representatives who are experts in this area. If the version of "Heartfulness" Relaxation/ its connected procedures, "Heartfulness Meditation" is modified or improved, HET may implement such changed versions of wellness techniques anytime during the term of this MOU.



Uma Shankar Bajpai
IPS IG of Police (Retd)
World Secretary Heartfulness
Sri Ram Chandra Mission
(Hyderabad)

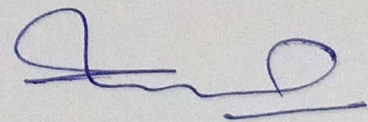


Gireesh Tripathi
Pro Vice Chancellor
Shri Krishna University
Chhatarpur(M.P.)
Pro Vice Chancellor
Shri Krishna University
Chhatarpur (M.P.)

IN WITNESS WHEREOF the parties hereto have executed this MOU, in duplicate, by their duly authorized representatives on the date, month and year first written above.

In the presence of:

Mr. Neel Kelkar
(ZC MP ZONE 03)



Vijay Singh
Registrar
Shri Krishna University

Rejo Ramakant Trivedi
(Justice R.R.K. Trivedi)
Heartfulness Precaptor

SCHEDULE- 1

Scope of Work

Heartfulness Education Trust (HET) shall offer the following programs specifically developed for specific needs of the University:

1. **Staff Training:** HET shall impart a training program on "Wellness at work" to all Principals, Teachers and Staff of the SKU institutions at its campus.
2. **HELM (Heartfulness Enabled Leadership Mastery) curriculum for students:** HET shall on SKU campus begin an in-depth training for students. This would cover a 3 day induction program and life-skills course which will be followed by subsequent foundational leadership programs such as Discover, Develop etc which can be included as credit courses. These are core Heartfulness programs conducted by certified Heartfulness trainers which will be experiential sessions of 60-90 minutes for each student group.

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