

## **Memorandum of Understanding (MoU)**

BETWEEN

**SPER Market Research Private Limited, Noida, India**

AND

**Motherhood University, Roorkee, Haridwar, Uttarakhand - 247661**

For the purpose of Facilitating Students' Training for Undergraduate/Postgraduate Programs

This Memorandum of Understanding (MoU) is made on this 30<sup>th</sup> day of September 2024, by and between Motherhood University, Roorkee, Haridwar, Uttarakhand - 247661 (hereinafter referred to as the "First Party"), and SPER, Market Research Private Limited, Noida, India (hereinafter referred to as the "Second Party"). Both parties, for the purpose of this MoU, shall collectively be referred to as "the Parties."

### **WHEREAS:**

The First Party is Motherhood University, Roorkee, Haridwar, Uttarakhand – 247661 A State Private University, established under the Uttarakhand Government Act No. 05 of 2015, with faculties including Pharmacy, Agriculture, Sciences, and Paramedical and various other courses engaged in life sciences teaching, research, and extension activities. The Second Party is SPER, Market Research Private Limited, Noida, India involved in Marketing research and development in the field of pharmacy and other related disciplines at the national and International level.

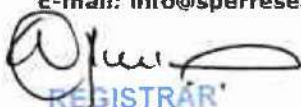
Both parties have agreed to enter into a long-term collaboration to promote students' training, as well as undergraduate, postgraduate and PhD research, in cutting-edge areas as per the guidelines issued and amended from time to time.

### **Article 1: Scope**

The collaboration between the two parties will include the development of common research, marketing programs/projects within their approved disciplines. These projects will aim to foster the academic growth of students, with research objectives differing as far as possible for each student involved.

Research instrumentation, library facilities, and other resources available with both parties will be shared with the faculty and students from either institution. There will be an exchange of students for academic research and training purposes. The duration of exchange visits will be determined by mutual consent.

**Registered Office: 207, Sarthak Apartment, Satyadev Nagar, Gandhi Road, Gwallior-474002 (M.P.)**  
**E-mail: info@sperresearch.com / Website: www.sperresearch.com Ph No. +91-930-190-7999**



**REGISTRAR**

Motherhood University Roorkee  
Distt. Haridwar (Uttarakhand) 247661





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## Article 2: Management

Head of the Institution of the First Party and the CEO/ Director/ Founder of the Second Party will be responsible for working out the operational details of this collaboration and ensuring the proper implementation of this MoU.

A Concerned Committee will meet at least once annually, alternately hosted by the two institutions, to review the ongoing activities. The review will include academic and research presentations, which will be open to students, faculty, and scientists.

## Article 3: Exchange of Information

The term "information" covers all scientific or technical data, results, methods of investigation, and other details provided or exchanged under projects initiated in accordance with this MoU. Both parties commit to disseminating information as widely as possible. Each party will retain the right to use, publish, disclose, or disseminate such information for any purpose as part of joint projects.

## Article 4: General Provisions

Both parties subscribe to the principles of equal opportunity and non-discrimination based on race, gender, age, caste, or religion. They shall uphold these principles in the administration of this MoU. Financial arrangements for collaborative projects will be negotiated separately, depending on the availability of funds. The exchange of students will similarly depend on available circumstance and funding. Any disagreements related to this MoU will be resolved by mutual agreement. In case of unresolved disputes, a mutually acceptable arbitrator may be identified for resolution. **This MoU does not preclude other forms of collaboration between the parties.**

## Article 5: Intellectual Property Rights (IPR)

The both Party shall ensure the protection of any Intellectual Property Rights (IPR) generated during student research under this MoU. Both parties shall act as joint applicants for IPRs, with students and scientific staff included as inventors/authors.

## Article 6: Entry into Effect, Modification, and Termination

This MoU becomes effective from the date it is signed by both parties and shall remain valid for one year, extendable up to five years.

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The MoU will be reviewed at the end of each period (one/three/five years) to determine whether modifications are needed. It may be amended by mutual written agreement between the parties and can be terminated by either party with three months' written notice.

All ongoing activities at the time of termination or expiration will continue under the existing terms until completed.

No amendment shall be valid unless agreed to in writing by authorized representatives of both parties.

IN WITNESS WHERE OF, the parties have executed this MoU and represent that they approve, accept, and agree to its terms.

For Motherhood University

**Address:** Roorkee, Haridwar, Uttarakhand - 247661

**Name:** Mr. Ajay Gopal Sharma, Registrar, Motherhood University, Roorkee, Uttarakhand

Tel. No. 7060800158

Date: 23/ Sept. / 2024

Signature with Seal:

**REGISTRAR**  
Motherhood University Roorkee  
Distt. Haridwar (Uttarakhand) 247661

For SPER, Market Research Private Limited

**Address:** SPER, Market Research Private Limited, #303-304, Tower B, Noida One, Sector 62, Noida, Uttar Pradesh 201301 [Delhi-NCR] India

**Name:** Dr. Upendra Nagaich  
M.Pharm., Ph.D., FSPER  
CEO/ Director/ Founder

**Secretariat Office:**

Ph.: +91-9301907999

Date: 30/09/2024

Signature with Seal:

Witness 1... Dr. Jayapal Reddy. G

6.10.24/24

Witness 2... Dr. Yogendra Bahuguna

30/09/24

Witness 1... Prof. M. Kanakadason

30/09/24

Witness 2... Prof. P.K. Agarwal

30/09/24