

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made on this **12<sup>th</sup> November 2024** in Coimbatore between **Cesim India Private Limited**, having its registered office at 302, Dunnock, Nyati Enclave, Near Corinthian Club, Pune 411060, hereinafter referred to as "Cesim or Service Provider"

### AND

**Jansons School of Business** having its registered office at Karumathampatti, Coimbatore 641659, Tamil Nadu, 203201, hereinafter referred to as "**JSB**"

### PREAMBLE

Cesim provides business management simulation games that assist Institutes improve the decision-making skills, business competence and overall employability of students/participants by engaging them in an interactive and fun online learning environment.

JSB will be introducing Cesim Business Simulation games to improve the managerial skills and competencies of its students and partners with Cesim to offer various business simulation games from the Cesim portfolio.

The purpose of this MOU is to express the willingness of both parties to engage in an arrangement described as follows:

1. Cesim agrees to provide the licenses of its Cesim portfolio i.e., Cesim Microsimulation to JSB for educational use for its management students.
2. Cesim will provide a comprehensive train the trainer program to all faculty members as part of its upskilling initiative and ensuring maximum benefit is derived from the simulations.
3. Cesim will certify faculty members as 'Cesim Certified Instructors' upon successful implementation and integration of the simulations as part of the learning pedagogy.
4. As an agreement, Cesim will issue 276 licenses (3 microsim for 92 users) for micro-simulations as per the requirement of JSB. Cesim will provide all necessary train the trainer support needed to ensure successful implementation of the simulations.

5. JSB agrees to use the licenses for educational purposes within the institute premises. They agree to coordinate with Cesim in all activities conducted to make the program successful. Cesim reserves the right to carry out the monitoring and evaluation activities to assess the impact of the program.
6. JSB will provide feedback to Cesim in order to improve the overall quality of the simulations.

This MOU should not establish or create any formal agreement or obligation. Instead, it is an agreement between the Parties to work together in such a manner to encourage an atmosphere of collaboration and alliance in support of an effective and efficient partnership to establish and maintain objectives and commitments about all matters related to the use of Cesim Business Simulation games.

**The Commercial Inclusions & Terms:**

- 276 Micro-simulation licenses
- Train the Trainer Program
- Teaching Notes
- Online Co-Facilitation Support
- Certificates for educators and students.
- Dedicated support and point of contact for the students during the course.
- Monitoring and evaluation activities to assess the impact of the program.
- 30 licenses for FDP

Note:

License Terms

1. 1 student = 1 license
2. Validity: The license allows the participant to play the simulation for a duration specified in the MOU from the date of purchase.

<b>No. of Students</b>	<b>92</b>
<b>Micro-Simulation per student</b>	<b>3</b>
<b>Total No. of Micro-Simulation Licenses</b>	<b>276</b>
<b>Standard Price</b>	<b>Rs. 600 + taxes</b>
<b>Discounted Price</b>	<b>Rs. 480 + taxes</b>
<b>Total</b>	<b>Rs. 1,32,480 + taxes</b>

**Non-Disclosure:** Both parties agree not to disclose or share the information that might be exchanged between them with any other person or organization, unless and otherwise explicitly agreed to by the other party.

**Duration:** This MOU shall be operational upon signing and will have a duration of 12 months. All activities conducted before this date within the vision of the arrangement will be deemed to fall under this MOU.

**Termination:** The arrangement covered by this MOU shall terminate upon completion of the agreed-upon period. The agreement may also be terminated with a written one-month notice from either side. In the event of non-compliance or breach by one of the parties of the obligations binding upon it, the other party may terminate the agreement with immediate effect.

**Mutual Support:** Both parties agree not to act in any manner that will affect the business prospects of the other party.

**Disputes Resolution:** For any disputes arising during this contract, the same will be discussed mutually in a friendly manner and sorted out to the best possible extent.

**Legal:** This agreement is subject to the Jurisdiction of Pune/Coimbatore.

IN WITNESS WHEREOF the parties hereto have hereunto set and subscribed their respective hands the day and year first herein above written.

On Behalf of Cesim India Private Limited

**For Cesim India Private Limited**

  
Director

Name: Varun Patil

Designation: Director

On behalf of Jansons School of Business



Name: Dr. A G V Narayanan

Designation: Director



**Dr. A. G. V. NARAYANAN**  
**DIRECTOR**  
**JANSONS SCHOOL OF BUSINESS**  
**KARUMATHAMPATTI**  
**COIMBATORE - 641 659**