



APSIA

Memorandum Of Understanding

SCHOOL OF MANAGEMENT STUDIES

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

MYLAVARAM- 521 230, KRISHNA (DT) A.P.

&



The AP Small Industries Association-(Regd.)

Industrial Estate Vijayawada -520007 Krishna (Dt)

**Dr. K. APPA RAO, Principal, LBRCE, Autonomous
And**

Sri M S Ramachandra Rao General Secretary, APSIA

On 06-07-2019

Memorandum

Of

Understanding

For Industry - Institute Tie-Up

Preamble

This memorandum of understanding (MOU) made on the Fourth day of February and year Two Thousand nineteen between the Lakireddy Bali Reddy College of Engineering (Autonomous), Mylavaram-521 230, Krishna District, Andhra Pradesh Represented by the Principal of the College hereinafter referred to as "LBRCE" (which expression shall unless excluded by or repugnant to the context be deemed to include his success in office or assign) of the one part

And

The AP Small Industries Association, Vijayawada Andhra Pradesh, India, represented by the Director herein after to as "**The AP Small Industries Association**".

It is hereby agreed and declared that for providing academic support covering curriculum revision, training programs, guest lectures, field visits, projects and placements between LBRCE and **The AP Small Industries Association** the following will be rights and responsibilities of LBRCE and **The AP Small Industries Association**

Scope of work

LBRCE (Autonomous) is an Engineering College established in 1998 in Mylavaram is running 5 M. Tech, plus MBA and MCA post graduate programmes, and Undergraduate programmes in 8 disciplines, **The AP Small Industries Association** is established 1956 and a facilitator to bring improvement in working conditions of numerous MSME's located at Auto Nagar Vijayawada This association has been the opinion maker on various functionalities related to industries situated in Auto Nagar Vijayawada those are procuring approvals from the governments and setting up related units of specific industries so as to bring convenience and uniformity in business process

PROVISIONS OF MoU

1. For successful implementation of the provisions envisaged in this MoU, a group of consulting members from LBRCE and **The AP Small Industries Association**, under the joint Chairmanship of HOD/SMS Department, LBRCE and Secretary **The AP Small Industries Association** will be constituted to oversee the functional aspects and formulate future plans.
2. Augmentation of the technical infrastructure, training and development and as agreed upon during the course of implementation of this MoU will be decided by the group.
3. School of management studies of LBRCE and **The AP Small Industries Association**, will jointly work out, the Annual Action Plan for subsequent areas with respect to the areas of Management and administration.
 - A. Conduct of consultancy programmes by identifying specialised faculty who can share their knowledge and successfully design academic programmes to different small scale industry units existed at Auto Nagar Vijayawada
 - B. Providing suggestions to the department as to where the Students can be deputed for their project work in their province
 - c. Exchange of the views in designing the course structure of SMS and offering valuable suggestions to the college about contemporary practices followed by surrounding small scale industries with in APSIA , so that to bridge the gap between industry and institution
4. If the proposal is approved by the group, School of management studies of LBRCE and **The AP Small Industries Association**, arrange for all financial support, as the case may be at their end, for arranging trainings or providing other services on project-to-project basis as per the agreed expenses.
5. Training at different levels of personnel on relevant aspects will be arranged at mutually agreed centres.
6. **The AP Small Industries Association**, and school of management studies of LBRCE hereto acknowledge that this MoU is only a brief statement of the intentions of the parties herein with regard to the areas in which the activities are sought and the parties agree that the terms and conditions in respect of the precise scope and extent

work to be carried out and manner of execution of such work under each area shall be incorporated by way of a separate correspondence to be exchanged between the parties in relation to above said matters shall be governed by the terms and conditions embodied in the correspondence with regard to the above said areas.

7. Departments/locations of LBRCE and **The AP Small Industries Association**, listed small scale units those are service centers, production units and warehouse go downs and their administrative office covered for providing academic/research support to each other based on mutual acceptance.
8. Both the parties will respect intellectual property rights (IPR) of one another and will provide mutually agreed to safeguards to each other, which are so feasible within the ambit of technical feasibility and resources constraints.
9. On all aspects where the above articles of understanding are silent, or for special cases of deviation from these articles, the decision mutually agreed between **The AP Small Industries Association, and School of management studies of LBRCE** will be final. However, in case of any dispute relating to or arising out of MoU, such dispute will be resolved amicably by mutual consultations.
10. This MoU will be in force initially for a period of **four** years from the date of its signing until terminated/discontinued by any party. The term of this MoU can be extended further on the terms as may be mutually agreed by the parties hereto.

IN WITNESS WHEREOF the parties have executed in duplicate on the day and year, before mentioned.

ON BEHALF OF

Lakireddy Bali Reddy College of Engineering


Dr. K. Appa Rao,

Principal

K. APPA RAO

PRINCIPAL

Lakireddy College of Engg.,

Mylavaram - 521 230.

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IN THE PRESENCE OF

Signature:



Name: Dr. A. Adishesha Reddy, HOD,


School of Management Studies (SMS)

HEAD

Dept. of Business Administration
Lakireddy Bali Reddy College of Engg.
Mylavaram - 521 230., Krishna Dt.

ON BEHALF OF

The AP Small Industries Association,


Sri M S Ramachandra Rao,

General Secretary, APSIA

Small Industries Association

Industrial Estate

VIJAYAWADA 520 007

Seal



IN THE PRESENCE OF

Signature:



Name: T.N. NAGESWARARAO