

Memorandum of Understanding
between
Jansons School of Business (JSB)
Coimbatore
and
DHAN Foundation,
Madurai

for

partnering to seek grants for need-based research initiatives, and leadership development programs. This includes managing specialized courses, providing a Social Immersion Program for MBA students, and engaging in workshops, seminars, and outreach activities.



This Memorandum of Understanding (MoU) is made and entered into on 5th December, 2024 by and between Development of Human Action (DHAN) Foundation, a nonprofit organization registered as a charitable trust, having its office address at 1A, Vaidhyanathapuram East, Kennet Cross Road, Ellis Nagar, Madurai 625 016 (hereinafter referred to as DHAN) and Jansons School of Business, Karumathampatti, Coimbatore - 641659 (hereinafter referred to as JSB).

1. Background

The maturation of Indian democracy in the new millennium faces two significant challenges: the rising aspirations of its citizens and critical resource and capacity constraints. These challenges manifest as increasing demands alongside diminishing livelihood opportunities for marginalized communities. In response, the government and public sector organizations are working to bridge the gap between the affluent and the underprivileged through various initiatives.

To effectively address these demands and advance Environmental, Social, and Governance (ESG) goals, there is a need for management solutions that emphasize social impact and sustainability. Management students trained in both management and applied social sciences can play a vital role in this landscape. With a strong understanding of development discourse and a commitment to ESG principles, these professionals can create meaningful value and drive positive change across civil society, NGOs, regional administrations, and organizations focused on sustainable development.

JSB is a world-class B-School with a vision to be a practical institution that develops managers and entrepreneurs who drive change in management and leadership. Its mission focuses on enriching the learning experience through critical inquiry and hands-on engagement in a respectful environment, serving both business and society. JSB is dedicated to providing a high-quality learning environment in Management Science, transforming students into competent, skillful professionals ready to excel globally. Guided by the principle of "Infinite Learning," JSB fosters both classroom learning and real-world experiences, equipping students with the knowledge and confidence to thrive in the corporate landscape.



The DHAN Academy
Madurai
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DHAN FOUNDATION, a prominent NGO operating in Tamil Nadu and 16 other states across India, is committed to empowering the farming community and supporting research activities at major

universities through hands-on field research. The organization engages with farmers through various initiatives, including the Vayalagam Tankfed Agricultural Development Programme, Kalanjiam Community Banking Programme, Rainfed Farming Development Theme, and Small Millets Promotion and Development. Focused on improving livelihoods for marginalized communities, DHAN is collaborating with JSB to effectively engage both the impoverished community and academic researchers. Additionally, DHAN through TDA and Centre for Research, is interested in hosting MBA and PhD students for their final projects and research, offering facilities for fieldwork.

2. Objectives

- a) The collaboration between JSB and DHAN will focus on five key areas, including need-based research activities that significantly benefit local rural communities and align with ESG goals.
- b) To strengthen the relationship between researchers, academics, and underserved communities, fostering inclusive development.
- c) To restore livelihoods in rural areas targeted by identified research initiatives, contributing to social sustainability.
- d) To develop effective management plans that enhance the sustainability of water, food, and energy projects, in line with environmental objectives.
- e) To build capacity among JSB students and faculty in addressing social issues and grassroots development, promoting responsible leadership and governance

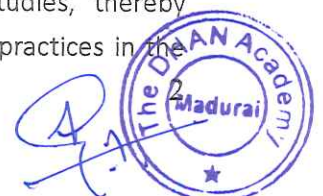
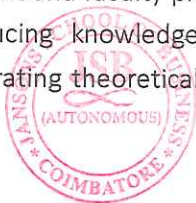
3. Areas for Collaboration

1. Exploring National and International Research funding

JSB and DHAN will collaborate to explore funding from potential international donor agencies, including Canadian Funding for International Development, SDG funds, USAID, FAO, and German Bilateral funding. The proposals will focus on areas that support farmers, impoverished women, and vulnerable communities, aligning with ESG objectives. A team from both institutions will convene regularly to develop and submit these proposals to the relevant agencies.

2. Faculty Research

DHAN and JSB could collaborate to identify and develop grassroots-level action research and scientific studies across various ecosystems in the state, addressing challenges faced by rural communities in alignment with ESG goals. A joint team from both institutions will meet regularly to design both student and faculty projects, ensuring access to suitable resources. This partnership will also focus on producing knowledge products such as research studies, journals, and case studies, thereby integrating theoretical insights with practical knowledge and promoting sustainable practices in the



3. Social/ Rural Development Immersion Program:

DHAN will continue its Social Immersion Programme for first-year MBA students, lasting six days, emphasizing experiential learning that connects students to pressing social challenges. Each year, the program will be adapted to address the evolving needs of communities and align with ESG goals. This immersion will provide students with practical skills in problem-solving and social entrepreneurship while fostering a deeper understanding of sustainability issues. Additionally, the program can be customized for JSB faculty, enabling them to engage with community challenges and enhance their teaching methodologies. By integrating these experiences, the initiative aims to cultivate socially responsible leaders and promote sustainable practices, creating a lasting impact on both students and the communities they serve.

4. Educational Collaboration

DHAN proposes to offer courses focused on ESG themes, such as Microfinance, FPO Management, Corporate Social Responsibility, Environmental Management, and Leadership. Initially, these courses could be integrated as modules within existing programs at JSB, utilizing the expertise of its faculty. Simultaneously, they could also be offered as standalone or elective courses at select campuses.

Field visits to grassroots-level projects facilitated by DHAN can enhance the learning experience for students, providing practical insights into community challenges and solutions. Additionally, students from both institutions will participate in seminars, guest lectures, and events organized collaboratively, fostering a rich exchange of ideas and promoting a deeper understanding of sustainable practices.

5. Faculty development, Leadership and Future Search Programmes by The DHAN Academy

Faculty Development Programs and Leadership Programs focused on ESG principles can be organized for JSB faculty, its allied network, and industrial partners. These programs will take place on the academy premises, promoting collaboration and equipping participants with the skills needed to advance sustainable practices and responsible leadership in their respective fields.

4. Roles and Responsibilities of JSB

- a) Appoint a Strategic Team to collaborate closely with the team established by DHAN Academy, ensuring that areas of cooperation align with timelines and objectives.
- b) Develop proposals to secure funding from bilateral and multilateral donors for medium- and long-term research initiatives that support sustainable development.
- c) Identify research needs in consultation with rural communities and DHAN Academy, ensuring that the focus is on addressing pressing social and environmental challenges.
- d) Organize site-specific studies and design need-based research projects that directly benefit rural communities, enhancing their livelihoods and sustainability.



e) Explore innovative collaboration opportunities in microfinance, environmental sustainability, agriculture, and related fields to promote responsible practices and community empowerment.

5. Roles and Responsibilities of DHAN /The DHAN Academy

- a) Set up a strategic team for Collaboration with JSB to fulfil the area of collaboration with time line.
- b) Jointly develop proposal for fund rising from bilateral and multi-lateral donors
- c) Offer the courses, Immersion programmes and leadership programmes for different levels from faculties to students
- d) Provide necessary support to the JSB to take up field projects, internships, research with minimum of 3 months' time period.

6. Points of Contact

All communications by the parties involving financial, administrative and other matters shall be sent to following addresses:

The Director
The DHAN Academy
DHAN Foundation
Madurai – 625016
Tamil Nadu.

The Director
Jansons School of Business,
Karumathampatti,
Coimbatore - 641659
Tamil Nadu

7. Intellectual Property Rights

All intellectual property rights to the research resulting from the MoU will be owned jointly by JSB and DHAN and dealt with as per applicable prevailing policy of both the institutions.

8. Confidentiality

Each party agrees to keep confidential all information disclosed by the other party and indicated as confidential, in written or tangible form or, if orally disclosed confirmed in writing within thirty (30) days of disclosure. The obligations of confidentiality set forth above shall be applicable for two (2) years from the termination of this MoU or sharing of the confidential information whichever is later.

9. Term and Termination

- a. This MoU is valid for a period of five (5) years from the date of signing by the parties hereto and can be extended / modified thereafter on mutual consent.
- b. JSB or DHAN may terminate this MoU by giving written notice of termination, at least three (3)



months in advance. However, all residual obligations at the time of termination will be fulfilled

by both the parties. The parties shall endeavor to undertake that the student's academic pursuits do not suffer due to any consequences related to termination of this MoU.

10. General

- a. JSB shall be free to publish, along with DHAN if interested, the research findings arising from the MoU in any journals/conferences/ other modes of publications.
- b. All publications/patents by the JSB arising from the work under this MoU must contain an acknowledgement of support from DHAN. Further, in case DHAN wants to publish / use the research findings internally in DHAN, JSB shall agree for the same.
- c. Any disputes between the parties shall be resolved by mutual discussions. Unresolved disputes, if any, shall be subject to resolution by a panel consisting of the Director, JSB and Executive Director, DHAN.
- d. Force Majeure: Neither party shall be held responsible for non-fulfillment of their respective obligations under this MoU due to the exigency of one or more of the force majeure events such as but not limited to acts of God, War, Flood, Earthquakes, Strikes not confined to the premises of the party, Lockouts beyond the control of the party claiming force majeure, Epidemics, Riots, Civil Commotions etc. provided on the occurrence and cessation of any such event. The party affected thereby shall give a notice in writing to the other party within one (1) month of such occurrence or cessation. If the force majeure conditions continue beyond six (6) months, the parties shall jointly decide about the future course of action.

IN WITNESS WHEREOF, the Parties hereto have set and subscribed their respect; hands and seal on the day, month and year first herein above mentioned.

FOR JSB

Signature:



Name:

AGV NARAYANAN

Designation:

DIRECTOR

Date:

05.12.2024



FOR DHAN

Signature:



Name:

A. GURUNATHAN

Designation:

Director, IOA

Date:

05/12/2024



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Memorandum of Association (MoA)

This MoA is valid for a period of One (1) year from the date of signing by the parties hereto and will be updated each year according to the need and requirements for that year.

The Key areas of working between DHAN and JSB are as follows

1. Capacity Development
 - a. Faculty Development Programmes
 - b. Case Studies (writing / Workshops)
 - c. Leadership (LEAD) programmes
 - d. Immersion Programmes
2. Knowledge Development
Key areas such as
 - a. Project Management
 - b. Microfinance Courses
 - c. Water Resource Development
 - d. Internships / Projects
3. Research
 - a. Faculty Studies
 - b. Student Project work
 - c. Proposals for Joint Research
4. Extension
 - a. Adoption of surrounding villages
 - b. Panchayat Management
 - c. Community Accounts Management







