

Memorandum of Understanding

Between

**The Adoption of Social Media in Academia, (short for ASMA), a community run
by InnoServ Solutions Pvt. Ltd**

And

ASM Group of Institutes

Memorandum of Understanding

This Memorandum of Understanding (known as MOU) is made and executed on March 9, 2021 into by and between

The Adoption of Social Media in Academia, (short for ASMA), a community run by InnoServ Solutions Pvt. Ltd. having its principal place of business located at Saikar Paradise, Office, 301, Ram Indu Park Rd, Baner, Pune, Maharashtra 411045 (hereinafter referred to as the "First Party")

and

ASM Group of Institutes, and having its principal office at MIDC, Block 'C', Chinchwad, Pune -411019 through its Managing Trustee, Dr. Asha Pachpande. (hereinafter referred to as the "Second Party")

1. Purpose

The purpose of this agreement is to outline strategic collaboration between ASMA and ASM Group of Institutes and how parties to MOU will work together to maximise the mutual benefits by hosting and promoting ASMA's Admission Hunt Event and Awards 2021 for reinventing and reimagining the admission, teaching and learning process while maintaining the quality and integrity high throughout the period of said MOU.

2. Parties

1. ASMA is a technology-driven community platform that believes in transmitting knowledge, research, and market intelligence on the adoption of advanced technologies in education, which helps universities, institutions, colleges, entrepreneurs, and edtech companies and startups grow run by InnoServ Solutions Pvt. Ltd.
2. **ASM Group of Institutes** is an organization which is running many education institutes at Pune and Mumbai, which includes the following institutes:-
 - ASM's Institute of Business Management & Research MBA Chinchwad, Pune.
 - ASM's Institutes of Professional Studies Pimpri, Pune.
 - ASM's College of Commerce, Science & Information Technologies, Pimpri, Pune.
 - ASM's Institute of Business Management & Research PGDM Chinchwad, Pune.
 - ASM's Institute of Management and Computer Studies, Thane, Mumbai.

3. Roles and Responsibilities

Under the terms of this agreement, first party and second party will perform their part of understanding of Roles and Responsibilities within the scope of this MOU,

3.1. First Party's Roles & Responsibilities

1. It will host ASMA's Admission Hunt Event and Awards 2021 for reinventing and reimagining the admission, teaching and learning process as planned mutually by the parties
2. It will focus on liaising with its network of industry leaders, deans, directors, academicians of universities and institutes, government bodies, edtech and

Memorandum of Understanding

any other related stakeholders of first party to support and engage in the said event.

3. It will work professionally and provide its rich and diverse leadership experience across its community to grow mutually and exploring new opportunities to achieve the terms of MOU.
4. It will maintain transparency throughout the period of said MOU.

3.2. Second Party's Roles and Responsibilities

1. The second party will provide support and resources as requested by the first party to ensure a smooth transition of the said MOU.
2. Coordinate and deliver the high standard and quality services on time as per the MOU.
3. It will provide partnership, and collaboration support as and when required.
4. Maintain integrity and transparency throughout the period of said MOU.
5. The second party will make the timely payment of consideration as per actual whenever applicable as mutually agreed.

4. General Obligation


- 4.1. Cooperate with each other over the consideration of request, advice, and other understandings demonstrate and maintain transparency and trust
- 4.2. Demonstrate and maintain a willingness to work together to deliver the Project.
- 4.3. Make available information or pieces of information when requested by the either party.
- 4.4. Ensure that respective roles and responsibilities will be complied and adhered accordingly.
- 4.5. Maintain confidentially with regards to information or pieces of information being shared/deliver/distribute to the third party or with each other.

5. Validity

- 5.1. This MOU shall be valid for the period of five months effective from March 9, 2021.

For and on behalf of

**ASMA, a community run by
InnoServ Solutions Pvt. Ltd.**



Mr. Rahul Jain
Managing Director
Innoserv Group

ASM GROUP OF INSTITUTES



Dr. Asha Pachpande
Managing Trustee
ASM Group of Institutes