



**THE MEMORANDUM OF UNDERSTANDING BA 694328**

This memorandum of understanding herein after referred to as "MoU" is made on 24<sup>th</sup> day of September 2018.

**BETWEEN**

**PHD Chamber of Commerce and Industry** (hereinafter referred to as "PHDCCI"), is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages, acting as a catalyst in the promotion of industry, trade and entrepreneurship.

**AND**

Department of Management Studies is a department in University of Kashmir which seeks to promote education, research, training and consultancy and offers quality management education using rigorous multifaceted pedagogy with an effective interface with industry to translate its mission into action. It creates opportunities for its students to develop their understanding of business, social and political environment, to enlarge their ability not only to adjust to change but to become catalyst, and to enhance their ability to conceptualize, decide and communicate. The serene ambience and academic culture of the department with its improved infrastructure provides an ideal environment for the pursuit of academic excellence in management education and research. While the department has achieved high standards of excellence in its academic programmes, it intends to achieve and sustain excellence as one of the leading business schools in India.

**WHEREAS:**

PHDCCI and Department of Management Studies, University of Kashmir have decided to work jointly and organize various programs strengthening Industry-Academia association and work for the benefit and development of the students.

Both the parties had initiated discussions for the above purpose and have agreed to enter into an MOU for the purpose of working together for mutual benefit and to strengthen their future relationship on a long-term basis.

**Background:**

Department of Management Studies, University of Kashmir apart from providing traditional theoretical knowledge wants to impart practical corporate and industry experience to its students.

PHDCCI is already working proactively and is organizing many programs for strengthening Industry-Academia collaboration, both inside as well as outside the state of Jammu & Kashmir.

Both PHDCCI & Department of Management Studies, University of Kashmir by way of such agreement can prove to be a great success benefitting the students in particular and the society at large.

Now it is agreed by and between the parties hereto as follows:

