

## Memorandum of Understanding for Vedic Knowledge Development

between

**Dr. Bhimrao Ambedkar University, Agra  
and**

**Vedic Sadhana Foundation, Sirmour, Himachal Pradesh**

Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation, Himachal Pradesh, recognize the potential of their collaboration to strengthen the Vedic knowledge and cultural education for the students of the Dr. Bhimrao Ambedkar University, Agra and all the affiliated organizations.

Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation therefore agree to collaborate on the potentially world- record breaking 18 Lakh Manasik Yagya campaign to welcome Prabhu Shri Rama before the official inauguration of the Ayodhya temple of January 22nd, 2024 and further the academic and research cooperation for Vedic studies for students on campus and of the institutions affiliated to the Dr. Bhimrao Ambedkar University, Agra, in accordance with terms and conditions set forth in this memorandum of understanding (MoU).

### ARTICLE 1: OBJECTIVE

Both Institutes agree to develop the following collaborative activities in the academic areas of mutual interest, on a basis of equality and reciprocity.

The two institutions shall seek to promote:

#### a. Faculty

- i. Collaboration in organizing and scheduling the Vedic Manasik Yagyas as contribution to the cultural renaissance moment of Ayodhya temple inauguration.
- ii. Attachment of staff to facilitate batching, scheduling and monitoring the progress of Shri Manasik Yagyas on the Sadhana App from December 15th- January 22nd.
- iii. A specific plan will be worked out to include all the students from all departments in the 18 Lakh Yagya campaign with a plan to include one collective daily Yagya from all the students and faculty till the conclusion of the campaign on January 22nd, 2024.
- iv. Dr. Bhimrao Ambedkar University, Agra will also enroll the 111 units of the National Service Scheme in the #Vanarsena Ambassador program.
- v. Dr. Bhimrao Ambedkar University, Agra will send out an official letter of invitation to participate in the Shri Ram Yagya Manasik Yagya campaign to all their affiliated organizations.

#### b. Student Involvement

Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation, Himachal Pradesh agree that student involvement in the cultural renaissance movement of the potentially world record-breaking campaign of 1800000 lakh Manasik Yagyas to welcome Shri Rama at Ayodhya temple.

- i. Every participant contributing towards the big target of 18 Lakh Manasik Yagyas of Shri Rama will receive a participation certificate jointly presented by Vedic Sadhana Foundation and Dr. Bhimrao Ambedkar University, Agra.

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- ii. Dr. Bhimrao Ambedkar University, Agra, will undertake the Youth Ambassador student programs offered by Vedic Sadhana Foundation on campus to cultivate leadership and initiative in students through the practice of rituals on the Sadhana App, and joining our Youth ambassador program. The basis for student enrichment through this campaign is explained further in Article 2, Point No. 1 under 'Note'.
- iii. A youth ambassador will be considered part of the Vanarsena for Shri Rama meant to spread awareness about the campaign on campus and beyond.
- iv. The youth ambassador program will entail weekly prizes from Vedic Sadhana Foundation for students of Dr. Bhimrao Ambedkar University, Agra, on the basis of referrals through the Sadhana App made by the students.
- v. The referrals of the #Vanarsena Youth Ambassador Program will be tracked based on the share metrics generated by the Sadhana App upon sharing by the individual.
- vi. Every student enrolled in the #Vanarsena Ambassador program will receive a special Ambassador certificate jointly presented by Vedic Sadhana Foundation and Dr. Bhimrao Ambedkar University, Agra, recognizing the student's efforts for this monumental time in the history of Bharat.
- vii. A referral score of greater than 50 will enable eligibility of the student for weekly giveaways and prizes.
- viii. A referral score of greater than 50 will enable eligibility of the student for an internship certificate from Vedic Sadhana Foundation co-branded with the Dr. Bhimrao Ambedkar University, Agra.
- ix. A referral score of greater than 250 will enable eligibility of the student for the super prize of a smartphone or chromebook.
- x. Upto 3 of the top performers of the #Vanarsena Youth ambassador program will be presented with opportunities for further internships/jobs in brand-building and outreach roles at Vedic Sadhana Foundation.

Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation agree that detailed terms and conditions-that guide each activity identified above will be determined separately and agreed upon by the two institutions. These terms shall include a technical description of the proposed activity, financial arrangements, and person(s) responsible for its implementation.

## ARTICLE 2: COORDINATION

Dr. Bhimrao Ambedkar University, Agra shall appoint one member of its teaching/research faculty to coordinate the programme on its behalf. Further, a coordination committee consisting of a programme coordinator from the side of Dr. Bhimrao Ambedkar University, Agra , and a programme coordinator from the side of Vedic Sadhana Foundation, will periodically review and identify ways to strengthen cooperation between the two institutions.

- i. Vedic Sadhana Foundation will facilitate the provision of cultural, intellectual, leadership and personal enrichment opportunities for staff and students of Dr. Bhimrao Ambedkar University, Agra by inculcating spiritual and centering habits in students through the Sadhana App.  
\* Note: Regular practice of the Sadhana App Yagya offering for this campaign is designed to provide personal enrichment by way of better habit-building, personality development through calmer minds, better focus and discipline, willpower and purpose. Regular use of the Sadhana App by the students even beyond the campaign will enhance these benefits further. As for the



- leadership and personal enrichment opportunities, the special Youth Ambassador program is designed to encourage students to assume leadership roles by enrolling more of their fellow students or community members beyond the University in this culturally historic movement.
- ii. Vedic Sadhana Foundation will arrange for online demo sessions on Zoom based on the schedule and batching information provided by Dr. Bhimrao Ambedkar University, Agra.
  - iii. Vedic Sadhana Foundation will provide guidance on the usage of the Sadhana App to fulfill the offering of Shri Rama Yagyas by students of the main and affiliated institutions which involves instructions on downloading, registration and performing the specific digital yagyas associated with the campaign, on the Sadhana App, which will be facilitated during the online sessions mentioned above.
  - iv. Vedic Sadhana Foundation will also ensure the orientation of students and faculty toward the participation and #Vanarsena Ambassador program during the online scheduled sessions.
  - v. The faculty of Dr. Bhimrao Ambedkar University, Agra will ensure that particular time slot(s) are allocated towards the completion of the Shri Rama Yagya for the campaign during working hours of the University.
  - vi. Vedic Sadhana Foundation will provide any supporting literature relevant to the Vedic rituals relevant to the Ram Yagya campaign on the Sadhana App to increase student involvement. The literature will be in the form of short videos that can be accessed on our social media channels. An example would be a short video explaining 'What is a Yagya and why is it significant?' which is directly relevant to the campaign. The primary purpose of this literature is to encourage students to see the reason and relevance of such practices and embrace them with conviction.

#### **ARTICLE 5: VALIDITY**

The Memorandum shall remain in force for a period of TWO MONTHS commencing from the effective date. Institutions may extend the term by written agreement signed by both after review.

#### **ARTICLE 6: TERMINATION**

Either institution may terminate the MoU by giving written notice of 30 days in advance to the other institution. Once terminated, neither Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation agree that they will be responsible for any losses, financial or otherwise, which the other institutions may suffer. However, Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation agree that the provisions of this Memorandum shall continue to apply to all activities in progress until their completion.

#### **ARTICLE 7: AMENDMENTS/MODIFICATIONS**

This MoU may be amended or modified by a written agreement signed by the representatives of both institutes.

#### **ARTICLE 8: ADHERENCE TO LAWS**



Participating faculties, staff, and students involved in any activities under this Memorandum must adhere to the laws of the host state and rules and regulations of the institutions.

#### ARTICLE 9: LEGAL EFFECT

Nothing in this Memorandum shall be construed as creating any legal relationship between the institutes. This Memorandum is a statement of intent to foster genuine and mutually beneficial collaboration.

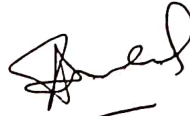
#### ARTICLE 10: DISPUTE RESOLUTION

In case, there is a dispute relating to any aspect of academic cooperation, Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation will jointly resolve the dispute in a spirit of independence, mutual respect, and shared responsibility. Dr. Bhimrao Ambedkar University, Agra and Vedic Sadhana Foundation agree to welcome the establishment of this Memorandum for cooperation and jointly agree to the provisions as set out above.



(Registrar)  
Dr. Bhimrao Ambedkar University  
Agra

**Registrar**  
Dr. B.R.A. University, Agra



Priyanka Anand, CEO  
Vedic Sadhana Foundation  
Sirmour, Himachal Pradesh

M. Jussal  
(D.S.W) as witness