



**MEMORANDUM OF UNDERSTANDING (MOU)
BETWEEN
THE SHOOLINI UNIVERSITY OF BIOTECHNOLOGY AND
MANAGEMENT SCIENCES, SOLAN, HIMACHAL PRADESH, INDIA
AND
INDIAN DIRECT SELLING ASSOCIATION, NEW DELHI, INDIA**

Shoolini University of Biotechnology and Management Sciences Solan, and Indian Direct Selling Association New Delhi, hereby agree to cooperate and become knowledge partners based on the principle of reciprocity.

This Memorandum of Understanding (MOU) announces the establishment of a Centre of Excellence for Direct Selling in Academics (CEDSA) at Shoolini University campus located at village Bajhol, Solan. The primary roles and responsibilities of the Centre shall be, but not limited to:

1. Providing a common platform to all academicians who are associated with DS through research or else.
2. Facilitating quality research in the field of DS, with the help of all stakeholders.
3. Providing fellowships to the worthy candidates willing to pursue doctoral studies in DS.
4. Introduction of Post Graduate Diploma in Direct Selling (PGDDS) as well as other academic programs/specializations.
5. Organizing campus events across the universities wherein we showcase various real-world examples of DS and related industries helping students better understand the same.
6. Familiarizing the students with a variety of corporate and entrepreneurial opportunities present in the industry.
7. Providing teaching content to all academic organizations willing to introduce this promising subject to their curriculum.
8. Finally, development of a collaborative MOOC to be developed and launched to provide first-hand genuine knowledge and updates on the industry to all DS fraternity.

The scope of this MOU is expandable: specific issues and terms will be mutually agreed upon on case-by case basis under subsequent agreements. However, the first set of agreements are as listed below:

1. That the University shall start with the first batch of PGDDS with the commencement of academic session 2021-2022.
2. That all the fixed costs related with setting up of CEDSA at university's Bajhol campus to be borne by Shoolini University.
3. That the annual variable costs associated with the centre viz. administration costs, operational costs, and other miscellaneous costs to be shared between Shoolini University and IDSA. The costs are estimated to be approximately Rs. 5,00,000/- per annum.



4. That IDSA shall facilitate CEDSA in the process of getting research projects from the direct selling companies, which would foster publications and create awareness around industry in the academic fraternity.
5. That the university shall keep 100% of the revenue that comes through academic fee of the students enrolling in the PGDDS.
6. That the revenue generated through research projects availed through IDSA shall be first utilized towards best output of the project. Subsequently, the remaining financials shall be shared between Shoolini and IDSA.
7. That both Shoolini and IDSA shall work towards increasing the impact of CEDSA by providing scholarships, fellowships etc. towards expanding the horizon of direct selling through academics.
8. That the course curriculum and other related aspects of the Post Graduate Diploma in Direct Selling (PGDDS) including but not limited to study material (if any, developed specifically for the course), etc. shall remain an intellectual property of both the University and IDSA. Further, both the parties can jointly or severally use the same for any other purpose without obtaining explicit consent of the other Party.

This MOU shall take effect from the date of the latest signature below and will remain in effect for five years hence. This MOU is subject to revision or modification by mutual agreement. It is also understood that either institution may terminate the MOU at any time, although such action will only take place after mutual consultation in order to avoid any possible inconvenience to the parties

**On behalf of Shoolini University
Solun, Himachal Pradesh**

**(Atul Khosla)
Vice-Chancellor**

Date: 28-09-2021

**On behalf of the Indian Direct
Selling Association, New Delhi**

**(Rini Sanyal)
Chairperson**