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CU 557011

Serial No: 9863  
Purchased By :  
B RAMA KRISHNA  
S/O B VENKAIHAH  
VIJAYAWADA

Denomination: 100

Date 21-06-2022

Stamp S no CU 557011

For:  
THE PRINCIPAL SRR & CV R  
GOVERNMENT DEGREE COLLEGE  
[A]  
VIJAYAWADA

Sub Registrar  
Ex. Officio Stamp Vendor  
SRO Gunadala

## MEMORANDUM OF UNDERSTANDING

**This Memorandum of Understanding (MoU) is entered into on 23rd day of June, 2022.**

**Retailers Association's Skill Council of India (RASCI)**, a company registered under Section 25 of the Companies Act, 1956 and having its registered office at 703-704 Sagar Tech Plaza-A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E), Mumbai-400072, (hereinafter called "**RASCI**" which expression shall unless repugnant of the context of meaning thereof be deemed to mean and include its successors and assign) of the first Part;

### BETWEEN

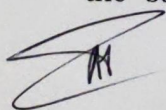
**SRR & CVR Government Degree College (Autonomous)**, a college affiliated to Krishna University situated at Machavaram, Vijayawada

(hereinafter called "Second Party" which expression shall unless repugnant of the context or meaning thereof be deemed to mean and include its successors and assign) of the Second part;

**WHEREAS SRR & CVR Government Degree College (Autonomous), college**, in its spirit of facilitating quality education for its students has a strong industry orientation and is committed to continuously evolve its academic programmes and industry alliances for creation of business leaders for the future who are equipped with the right blend of academic initiation and industry orientation.

**AND WHEREAS 'RASCI'** is a not-for-profit, independent public limited organisation established under Section 25 of the Companies Act. It has been funded by the Government of India along with Equity participation from Retailer's Association of India, Reliance Retail Ltd., Future Retail India Ltd., Shoppers Stop Ltd., Globus Stores (P) Ltd., Trent Ltd., Infiniti Retail Ltd. and Connaught Plaza Restaurant (P) Ltd. to function as the Apex Skill Development Council for the Retail Industry. RASCI represents the retail industry in India. It is a collaborative and comprehensive source of retail expertise and independent advice for industry, training organizations, educational institutions, certifying bodies, employees, students or jobseekers about skills development in the retail industry.

**AND WHEREAS RASCI and SRR & CVR Government Degree College (Autonomous), Vijayawada, AP College** hereby decide to collaborate with an objective to create awareness about Apprenticeship embedded Degree Programmes in line with the aspirations & objectives of New Education Policy (NEP) and by providing "3 - Year Apprenticeship Embedded Degree Programme (AEDP) in Retail". AEDP in Retail is an outcome-oriented Programme, established via Industry - Academia collaboration to achieve mutual objectives of Individual, Institute, and Industry. AEDP in Retail aims to aid learning through practical and work-based experience and through stipend based apprenticeship to the students over 3 years as part of the curriculum and regular

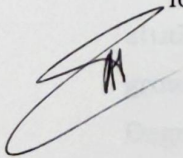


employment at Supervisory level on successful course completion as a quantifiable outcome.

AEDP was pioneered by RASCI in 2019, curated by Academia-Industry, launched by the Hon'ble Ministers of Skill Development & Entrepreneurship (MoSDE) and Human Resource Development (MHRD), ahead of the New Education Policy (NEP) 2020.

### **Highlights of AEDP in Retail:**

- ❖ “3 - Year Apprenticeship embedded Degree Program in Retail Operations”, designed and developed with **Industry - Academia inputs** to achieve **hybrid outcomes**
- ❖ First-of-its-kind program launched and formalized with a **tri-partite MOU sign-off** between **University / College - RASCI - Industry**, before **course commencement**
- ❖ **“Earn and Learn”**; Application of knowledge & skills acquired in real-work-environment over **3 years**, through constant academic inputs & **stipend-based Apprentice on-the-job training (OJT)**
- ❖ Advance visibility of **economic independence** for Students
- ❖ Fast-Track Career Growth, **Guaranteed employment at supervisory Level** on successful course completion.
- ❖ **Skill assessment** and joint certification by Industry & RASCI for Skill Component; Degree Certificate from University.



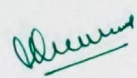
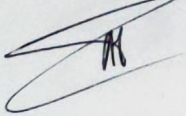
**NOW THROUGH THIS MEMORANDUM OF UNDERSTANDING IT IS MUTUALLY AGREED BY AND BETWEEN THE PARTIES AS UNDER:**

**❖ OBJECTIVE OF MOU:**

- A) Objective of this MoU is to leverage each other's core competencies in respective areas to develop and offer
- B) **3-Year Apprenticeship Embedded Degree Programme (AEDP) in Retail** that is Industry led, technologically relevant, employment oriented leading to Degree certifications by way of:
- a) Designing, developing and delivering hybrid programme curriculum to achieve hybrid outcomes, aligned with Industry & Academia needs by conforming to UGC norms & guidelines.
  - b) Offering Programmes that can traverse creativity-related; managerial; and technical areas of competence for shaping industry ready professionals.
  - c) Establishing Industry - Academia collaboration vide tri - partite MoU sign-off between the College - RASCI - Industry before course commencement, outcome of which is guaranteed stipend - based Apprenticeship from start & Regular employment at supervisory level on successful course completion
- C) This collaboration will bring about best education platform for students to "Learn, Earn & Apply" simultaneously whilst enabling growth and early economic independence for youth with University Degree and relevant work experience.

**❖ ACADEMIC PROGRAMME:**

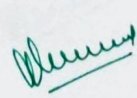
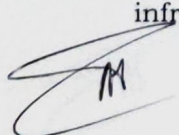
- A) "3-Year Apprenticeship Embedded Degree Programme (AEDP) in Retail is a full-time programme, curated by RASCI and supported by Industry & Academia in alignment with the prescribed norms / guidelines of UGC and New Education Policy (NEP).
- B) The Pedagogy includes face to face and/or On-line lectures in the classrooms and on-the-job Apprentice Training at Industry Premise.



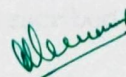
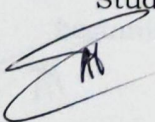
- C) The said programme will be implemented by college post obtaining necessary approvals from concerned Body / Authorities like University, Academic council, Board of Studies (BoS) and others, as applicable.
- D) Respective college shall decide Minimum number of batches and batch size, not lesser than 15 students in one batch and any increase in the no. of batches or no. of students beyond 30 shall be mutually discussed and agreed between RASCI & College in line with University norms and Industry demand in that location.
- E) Respective College shall undertake activities like mobilization, counselling and orientation sessions for candidates and parents for the said programme as per pre-shared Industry pre-screening criteria.

❖ **ROLES AND RESPONSIBILITIES OF SRR & CVR Government Degree College (Autonomous), Vijayawada, AP,**

- A) University will identify and provide the list of Constituent / affiliated Colleges / Institutions for introduction of skill-based training. **(Applicable only in case of University).**
- B) Ordinance/ Byelaws: Ordinance & Byelaws to be issued by the University regarding the Degree Apprenticeship program which will clearly state the curriculum requirement, apprenticeship training and assessment criteria of the Skill component and General Component.
- C) Board of Studies: Invite the respective Sector Skill Council (SSC) / Industry expert with the consent of the SSC as part of the Board of Studies of the College and ensure that the curriculum is approved by the Academic Council of the College.
- D) The College shall create awareness campaign around this program aligned with prescribed RASCI branding guidelines for relevant mobilization, conduct counselling sessions for students and parents before enrolments of the students.
- E) Infrastructure: The College shall provide the required infrastructure for the delivery of courses in the colleges which



- includes existing classrooms and set up labs as per the requirement of the job role covered under Curriculum to conduct practical session of the skill-based trainings / leverage on industry strength to provide the required exposure.
- F)** As per UGC Notification, approval and guidelines therein, Universities/Colleges which are authorized to offer Online Degree Courses shall ensure that 3 Year Degree Apprenticeship Program titled as "BBA in Retail Operations" is duly approved by the statutory authorities or bodies of Higher Educational Institution and the delivery mechanism conforms to the quality standards of the Online Education as specified by UGC.
- G)** In case of Online programmes, the College will ensure availability of suitable staff, Technology enabled infrastructure, e-content, Learning Management System with all security arrangements ensuring transparency and credibility of overall course implementation, tracking training delivery of a course, learner's engagement and learning progress monitoring, attendance, reports, assessment and feedback capturing tools.
- H)** College shall appoint RASCI Certified Trainers/ Teachers to skill the candidates on domain/ subjects pertaining to skill components.
- I)** College shall appoint a Nodal officer, who shall be responsible for engagement and coordination with Industry Partner, RASCI, managing training schedule (General component, Skill-based training & Apprenticeship), monitoring overall implementation as per schedule, monitoring progress of the program and manage other operational modalities for successful rollout of the Degree Apprenticeship Program.
- J)** The College will adopt the curriculum prescribed by RASCI which is readily available for adoption on the [www.apprenticeshipindia.gov.in](http://www.apprenticeshipindia.gov.in) portal. The College can recommend changes in the general components of the curriculum if deemed necessary subject to approval of Board of Studies (BOS).



- K)** College shall register the students on the apprenticeship portal (<https://apprenticeshipindia.gov.in/login>) with valid Aadhaar data verification online.
- L)** Maintain and share apprentice attendance records as per the College ordinances specified for online classes/ physical classes and OJT duration.
- M)** College will conduct the assessment of General component as per the stipulated norms and coordinate with RASCI for the assessment of Skill Component for each semester assessments.
- N)** College shall ensure timely completion of semester wise assessment (General & Skill Component) of all Degree Apprentice students by liaising with University/ specified authorities, RASCI & Industry Partner.
- O)** College should keep RASCI SPOC in loop for all communications to the industry partner.
- P)** College shall transfer a Service Fee of Rs 5000/- per learner per Academic year to RASCI at the beginning of the academic year after completion of admissions.

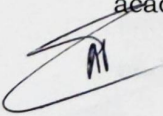
**❖ ROLES AND RESPONSIBILITIES OF RASCI:**

- A) Design, Develop and continuously enhance “3-Year AEDP in Retail Curriculum and Apprenticeship OJT Structure with Industry and Academia inputs.
- B) Plan and organise Programme orientation for affiliated colleges of University.
- C) Facilitate Industry connect, on boarding and engagement between College and Industry to help implementation of the programme.
- D) Facilitate tripartite MoU sign- off between College – RASCI – Industry to achieve mutual outcomes and seamless execution.
- E) Aggregate Industry demand and share Industry pre-screening criteria ahead of programme launch & admission process.
- F) Facilitate Industry participation in candidate orientation, faculty development programme and guest lectures.
- G) Facilitate guaranteed stipend - based apprenticeship from the beginning of the course aligned with the prescribed stipend under

- Apprenticeship and regular employment at supervisory level at State minimum wages or above on successful course completion.
- H) Facilitate candidate registration and Apprenticeship Contract Generation between candidate and Industry on Apprenticeship Portal [www.apprenticeshipindia.gov.in](http://www.apprenticeshipindia.gov.in)
- I) Facilitate trainer / teaching faculty certification as per Course Curriculum.
- J) Ensure participation of RASCI / Industry expert to be a part of Board of Studies of the College as per University norms.
- K) Facilitate timely assessment for skill component aligned with College examination schedule.
- L) Joint Certification by Industry and RASCI on successful completion of Apprenticeship OJT as per curriculum.
- M) Review with College and consider introducing new courses as per Industry demand and Academia inputs for sustenance and growth.
- N) Facilitate Appointment of Degree Apprentice candidates at supervisory cadre (Team Leader / Company Nomenclature) subject to:
- Candidates successfully completing three-year Apprenticeship with identified employer.
  - Candidates meeting pre- screening criteria defined by identified employer for supervisory role.
  - Availability of job vacancy with identified employer at base location/other locations, should the candidates be ready to migrate/relocate.
- O) Service fee of Rs. 5000/- per candidate per academic year shall be charged by RASCI from respective colleges for above service offerings.

❖ **PAYMENT TERMS:**

A service fee of Rs 5000/- per candidate per academic year shall be remitted by the college to RASCI at the beginning of every academic year.



❖ **VALIDITY:**

This MOU will be valid for a period of Five (5) years and may be renewed with mutual consent of all the parties with same or additional scope and terms in writing.

❖ **TERMINATION:**

This MoU can be terminated by either Party with a three (3) months' notice in writing, for the violation of any of the terms and conditions under this MoU. However, if the MoU is terminated for whatsoever reason, the responsibility of each Party shall continue to exist till the completion of the said programme to which the students have been admitted prior to the date of serving the Notice of Termination.

❖ **AMENDMENT:**

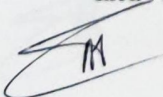
No amendment to this MOU shall be valid unless the same is made in writing jointly by First and Second Party or their authorized representatives and specifically stating the same to be an amendment to the MOU. Such amendment(s) to MoU shall be added as Addendum(s) to this MoU.

❖ **MATTER NOT PROVIDED IN THE MOU:**

If any doubt arises as to the interpretation of any of the provisions herein or pertaining to matters not provided hereunder, Parties to this MoU shall consult with each other for each instance and resolve such doubts in good faith.

❖ **FORCE MAJEURE:**

Neither RASCI nor **SRR & CVR Government Degree College (Autonomous), Vijayawada, AP**, college shall be liable to each other or to their students for their respective failure or delay in the performance of any of its obligations under the MoU, only if such failure or delay is caused by riots, civil commotions, war hostilities between nations, Government imposed laws, orders, regulations and embargoes, Acts of God, storms, fires, accidents, strikes,



sabotages, explosions or other contingencies, beyond the reasonable control of the respective Party.

❖ **ARBITRATION:**

Any dispute arising in relation to or in connection with this MoU between the parties shall be resolved by the mutual negotiations. In case of any unresolved dispute, the parties shall refer the said dispute for arbitration, to the sole arbitrator appointed by RASCI in consultation with the Principal of **SRR & CVR Government Degree College (Autonomous), Vijayawada, AP**, college hereto and the decision of the arbitrator shall be final and binding on all the parties. The provisions for Arbitration and Conciliation Act, 1996 shall apply to such arbitration. Such arbitration proceedings shall be held at Mumbai, Maharashtra.

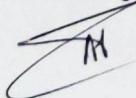
❖ **REPRESENTATIONS AND WARRANTIES:**

The Parties hereby represent and warrant each other:

- A) That each Party is duly established and existing under the relevant Laws and has requisite legal power and authority to enter this MoU and to perform & comply with its respective duties and obligations under this MOU.
- B) That this MOU constitutes legal, valid and binding obligations on part of both Parties enforceable in accordance with the terms hereof.
- C) That no representation or warranty made herein contains any untrue statement.

❖ **NOTICES:**

Any notice, approval, consent and or other notification required or permitted to be given hereunder shall be in writing in English and shall be personally delivered or transmitted by registered post with postage fully paid or transmitted by fax to the address of RASCI and **SRR & CVR Government Degree College (Autonomous), Vijayawada, AP**, college including official e-mail addresses as may,

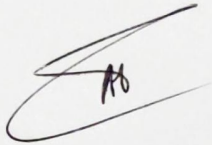


from time to time be given by either Party to the other Party in writing.

**IN WITNESS THEREOF, THIS MOU, SIGNED IN TWO ORIGINALS, IS EFFECTIVE AS OF THE DAY AND YEAR INDICATED ELSEWHERE IN THIS MOU**

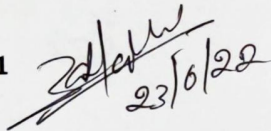
**SIGNED, SEALED & DELIVERED ON BEHALF OF:**

**For and on behalf of Retailers Association's skill council of India**



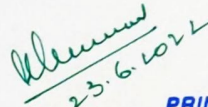
**Mr. James Raphael  
Executive Head - Retailers  
Association's Skill Council of India  
(RASCI)**

**Witness 1**

  
23/6/22

**Witness 2**

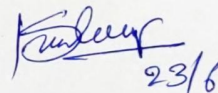
**In the name and on behalf of SRR & CVR Government Degree College (Autonomous), Vijayawada.**

  
23.6.2022

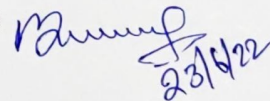
**PRINCIPAL  
SRR & CVR GOVT. DEGREE COLLEGE  
(Autonomous)  
Machavaram, VIJAYAWADA-520 004**

**Dr. K Bhagya Lakshmi  
Principal  
SRR & CVR Government Degree College  
(Autonomous), Vijayawada, AP**

**Witness 1**

  
23/6

**Witness 2**

  
23/6/22