



Committed to Excellence

**DSBM**

**AMBER**  
Fashionable Textile Shoppee

## Memorandum of Understanding

Commencement Date: the last date of signature **by both parties to this document that is 08 April 2023**

Between: **D.A.V. School of Business Management (DSBM), Unit-VIII, Nayapalli, Bhubaneswar-751012**

And

**Amber  
Plot-95, Janpath, Chandrama Complex Ln,  
Master Canteen Area, Kharvela Nagar,  
Bhubaneswar, Odisha 751001**

### 1. Background

This Memorandum of Understanding (MoU) made between two organizations provides for the establishment of mutual co-operation between these two institutions.

### 2. Purpose

The purpose of this MoU is to set out the understanding between the Parties without any intention to create legal relations, rather in the spirit of mutual cooperation. The purpose of this MoU is to explore opportunities for collaboration to their mutual benefit, to set out the respective roles and responsibilities of the Parties for working in close cooperation for empowerment of the Commerce and Management students in the portal of Higher Education.

### 3. Duration and Termination

The MoU will be deemed to have come into force and effect on the Commencement Date and will continue for a period of **FIVE (5) years** from that date. The parties agree to review this MoU annually. This MoU may be terminated at any time during its term by either **Amber** or **DSBM** upon one-months prior written notice to the other.

### 4. Specific areas of co-operation

**Amber & DSBM** to work together in the following areas:

**4.1** Joint Partnership programmes for supporting educational research projects, workshops, customized training & development sessions and financial literacy programmes etc. in order to enhance the employability skills both of the Commerce & Management students of BBA, B. Com and PG Programmes.

**4.2** Summer Internship Programmes for students of BBA, B. Com and PG Programmes as per the university curriculum subject to availability of slot.

**5. Other areas of co-operation**

**DSBM** and **Amber** will also explore other potential areas where co-operation would be of exclusive mutual benefit of the students' community.

**6. Intellectual Property Rights**

**6.1** All intellectual property content that is developed jointly by the Parties after the commencement of this MoU will be jointly owned by the Parties and subject to any other terms and conditions that will be worked out on a case-to-case basis, as may be agreed upon in writing.

**7. Good Faith**

**7.1** The parties declare it to be their intention that this MoU shall operate between them in accordance with the principles of good faith, with fairness and without detriment to the interests of anyone.

**Signed for and on behalf of Amber**

Name: **Manik Maheswari** .....  
Position: Managing Director  
Date: **08 April 2023**

**Signed for and on behalf of D.A.V. School of Business Management**

Name: **Dr. Dwarikanath Mishra** .....  
Position: Principal  
Date: **08 April 2023**

Witness thereof,

FOR AMBER  
*Manik Maheswari*  
Partner

**Signed for and on behalf of Amber**

Name: .....  
Position: *Partner* .....  
Date: **08 April 2023**

**Signed for and on behalf of D.A.V. School of Business Management**

Name: **Dr. Pallabi Mund** .....  
Position: Asst. Professor & IQAC Coordinator  
Date: **08 April 2023**