

Memorandum of Understanding

This Memorandum of Understanding ("MoU") is made and entered into on 1st July, 2024 by and between:

Manyavar Kanshiram Institute of Tourism Management, Department of Tourism, Government of Uttar Pradesh (hereinafter referred to as "MKITM"), a premier education institution supported by the Department of Tourism, Government of Uttar Pradesh, India, located at Chinhhat, Vikalp Khand, Gomti Nagar, Lucknow, Uttar Pradesh- 226010, represented in this behalf by Ms. Eesha Priya (IAS), Secretary, MKITM.

AND

Bewajah Samiti, having its registered office at Bewajah House, Khargapur, Gomti Nagar Extension, Lucknow- 226010 (hereinafter referred to as "Bewajah"), collectively referred to as the "Parties", regarding the proposed **Storytelling Workshops** (hereinafter referred to as the "Program"), represented in this behalf by Mr. Gaurav Srivastava, Founder, Bewajah Samiti.


WHEREAS, MKITM is a premier academic institution, dedicated to the motto of 'excellence and service'. The institute strives to reach the star of perfection through earnest academic pursuit for "Excellence" and its efforts blossom into "Service" through creative and empathetic involvement in society to transform it.

WHEREAS, Bewajah is a pioneering capacity-building initiative that intends to close the skills gap by offering storytelling workshops for identified beneficiaries, followed by two follow-up sessions and the creation of stories as per the requirements of MKITM for the promotion of rural tourism in Uttar Pradesh.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the Parties agree as follows:

1. Scope of Collaboration

- Both Parties agree to collaborate for the skill development and capacity building of youth for **Storytelling Workshops** in Uttar Pradesh.
- Equip participants with the knowledge and skills necessary to effectively guide visitors through storytelling in rural areas of Uttar Pradesh.


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मान्यवर कांशीराम पर्यटन प्रबन्ध संस्थान



- Foster a passion for conservation and appreciation for the natural heritage, religious tourist destinations and agriculture etc. to promote rural tourism in Uttar Pradesh.

2. Term and Termination

This MoU shall be effective for a period of three (03) years, commencing on 1st July, 2024 and ending on 30th June, 2027.

This MoU may be terminated by either Party upon written notice to the other Party provided at least thirty (30) days in advance, with or without cause.

3. Roles and Responsibilities

3.1 Responsibilities of MKITM

- **Mobilize and Identify Candidates:** MKITM will identify and mobilize potential candidates for the storytelling training program. This may include advertising the program, conducting outreach activities, and selecting participants based on pre-defined criteria.
- **Joint Assessment:** MKITM will collaborate with Bewajah in assessing the quality of training delivered to the candidates. This may involve participation in practical exams, evaluation of assignments, or other methods agreed upon by both Parties.
- **Certification:** Upon successful completion of the training program and joint assessment, MKITM will issue official certificates to the trained candidates, recognizing the successful completion of the storytelling training program.
- **Monitoring:** MKITM will closely monitor the quality of training and deliverables.
- **Logistics and Infrastructure:** MKITM will arrange all logistical and infrastructural requirements for the training program, including the training venue and other related logistics.
- **Travel, Boarding & Lodging Expenses for Follow-Up Sessions:** MKITM will provide Travel, Boarding & Lodging expenses for the follow-up session.

3.2 Responsibilities of Bewajah

- **Support in Selection and Counselling:** Bewajah will support MKITM in selecting candidates for the training.
- **Curriculum Development:** Design a day-wise course plan, methodology, and course schedule. The curriculum will be approved by MKITM before the commencement of the training.
- **Facilitate the Course:** Deliver the course content using a participatory approach.

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- **Creation of Stories and Teaching Storytelling Techniques:** Bewajah will be responsible for creating stories and teaching the techniques of storytelling.
- **Training Delivery:** Bewajah will deliver the storytelling training program, covering both theoretical and practical aspects of storytelling, including:
 - Basic principles of storytelling
 - History and Heritage of Uttar Pradesh
 - Rural tourism practices
 - Communication skills
 - Interpretation and visitor management
- **Trainers:** Assign qualified and experienced trainers to deliver the program.
- **Training material:** Ensure the availability of relevant training materials in Hindi for distribution among the candidates.
- **Assessment:** Conduct pre- and post-assessments of each candidate and submit a report at the end of the training session.
- **Reporting:** Provide MKITM with a post-training report summarizing the program's content, participant performance, and recommendations for future programs.
- **Field Trips:** MKITM will organize practical sessions in rural areas of Uttar Pradesh to allow participants to apply learned skills in real-world settings, led by Bewajah trainers.

4. Consent for Marketing and Promotional Materials

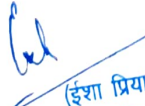
- Bewajah will use the following materials from MKITM for promotional and marketing purposes:
 - Name and of MKITM in various communications, including but not limited to:
 - Any media coverage of Bewajah's programs.
 - Content created for social media.
 - On Bewajah's website as program partners.
 - Photos of MKITM and its premises where the activities took place.

5. Financial Arrangements

Bewajah Samiti will submit a detailed financial proposal to MKITM for the skill development and capacity building of youth for the **Storytelling Workshops** in Uttar Pradesh. After evaluation of the proposal, MKITM may release a separate work order for the training.

6. Confidentiality

Both Parties agree to keep confidential all information received from the other Party in connection with this MoU, except for information that is already publicly known or that is required to be disclosed by law.


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 लखनऊ


 G. S. Singh
 Director, MKITM

7. Force Majeure

Neither Party shall be liable for any delay or failure to perform its obligations under this MoU due to causes beyond its reasonable control, including acts of God, natural disasters, war, terrorism, or labor disputes.

8. Governing Law and Dispute Resolution

This MoU shall be governed by and construed in accordance with the laws of India. Any dispute arising out of or in connection with this MoU shall be settled amicably by mutual consultation between the Parties. In the event that the Parties are unable to resolve the dispute amicably within thirty (30) days, the dispute shall be referred to the Principal Secretary, Tourism, Government of Uttar Pradesh, whose decision will be final and binding on both Parties.

9. Entire Agreement

This MoU constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior or contemporaneous communications, representations, or agreements, whether oral or written.

10. Amendments

This MoU may be amended only by a written agreement signed by both Parties.

11. Notices

All notices and other communications hereunder shall be in writing and shall be deemed to have been duly given when delivered personally, sent by registered post with acknowledgment due, or sent by reputable courier service to the addresses set forth above or to such other addresses as the Parties may designate in writing from time to time.

IN WITNESS WHEREOF, the Parties hereto have executed this MoU as of the date first written above.

For,



Manyawar Kanshiram Institute of Tourism Management

Ms. Eesha Priya (IAS)

Secretary, MKITM, Lucknow

पर्यटन निदेशालय, लखनऊ

For,



Bewajah Samiti

Mr. Gaurav Srivastava

Founder, Bewajah Samiti