

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made and entered into by and between the **Department for Promotion of Industry and Internal Trade (First Party**, henceforth referred to as **the Department**), whose address is Ministry of Commerce and Industry, Vanijya Bhawan, Akbar Road, New Delhi 110001, and the **National Council for Cement and Building Materials, (NCB), (Second Party** henceforth referred to as **the NCB**), whose address is 34 Km Stone, Delhi-Mathura Road (NH2), Ballabgarh-121 004, Haryana. Collectively, the First Party and Second Party are referred hereunder as 'Parties'.

Intent and Objectives of the MoU:

The intent of this MoU between the Parties is to develop, foster and promote the manufacturing ecosystem of the nation by encouraging and supporting product startups, innovators and entrepreneurs (hereunder referred to as 'beneficiaries').

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

The Department shall:

- a) Share Startup India's logo for incubation programs, events, workshops, bootcamps, hackathons, innovation challenges, accelerator programs and pitching events etc. as per extant logo usage guidelines.
- b) Enabling accessibility and curated connection to Startup India's ecosystem and network for greater program adoption, reach and participation wherever feasible and applicable.
- c) Outreach and promotion of the intent, objectives and activities emanating from this MoU and enabling participation in Startup India's marquee programs and initiatives wherever feasible and applicable.
- d) Assistance in knowledge exchange and sharing and program management and partnership for joint programs wherever feasible and applicable.

The NCB shall:

- a) Institutionalize dedicated program(s)/initiative(s) for supporting product startups, innovators and entrepreneurs.
- b) Enabling accessibility (as applicable) to infrastructure, mentor network, share resources, funding network, market linkages, and knowledge bank to support the beneficiaries.



- c) Knowledge sharing and collaboration with the Department in interest of the program.
- d) Provide resources, guidance, and support for different milestones such as prototype development, and offer connections and insights for international expansion, wherever applicable and feasible.
- e) Sharing progress and achievement report(s) from time to time for continued traction of the program.

Terms and Conditions of the MoU:

This MoU is effective upon the day and date last signed and executed by the duly authorized representatives of the parties to this MoU and will remain in force for a period of **2 years** thereafter and extendable basis mutual decision. This is a **non-binding, non-commercial and non-judicial MoU**. This MoU is simply an expression of interest for collaboration on areas of mutual interest and does not construe any legal or non-legal obligation towards either of the Parties of this MoU.

Non-binding and Non-commercial

All the activities detailed above are only applicable to this specific initiative to develop, foster and promote the manufacturing ecosystem of the nation. Unless otherwise specifically agreed to in writing by the Parties, each Party will bear on their own the respective costs of carrying out the obligations under this MoU. Each party is responsible for its own taxes and compliances in respect to the deliverables envisaged herein and shall not hold the other party responsible for such taxes and compliances. This MoU does not restrict either of the Parties from entering into MoUs with other parties for similar initiatives.

Amendments

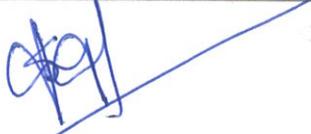
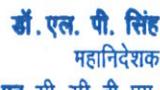
This is merely a broad understanding between the Parties in furtherance to the common intention for accomplishing the objectives mentioned herein above. The details laid herein are not binding and may be modified at the mutual discretion of the Parties involved in writing.

Intellectual Property Rights

All rights, title, and interest in the respective trademarks, trade names, service marks, logos, materials, and formats shall lawfully belong solely and exclusively to the respective Parties and no other party shall claim adversely to or challenge the rights of the lawful owner with respect to the other's intellectual property rights.



Signed on this ____ day of ____ 2024.

For & on behalf of the Department:	For & on behalf of the NCB
<p>Signature: </p> <p>Name: Dr Sumeet Kumar Jarangal</p> <p>Designation: Director, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry</p> <p>Postal Address: Ministry of Commerce and Industry, Vanijya Bhawan, Akbar Road, New Delhi 110001</p> <p>Seal  Dr. Sumeet K Jarangal Director Ministry of Commerce & Industry Department for Promotion of Industry and Internal Trade Govt. of India Vanijya Bhawan, New Delhi</p>	<p>Signature: </p> <p>Name: Dr. L P Singh</p> <p>Designation: Director General, National Council for Cement and Building Materials</p> <p>Postal Address: 34 Km Stone, Delhi-Mathura Road (NH2), Ballabgarh-121 004, Haryana</p> <p>Seal  डॉ. एल. पी. सिंह महानिदेशक एन. सी. सी. बी. एम. बल्लभगढ़ - 121004</p> <p>Dr. L P Singh Director General N. C. C. B. M. Ballabgarh-121004</p>