

ARTICLE 1 – PARTIES

This Memorandum of Understanding ("MoU") is executed between:

AFPO Development Council (AFDC), an organization committed to promoting entrepreneurship, Farmer Producer Organizations (FPOs), MSME development, rural enterprise, skill development, and implementation support under the Chief Minister Yuva Udyami Abhiyan.
AND

Indian Industries Association (IIA), a premier industry association representing MSMEs, manufacturers, exporters, industrial establishments, and entrepreneurs across India.
Hereinafter collectively referred to as the "Parties."

ARTICLE 2 – PURPOSE

The purpose of this MoU is to establish a strategic framework for cooperation between AFDC and IIA to promote entrepreneurship, industrial growth, rural industrialization, investment, innovation, skill development, employment generation, and implementation of AFDC project models across the State of Uttar Pradesh.

ARTICLE 3 – OBJECTIVES

The Parties agree to collaborate for:

- Promotion of MSMEs and rural enterprises.
- Development of entrepreneurship among youth, women, farmers, and startups.
- Establishment of AFDC FPO – Chief Minister Yuva Rural Enterprise Centres.
- Promotion of Block Promotion Agencies (BPA) and District Promotion Agencies (DPA).
- Capacity building and entrepreneurship development programmes.
- Investment facilitation and industrial networking.
- District-level awareness programmes and workshops.
- Employment generation and rural economic development.

ARTICLE 4 – SCOPE OF COLLABORATION

The Parties may jointly undertake:

- Entrepreneurship Development Programmes (EDPs)
- MSME Awareness Campaigns
- Industrial Conferences
- Investor Meets
- Startup Promotion Programmes
- Technical Workshops
- Skill Development Programmes
- Rural Enterprise Promotion
- Women Entrepreneurship Initiatives
- Youth Entrepreneurship Initiatives
- Technology Demonstration Programmes
- Market Linkage Support
- Export Promotion Activities
- Business Networking Events



Arish Mehra

ARTICLE 5 – RESPONSIBILITIES OF AFDC

AFDC shall:

- Design and implement project models.
- Prepare implementation guidelines and project reports.
- Provide technical expertise and training.
- Coordinate with Government departments.
- Assist entrepreneurs in project preparation and implementation.
- Monitor project execution.
- Conduct review meetings.
- Provide progress reports.
- Meet all expenses for organizing district level meetings, awareness programmes and for logistic arrangements etc.

ARTICLE 6 – RESPONSIBILITIES OF IIA

IIA shall:

- Extend institutional support for the project.
- Mobilize entrepreneurs through its State and District Chapters.
- Organize district-level meetings and awareness programmes for which expenses will be met by AFDC.
- Facilitate interaction between industries and AFDC.
- Encourage participation of IIA members.
- Promote investment and industrial collaboration.
- Provide logistical support for meetings wherever feasible (expenses will be met by AFDC).

ARTICLE 7 – JOINT STEERING COMMITTEE

The Parties may establish a Joint Steering Committee to:

- Review implementation progress.
- Monitor district-wise activities.
- Resolve operational issues.
- Recommend policy improvements.
- Approve annual action plans.

ARTICLE 8 – FINANCIAL ARRANGEMENTS

This MoU does not create any financial obligation upon either Party.

Any financial assistance, sponsorship, consultancy, grants, or funding shall be governed through separate written agreements.

ARTICLE 9 – INTELLECTUAL PROPERTY RIGHTS

Each Party shall retain ownership of its respective:

- Name
- Logo
- Trademark
- Publications



- Training Material
- Software
- Digital Content
- Project Documents

No intellectual property belonging to either Party shall be used without prior written approval.

ARTICLE 10 – BRANDING & PUBLIC COMMUNICATION

Joint programmes may display the names and logos of both Parties with mutual approval. Neither Party shall issue any public statement or press release on behalf of the other without prior written consent.

ARTICLE 11 – CONFIDENTIALITY

Both Parties agree to maintain strict confidentiality regarding proprietary information, technical documents, project data, financial information, and business-related information exchanged under this MoU.

This obligation shall survive termination of this MoU.

ARTICLE 12 – COMPLIANCE WITH LAW

Both Parties shall comply with all applicable laws, Government policies, statutory regulations, and administrative guidelines of India and the Government of Uttar Pradesh.

ARTICLE 13 – MONITORING & REPORTING

The Parties may conduct:

- Quarterly Review Meetings
- District Progress Reviews
- Annual Performance Assessments
- Joint Monitoring Visits

ARTICLE 14 – TERM

This MoU shall remain valid for **Five (5) Years** from the date of execution and may be renewed by mutual written consent.

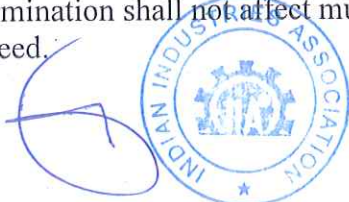
ARTICLE 15 – AMENDMENT

Any amendment to this MoU shall be made only through a written document signed by the authorized representatives of both Parties.

ARTICLE 16 – TERMINATION

Either Party may terminate this MoU by giving **60 days' prior written notice**.

Termination shall not affect mutually approved activities already in progress unless otherwise agreed.



ARTICLE 17 – FORCE MAJEURE

Neither Party shall be liable for failure to perform its obligations due to events beyond reasonable control, including natural disasters, war, epidemics, government restrictions, strikes, or any other force majeure event.

ARTICLE 18 – DISPUTE RESOLUTION

Any dispute arising out of this MoU shall first be resolved amicably through mutual consultation.

If unresolved, the matter shall be subject to the exclusive jurisdiction of the competent courts at **Lucknow, Uttar Pradesh, India.**

ARTICLE 19 – AUTHORIZED SIGNATORIES

For AFPO Development Council (AFDC)

Name: Animesh Mishra

Designation: Chief Executive Officer / Director

Signature: Animesh Mishra

Date: 13th August 2026

For Indian Industries Association (IIA)

Name: Dinesh Goyal

Designation: National President

Signature: Dinesh Goyal

Date: 13th August 2026



Witnesses

Witness 1

Name: D.S. Verma, Executive Director, Indian Industries Association

Signature: _____



Witness 2

Name: Rajendra Singh

Signature: Rajendra Singh