

## **MEMORANDUM OF UNDERSTANDING**

**NCRD's STERLING INSTITUTE OF MANAGEMENT STUDIES,  
NERUL, NAVI MUMBAI  
AND  
EKIBEKI ASSOCIATION, MUMBAI  
FOR THE DEVELOPMENT OF ACADEMIC COOPERATION IN  
SOCIO-CULTURAL AND EDUCATIONAL FIELD**

The general objective of this Memorandum of Understanding (MOU) is to stimulate and facilitate the development of collaborative and mutually beneficial programs which serve to enhance the intellectual life and cultural development on both parties and to contribute towards corporate and social responsibility.

Thus, SIMS and EKIBEKI have agreed that in support of their mutual interests in the area of education and society:

1. The two organizations will:

- a) increase awareness about various Indian handicrafts which are on the verge of disappearance for their perseverance, sustenance and growth.
- b) provide opportunities for students and teachers to develop skills which will enhance bonding with the artists and the craft.
- c) strengthen relationships, understanding and appreciation between artists, students and teachers of institute

d) promote joint projects in marketing, IT and other sectors

e) endeavor to encourage students and staff to spend time with the NGO and craftsmen to make them aware and learn about the traditional crafts.

2. The two organizations will conduct the following activities

a) SIMS will provide consultancy services to Ekibeki in the areas of market research, project management, use of social media for branding and feasibility studies for exports.

b) Session to create awareness amongst the students about the dying crafts of various states in India.

c) Conduct short learning courses for creating awareness in the society

d) Organizing pilot classes for groups of students to collaborate in upliftment of the artists residing in the remote area by connecting them to the social media.

e) Organize study tours for the students and to provide them with the opportunity to study, work and live with the artists in the actual locations and experience, learn and understand new life skills.

f) involving the community through workshops which will be conducted in the institute premises and also supporting them by fundraising.

g) Convene a Working Party with student representation across different areas like designing, marketing and creating social media awareness.

3. The aim of this MoU is to achieve a broad balance in the respective contributions and benefits of the collaboration, and this shall be subject to periodic review by both organizations.

4. The host institution agrees to assist the NGO name in creating awareness about various crafts, marketing, helping the artists to develop their personality and becoming independent.

This MoU will take effect from the date of its signing and shall be valid for a period of three years from that date unless sooner terminated, revoked or modified by mutual written agreement between two Parties, and may be extended by mutual written agreement.

Either party may terminate the Agreement at any time during the term by the provision of three months written notice to the other party.

## SIGNATURES



Signed on behalf of EKIBEKI  
Mrs. Vishpala Hundekari  
( Founder and Director, Ekibeki)



Signed for and on behalf of NCRD's SIMS  
Dr. Prashant Gundawar  
( Director, SIMS )

Date: 19/06/2018

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