



## Memorandum of Understanding

**Represented by** (On Behalf of Confederation of Tourism Associations):

**Rajiv Tiwari**

(President)

Confederation of Tourism Associations

71, Taj Road, Behind U.P. Tourism Office, Agra-282001

(Hereinafter referred to as "Confederation of Tourism Associations")

**Represented by** (On Behalf of Dr. Bhimrao Ambedkar University, Agra):

**Dr. Rajeev Kumar**

Registrar

Dr. Bhimrao Ambedkar University, Agra (Here in  
after referred to as "University")

This Memorandum of Understanding (MOU) is entered in to on this *date 20<sup>th</sup> Jan 2024.*

### **Preamble:**

Confederation of Tourism Associations is an association of different tourism, hotel and allied industries associations of Agra. Presently, its member associations are Agra Tourist Welfare Chamber, Agra Travel Agents Association, Agra Tourist Transport association, Approved Guides' Association Agra, Hotel & Restaurant Owners Association, Puratva Smarak Photographer Association, Agra Cantt. Tourist Taxi Driver Union and Paryatan Mitra Samiti. As per its constitution only the representative of different associations of tourism, hotel and allied sector may become its member. While, Institute of Tourism and Hotel Management (ITHM), Sanskriti Bhawan, Civil Lines Campus of Dr. Bhimrao Ambedkar University; Agra is committed to provide quality education in tourism and hospitality industry, and fostering industry-academic collaborations. This MOU is entered into with the mutual desire to enhance cooperation between the associations of service industries and academia for the benefit of students of the institute as well as the Industry.

### **Article 1: Purpose**

The purpose of this MOU is to establish a framework for collaboration between Confederation of Tourism Associations (COTA) and Institute of Tourism and Hotel Management (ITHM), an institute of University in the areas of tourism promotion, to develop a suitable environment for human resource development in tourism and allied sector, internships, industrial visits, on job trainings, organizing the tourism events in the city and other mutually agreed activities.

### **Article 2: Develop a Suitable Environment for HRD in Tourism and Allied Sector:**

The COTA and the ITHM both agree to provide appropriate environment in tourism and allied sector for human resource development. For which Tourism Awareness March, tourists friendly activities, essay competition & debates on tourism will be organized.

**Article3: Internship Programs:**

The COTA agrees to provide help in creating internship opportunities to students of the ITHM with the help of its member associations as per the mutually agreed terms and conditions. The duration, responsibilities, and other specifics of the internships will be determined through the Institute ordinances and mutual understanding between the COTA and the ITHM.

**Article4: Industrial Visits:**

The COTA agrees to facilitate industrial visits for students of the ITHM. The schedule and details of these visits will be coordinated between the COTA and the ITHM to ensure a valuable learning experience for the students.

**Article5: On Job Trainings:**

The COTA may, at its discretion, provide on job training sessions for students of the ITHM with the help of its member associations. The topics, duration, and other logistics will be mutually agreed with the training unit and the ITHM in advance.

**Article6: Collaboration on Research and Development**

The parties may explore opportunities for collaborative research projects, workshops, seminars, conferences and other initiatives aimed at fostering innovation and development in the relevant fields.

**Article 6: Confidentiality**

Both parties agree to maintain the confidentiality of any proprietary or confidential information disclosed during the collaboration.

**Article7: Duration**

This MOU shall come into effect on the date of signing and remain in force for a period of five years. It may be renewed or amended by mutual consent in writing.

**Article8: Governing Law**

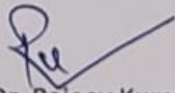
This MOU shall be governed by and construed in accordance with the laws of the Tourism & Hote Industry of Agra.

IN WITNESSES WHEREOF, the parties here to have executed this Memorandum of Understanding as of the date first above written.

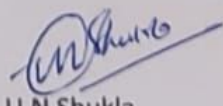
**For Confederation of Tourism Association Agra:**

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

Rajiv Tiwari  
(President) Confederation of Tourism Associations

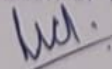
  
Dr. Rajeev Kumar  
(Registrar)

Witnesses: Rajiv Tiwari  
President



Rajeev Singh Thakur  
(Secretary)

Prof. U N Shukla  
Director ITHM

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Secretary

Director  
Institute of Hotel Mgt.  
Dr. Bhimrao Ambedkar University, Agra