

भारतीय गैर न्यायिक

बीस रुपये

रु.20

भारत



INDIA

Rs.20

TWENTY
RUPEES

INDIA NON JUDICIAL

ఆంధ్రప్రదేశ్ ఆంధ్ర ప్రదేశ్ ANDHRA PRADESH

84AA 712930

No.5791 Date.29-6-2022.Rs.20/-

Sold To Sri. లక్ష్మీరెడ్డి బలిరెడ్డి పైలవరం, కుంభకోణం దిగ్గి కొఫీ విడుదలనాడ
For Whom.....స్వ.....
Memorandum of Understanding

J.Venka
J.VENKATESWARA RAO
LICENSED STAMP VENDOR
L.No.1/1995 R.No.06-25-19/2020
#8-3, MYLAVARAM-521230, Mob: 9856391021



SCHOOL OF MANAGEMENT STUDIES

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

&



KUMBAKONAM DEGREE COFFEE

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

And

Sri. KARTHIK CHIDIPOTHU, Managing Partner

On 29-06-2022
Memorandum
Of
Understanding
For Industry - Institute Tie-Up

PREAMBLE

This memorandum of understanding (MOU) made on the 29th day of June 2022 between 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 KUMBAKONAM DEGREE COFFEE, 4-2, Mouli towers, near Jyothi conventions hall, Chandra Mouli Puram, Benz circle, Vijayawada, Andhra Pradesh -520010. represented by the Managing Partner hereinafter to as "KUMBAKONAM DEGREE COFFEE" Wide GST NO: 33BUJPS4946R1ZN

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 KUMBAKONAM DEGREE COFFEE the following will be rights and responsibilities of LBRCE and KUMBAKONAM DEGREE COFFEE

Scope of work

LBRCE (Autonomous) is an Engineering College established in 1998 in Mylavaram is running M. Tech, plus MBA post graduate programmes, and Undergraduate programmes in 10 disciplines, The Department of MBA established in 2008, offers Post Graduate program in Master of Business Administration with internal and external evaluation. School of Management Studies follow semester pattern, each academic year is divided into two semesters, each of 20 weeks duration. Every semester consists of maximum 95 instruction days with at least 44 contact periods. R&D Centre has been established in the department to take up Research projects and also to cater to the needs of faculty, who are doing their Research work. The focus areas of the department for

R&D activities identified are Finance, Human Resources, Marketing and Operations. Students are also involved in the research activities of the faculty. KUMBAKONAM DEGREE COFFEE, was established on 14th November 2019, Kumbakonam Degree Coffee in Auto Nagar, Vijayawada is a top player in the category in Vijayawada. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Vijayawada. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Vijayawada, this establishment occupies a prominent premises in Auto Nagar. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Coffee Powder Retailers, Coffee Shops, Restaurants with Offers, Coffee Powder Wholesalers, 24 Hours Coffee Shops, Coffee Caterers (Up to 75 Persons), Coffee Caterers (Up to 50 Persons), Coffee Shops (Foodie).

PROVISIONS OF MoU

1. For successful implementation of the provisions envisaged in this MoU, a group of consulting of members from LBRCE and KUMBAKONAM DEGREE COFFEE, under the joint Chairmanship of HOD/SMS Department, LBRCE and Managing Partner, KUMBAKONAM DEGREE COFFEE, will be constituted to oversee the functional aspects and formulate future.
2. Augmentation of the 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 KUMBAKONAM DEGREE COFFEE, will jointly work out, the Annual Action Plan in terms of HR, Marketing, finance and Operations areas for mutual growth and development
 - I. Exchange of experts leading to special invited/expert lectures by members, conduct of short-term training programmes, etc.
 - II. Students training in the industry to market the products
 - III. Exchange of the views in designing the course structure of SMS and increasing the market size of the KUMBAKONAM DEGREE COFFEE.
 - IV. Instilling confidence to students School of management studies, LBRCE. to make them as entrepreneurs / Franchisee

4. The quantum of work, costing and time frame for completing specific projects and activities will be submitted under the Project proposal of LBRCE and KUMBAKONAM DEGREE COFFEE on project-to-project or activity-to-activity basis.
5. If the proposal is approved by the group, School of management studies of LBRCE and KUMBAKONAM DEGREE COFFEE 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.
6. Training at different levels of personnel on relevant aspects will be arranged at mutually agreed centres.
7. KUMBAKONAM DEGREE COFFEE 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.
8. Departments/locations of LBRCE and KUMBAKONAM DEGREE COFFEE covered for providing academic/research support to each other based on mutual acceptance.
9. 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.
10. Both parties will try to organize/conduct seminars/lectures for each related area.
11. 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 KUMBAKONAM DEGREE COFFEE 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.
12. This MoU will be in force initially for a period of One Year 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

K. Appa Rao
Dr. K. Appa Rao, Principal

PRINCIPAL
Lakireddy Bali Reddy College of Engg.
MYLAVARAM 521 230.

Seal

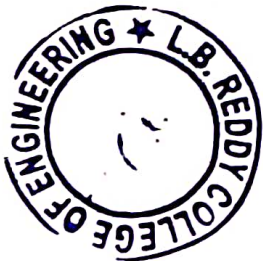
IN THE PRESENCE OF

Signature: *A. Adishesha Reddy*

Name: Dr. A. Adishesha Reddy, HOD,

School of Management Studies (SMS)

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



ON BEHALF OF

KUMBAKONAM DEGREE COFFEE

C. J.
Mr. Kathik Chidipothu,

Managing Partner

Seal

IN THE PRESENCE OF

Signature:

Name: *P. Suresh*

