MEMORANDUM OF UNDERSTANDING
BETWEEN

BAOU Education for All | Dr. Babasaheb Ambedkar Open University (Established by Government of Gujarat) | NAAC ACCREDITED A++ GRADE

AND

Immerso Innovation Venture Private Limited

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MOU") is made and entered into on this ____day of _____, 2025

BY AND BETWEEN

Immerso Innovation Venture Private Limited (hereinafter referred to as "Immerso") Level 2, Western Heights, J P Road, Opposite Gurudwara, Four Bungalows, Andheri (West) Mumbai, Maharashtra, India, 400053.

AND

Dr. Babasaheb Ambedkar Open University (hereinafter referred to as BAOU) Jyotirmay Parisar, Sarkhej-Gandhinagar Highway, Chharodi, Ahmedabad, Gujarat 382481

1. OBJECTIVES

The objective of the MOU is to jointly promote innovation, skill development, and knowledge sharing in the areas of Artificial Intelligence, research, and preventive healthcare. The MoU further defines academic collaboration for offline certificate courses, faculty engagement, curriculum design, and knowledge exchange.

The proposed MoU focuses on several key collaborative initiatives, including:

1. Establishment of a Centre of Excellence in AI.
2. Launch of online certificate courses (Artificial Intelligence and on E-Gurukul platform)
3. Creation of an AI Knowledge Society within the campus.
4. Joint online training and research programs.
5. Internship opportunities for students with certification by IMMRSO.
6. Public-Private Partnership (PPP) based education tours.
7. Engagement as a Digital Strategic Advisor.
8. A Preventive Healthcare Program integrating AI-powered wellness technologies.

We would like to emphasize that our team will be working **pro bono** for these initiatives with you. Our intention is to create meaningful impact through knowledge, research, and community-driven initiatives to uplift our national youth and make our nation more literate youth for future building Nation.

The collaboration promises to enhance the academic and research ecosystem, provide industry-relevant exposure to students, and align with the vision of promoting innovation-driven education.

It is expressly agreed that all initiatives under this MoU shall be led, designed, and operationally controlled by Immerso, while BAOU shall extend academic recognition and facilitation. Any expansion, modification, or additional initiative shall require prior written approval from Immerso.

2. ROLES AND RESPONSIBILITIES

2.1 Immerso

Curriculum Design & Development

- Develop specialized curriculum for certificate courses in the domains of Artificial Intelligence, Preventive Health, and Digital Innovation.
- Regularly update course content in line with emerging industry trends and research.

Faculty & Resource Persons

- Provide qualified faculty members, visiting experts for course delivery.
- Arrange orientation and training for faculty to maintain teaching standards.

Financial & Administrative Responsibility

- If required; for any joint pre-decided programmes and for any course fees through mutually agreed channels.
- Ensure transparent disbursement of funds related to program delivery.

Training, Research & Innovation

- Conduct practical training workshops, research-based modules, and live case studies.
- Integrate industry-linked sessions, and master classes to enhance student exposure.
- Facilitate applied research in AI, digital health, and innovation-driven areas.

Technology & Preventive Healthcare

- Provide access to an AI-powered wellness platform designed for preventive healthcare.
- Incorporate digital tools and innovation models to strengthen course learning outcomes.

Industry Liaison & Internships

- Act as an industry interface by arranging corporate collaborations, internships, and field visits (Jointly - if required).
- Facilitate Public-Private Partnership (PPP)-based exposure tours for students.

Program Monitoring & Reporting

- Submit quarterly reports on program implementation, performance metrics, student progress, and industry feedback after taken approval and agreed jointly.
- Recommend improvements and best practices to strengthen future courses.

Notwithstanding, Immerso shall have exclusive discretion in selecting technology platforms, pedagogical approaches, industry partners, and delivery models. BAOU shall not engage directly or indirectly with such partners for similar initiatives without prior written consent of Immerso.

2.2 BAOU

Academic Recognition & Branding

- Provide official academic recognition and permission to run for the certificate courses.
- Allow the use of BAOU's name and branding for promotional and academic purposes.
- BAOU shall not independently use the curriculum, course designs, or deliverables created under this MoU without IMMERSO's prior written consent.

Infrastructure & Accreditation Support

- Facilitate classroom space, seminar halls, and other required facilities for physical/online classes.
- Extend support for accreditation, approvals, and academic validations required under BAOU guidelines.

Curriculum & Certification

- Approve course curriculum designed with Immerso, ensuring alignment with appropriate norms.
- Issue joint certification in compliance with BAOU regulations.

Student Outreach & Enrolment

- Support student mobilization, admissions, and enrolment through its institutional network.
- Facilitate outreach activities such as publicity campaigns, brochures, and online announcements.

Governance & Compliance

- Ensure that all academic activities comply with UGC, state, and university statutory requirements.
- Conduct periodic academic and administrative reviews to ensure program quality.

Monitoring & Evaluation

- Establish academic committees for monitoring teaching quality, student feedback, and program effectiveness.
- Provide necessary support for audits and external evaluation as required.

3. STANDARD OPERATING PROCEDURE (SOP)

- In order to achieve the objectives of the MOU and to ensure the implementation of high quality work within the time frame, after signed the MoU, Immerso and BAOU shall jointly prepare a standard SOP / Guideline / Terminology related to the MOU implementation and the proposed works (Like Course / Curriculum Design & Development, Any Fee Structure, Faculty Engagement, Course Delivery & Assessment, Monitoring, Evaluation & Reporting etc...) which shall be approved by both parties and thereafter the work shall be implemented.

4.SETTLEMENT OF DISPUTES

In the event of a dispute between the parties as to the interpretation of this MOU or as to any matter not covered by this MOU, Both parties agree first attempt to settle such dispute among themselves, but in the event such settlement cannot be reached, agree to refer to a competent independent sole Arbitrator, appointed by both the parties in joint consultation with each other and such Arbitration proceedings shall be governed by Arbitration & Conciliation Act, 1996 and all arbitration proceedings shall, unless otherwise agreed upon between the parties in writing shall take place at Ahmedabad."

IN WITNESS WHERE OF the Parties have here to entered into this Agreement the day and year above written.

Signed on this 8th day of October, 2025

For Immerso Innovation Venture Pvt. Ltd
Name: Dr Shilpa Desai
Designation: CEO
Signature: _____

For Dr. Babasaheb Ambedkar Open University
Name: Dr. M. P. Trivedi
Designation: Director (Academic)
Signature: _____

Witnesses:
1. _____
2. _____