

**MEMORANDUM OF UNDERSTANDING (MoU)**

**BETWEEN**

**KRISHI VIGYAN KENDRA-II, SITAPUR-261145, UP, INDIA**

**AND**

**PRAVRIDDH FOUNDATION 8, LDA MARKETING COMPLEX,  
SECTOR J, RAIL NAGAR ROAD, ASHIYANA COLONY, LUCKNOW-  
226012**

*for facilitating*

, Training Program Extension Activities, Workshops, Invited Lectures, Seminars,  
Social and rural development activities

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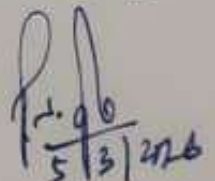
This memorandum of understanding (hereinafter referred to as MoU) is made on 5<sup>th</sup> day of month of March in the year 2026 by the **Pravriddh Foundation 8, LDA Marketing Complex, Sector J, Rail Nagar Road , Ashiyana Colony, Lucknow- 226012** (herein after referred as "Pravriddh" and as First party) having its headquarter at Lucknow on the ONE PART and **Krishi Vigyan Kendra-II, Sitapur-261145, UP, India** (herein after referred to as "KVK-II" and as Second party) having its headquarter at Amethi on the OTHER PART (who for the purpose of this MoU are hereinafter collectively referred to as the parties).

The parties, having discussed fields of common interests and allied activities between the two institutions, have decided to enter into long-term collaboration for promotion of students' training, experiential learning, and extension activities in cutting edge areas.

**WHEREAS** the "First Party", **Pravriddh Foundation**, Registered Non Profit Company under Section-8 of Companies Act-2013 with Registration No- U85300UP2021NPL145983, Dated: 07-052021, PAN: AALCP9856B, TAN: LKNP10452B

Pravriddh Foundation was established by first generation entrepreneurs under guidance of qualified and experienced professionals of different disciplines like Agriculture, Horticulture, Fisheries, Industry, Environment and Medical & Health sectors in the FY 2020-21. The major objectives of the foundation are: (a) To work for environment-friendly sustainable development of the economy. (b) To work for promotion and development of the complete spectrum of Bio-energy sector in "Value Chain Mechanism with Entrepreneurship Mode". (c) To work for promotion and development climate resilient agriculture and horticulture activities in "value-chain-mechanism with entrepreneurship mode". It includes the facilitation to farmers for doing herbal & aromatic plants cultivation, processing and marketing on their marginal land. (d) To work for rain water harvesting and river conservation involving the community under on-going developmental activities of the different line departmental activities. The major thrust area is Ganga Basin conservation. (e) To promote and execute the "Krshak Udyamita Prashikshan Karykram" leading to formation "Farmer Producer Organisation" and establish linkages with ongoing



developmental activities for their prosperity. (f) To work for execution of tribal development programme leading to their complete self-reliance and main-streaming. (g) To promote the traditional agriculture & horticulture practices and its use in regular diet to meet the mal-nutrition problems in the society. (h) To provide educational support disadvantaged, child Labourers, disabled, orphans, weaker section of the society. (i) To work for women empowerment and their main-streaming. (j) To establish the self-sustained commercial demonstration centres in remote areas to educate and motivate the common person to be a self-reliant. (k) To educate and enlighten the indigenous people in tribal and remote rural masses and help them to be self-reliant. (l) To empower youth and provide vocational/ skill development trainings for sustainable self-employments. (m) To sensitize people on health & sanitation, education, environment, consumer rights, road safety and other social causes. (n) To educate the people for adoption of the good norms of a good citizenship and to inculcate into the people's mind, ideals of national unity and integrity. (o) To propagate the need for tree plantation, agriculture residues management etc to address the environmental pollution threats. (p) To establish IT-accessed library and reading rooms in the rural community. (q) To publish newspaper, magazine, journals and to reproduce works of arts, literature, science, crafts and other allied works/collections of works of arts for instruction and imparting useful actions. (r) To organise forums, seminars, camps etc for spreading good living habits, moral values, culture, and methods of developing self confidence etc and to create centres throughout the country for the above (s) To provide scholarship to poor rural/village people for their overall development. (t) To work for Ganga Basin Conservation to the tune of "SWAKSH GANGA-AVIRAL GANGA". (u) To facilitate carbon credits/ carbon sequestration benefits to farmers through FPO (Farmer Producer Cooperative Societies/ Farmer Producer Companies) network.

AND WHEREAS the "Second Party" KVK, Sitapur -II was sanctioned by Indian council of Agricultural research, Ministry of Agriculture and farmer welfare, New Delhi on 11 July, 2011 in the administrative control of Ranveer Rananjai degree College Association, Amethi, UP.

KVK Mandate is Assessment, refinement and demonstration of technology/products. KVK Activities are On farm testing to identify the location specificity to technologies in various farming system, Frontline demonstrations to establishment production potentials on the farmers' fields and Training of farmers and farm women to update their knowledge and skills in modern agricultural technologies and training of extension personnel to orient them about areas of technology development. Work as resource and knowledge based center of agricultural technology for supporting initiatives of public, private and voluntary sector for improving the agricultural economy of the district. Create awareness about frontier technologies through large number of extension activities viz., Farmer fair, field day, strategic campaign, Ex. trainees Sammelan, Farmers field school etc. The seed and planting materials product by the KVK are also to be made available to the farmer.

### Important Components

#### Scientific Advisory Committee (SAC)

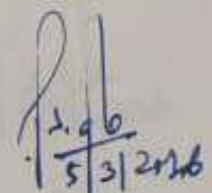
Consisting representation of stakeholders & meeting once in a year for review & priority setting.  
Demonstration Units: Location specific to educate farmers Crop Cafeteria: Providing options to farmers to select from different crops ,Diagnostic and Advisory Services: Diagnostic & advisory at Farm Science Centre.

#### Expert visit to Farmers field

For Seed, planting material production and other products as technology inputs and Technology backstopping by Agricultural Universities/Research Organizations.

### Thrust areas for the KVKs

Keeping in view the agro-climatic situation the following thrust areas were identified for the KVKs operational in the Uttar Pradesh (Zone III).



- ❖ Farm Science Center as a Platform for alliance of ICAR, Universities-State Govt. – NGOs.
- ❖ Product development, convergence, farmer led extension & women empowerment.
- ❖ Models of public-private partnership to be evolved for development of processes, technology application and its flow.
- ❖ Host institutions to take up the issues like use of ICT, methodology backstopping, quality production and other such interventions.
- ❖ Farm Science Center to build agri-alert system, agro-advisory through mobile, Technology Park etc. for better clientele services.
- ❖ Inter exchange of technologies, methodologies, visits, HRD, etc.
- ❖ Extension research and impact evaluation studies.
- ❖ Developing indigenous models and methods for enhancing the efficiency of the extension system.
- ❖ Promotion of modern equipment and machinery in farm sector, also locally fabricated and modified tools.

#### State level Farm Science Center Interface.

Development of Farm Science Center websites, creation of data base & content development.  
Farmers Reach (footprint) and Farm Science Center outreach.

#### 1. OBJECTIVE AND SCOPE OF THE MOU

The objective of this MoU is to provide the quality education, imparting training and skill development to **Pravridh Foundation** in livelihood and rural development activities.

#### 2. ROLES AND RESPONSIBILITIES OF BOTH THE PARTIES

##### JOINT ROLES AND RESPONSIBILITIES

1. Both Parties may jointly organize seminars, conferences, workshops etc.
2. Training programs will be provided by both parties.
3. Both the parties can undertake any other academic activities with mutual consent.
4. Outreach programs and field visit will also be undertaken by both parties.
5. Agri-preneurship development through credit linkage infrastructure under ongoing developmental schemes of Central and State Govt.
6. Promote & development of water and Environmental friendly sustainable development activities

#### 3. FINANCIAL MATTERS

- 3.1 This MoU shall not give right to any financial obligation by one party to the other.
- 3.2 Each party shall bear its own cost and expenses in the implementation of this MoU.

#### 4. EFFECT OF MOU

This MoU serves only as a record of the parties' intentions and does not constitute or create, any legally binding or enforceable obligations, express or implied, under domestic or international law.

#### 5. ENTRY INTO EFFECT

This MoU shall become effective on the date of signatures of both parties, or if the dates vary, then on the date of the later's signature.

#### 6. FORCE MAJEURE

The parties shall have no liability in respect to any delay, in carrying out the activities of failure to carry out the activities under this MoU caused due to any acts of the government, or any circumstances outside the reasonable control of the parties hereto.

#### 7. DURATION

P. S. G. L.  
5/3/2026

This MoU will be valid for a period of 03 years, which can be extended further for 2 years with the mutual consent of both the parties. However, discretion of the University will be final in all respects.

## 8. TERMINATION

- 8.1 This MoU may be terminated by either party with a minimum of one month (30days) written notice. Activities in progress at the time of termination of this MoU shall be permitted to conclude as planned unless otherwise agreed.
- 8.2 However, if the MoU is terminated for whatsoever reason, the responsibility of each party shall continue to exist till the completion of the collaborative programme to which the students have been admitted before the date of such notice, subject to the satisfaction of the University.
- 8.3 Both the parties will make arrangement for completion of the course of the admitted students.

## 9. NOTICES

- 9.1 Any notice or other information required under this MoU may be given to other party by hand or sent by speed/registered post to the notified address/official email address.
- 9.2 Any notice or other information sent by email or comparable means of communication shall be deemed to have duly given on hard copy.

## 10. INDEMNIFICATION

Both the parties shall indemnify each other and keep the other party indemnified and harmless against any and all claims, action proceedings by third party (including all costs, expenses, damages/ losses) arising out of or in connection with this MoU, due to breach of any provisions of this MoU by such party as a result of any act of negligence/commission on part of such party and/or its employees, against etc.

## 11. RELATIONSHIP

Both parties shall always remain as independent entities offering their services to other organization.

## 12. COORDINATORS

All activities conducted under this MoU must have the endorsement of the coordinators. At **Pravriddh Foundation**, the coordinator will be **Chairman – Pravriddh Foundation**, and at KVK the coordinator will be Senior Scientist & Head, KVK, Sitapur-II. Coordinators shall notify their counterparts in case a new person is named to their position.

## 13. MISCELLANEOUS

- 13.1 No addition or change in the terms of this MoU shall be effective or binding on either of the parties unless reduced to writing and executed by the authorized representative of each of the party.
- 13.2 In the event any change (s) in any change in any law, or the passage of any law, rule or regulation effects, or in either party's reasonable determination, may affect either party's performances or obligations under this MoU the parties shall work together in good faith to amend this MoU so as to minimize or eliminate the impact of such change in law on party's performance or obligation under this MoU.
- 13.3 Both the parties are desirous of executing a MoU in mutual interest for the benefit of farming communities in respect of the subject matter hereinafter contained.
- 13.4 This MoU may be modified / amended on mutually settlement of both parties. Any amendment notified by both parties shall become a part of the MoU.



This MoU has been executed in two originals, one of which has been retained by the First party and the other by the Second party.

IN WITNESS WHEREOF, the parties have executed this MoU and represent that they approve, accept and agree to terms contained herein.

**For the First Party**

(Sri P S ojha)

Chairman – Pravridh Foundation 8, LDA  
Marketing Complex, Sector J, Rail Nagar Road,  
Ashiyana Colony, Lucknow- 226012

**Date:**

**For the Second Party**

(Dr. Daya Shankar Srivastava)

Senior Scientist & Head  
Krishi Vigyan Kendra, Sitapur-II,  
Katia, Manpur, Biswan,  
Sitapur-261 145, U.P.

**Date:**

**Witness of the First Party**

1- Brij Bihari, Ashiyana Colony,  
Lucknow

*Brij Bihari*

2- Pawan Kumar Mishra,  
Aliganj, Lucknow

*पवन कुमार मिश्रा*

**Witness of the Second Party**

Dr Anand Singh

Scientist, Animal Science  
Krishi Vigyan Kendra, Sitapur-II,  
Katia, Manpur, Biswan, Sitapur, U.P.

(Mr Shalendra Kumar Singh)

Scientist, Agriculture Extension  
Krishi Vigyan Kendra, Sitapur-II,  
Katia, Manpur, Biswan, Sitapur, U.P.