

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is made on 26<sup>th</sup> October 2022, between Enactus Janki Devi Memorial College (henceforth referred to as Enactus JDMC) and Shakti Shalini.

### Purpose

The purpose of this MoU is to provide the framework for the **collaboration** taking place between **Enactus JDMC** and **Shakti Shalini NGO** under Enactus JDMC's **Project Delara**. Project Delara is a social entrepreneurship endeavour by Enactus JDMC to help socially marginalized communities by training them to learn and to be able to create macrame products so they can put their skill into use. The objective is to render creative opportunities for livelihood to communities that do not get adequate chances of earning a living despite having the potential to create something of their own.

### Cooperation

- a. Services provided by Shakti Shalini include:
  - Assistance in facilitating and maintaining the dialogue between the community members and Enactus JDMC. Shakti Shalini shall facilitate this process; however, the community members are free to opt out of being involved.
  - Providing space for conducting training sessions relating to the art of Macrame.
- b. Services to be rendered by Enactus JDMC include:
  - Onboarding community members at Shakti Shalini, including women, men, and transgenders from marginalized communities under Project Delara.
  - Ensuring the smooth functioning of the project through its different phases. The first phase (ongoing) involves learning the basics of macrame where the community will master how to make four products (earrings, coasters, wall hangings and mandalas). The second phase, once the community would have mastered phase 1, will involve expanding the project by learning more complex products. As part of the second phase of production, an instructor will be hired to upskill the community in macramé art.



- Conducting skill-building and training sessions relating to the art of macrame by hiring an instructor during the second phase of production (i.e., the expansion).
- Throughout the different phases of the project, the skill-building and training will not be limited to designing and producing but also to purchasing raw materials, maintaining records, marketing, selling, etc. Essentially, train the participants in all aspects that will enable them to design macrame products by themselves, to the extent of becoming self-sufficient and eventually being able to run the business independently.
- The initial investment for the purpose of acquiring raw materials would be made by Enactus JDMC and the subsequent future investments would be made from the 30% of profits earned that would be reinvested in the project.
- Upon completion of production, Enactus JDMC shall facilitate the sale of the products via various platforms, primarily online (Instagram, WhatsApp, Facebook, etc.) and all profits would be divided in the ratio of 70:30 among the community and project, respectively.
- For each product, Enactus JDMC proposes that 70% of the revenue be distributed to the community member who produced it, and the other 30% be reinvested back into the project. This shall be finalized after the agreement of the community members.

### **Understanding**

It is mutually agreed and understood by and among the partners of this MoU that:

- a. Each partner will work together in a coordinated fashion for the fulfilment of the project purpose.
- b. In no way does this agreement restrict involved partners from participating in similar agreements with other public or private agencies, organizations, and individuals.
- c. This MoU will be effective upon the signature of both partners. The same procedure will be followed for any amendments.
- d. The project's efficiency shall be measured on the basis of its progress which would further determine the future operations of the project.

Transparency regarding the project process and timeline shall be maintained with the participants as well as the KVK-Artivism coordinator. Updates regarding all the



aspects of the project including production of new items, training schedule and timeline, pause in training, details of team members conducting/attending the training, etc.. shall be communicated to Shakti Shalini in writing well in advance. A single email thread may be maintained for this purpose.

- f. The Enactus Team will share monthly documentation with Shakti Shalini, including participant attendance and a Progress Development Report (developed in a mutually agreed format).
- g. Enactus JDMC will ensure that the newly inducted members will be sensitized/oriented regarding the organization and its conduct before joining the workshop at KVK.
- h. At any given moment, no more than five members of the Enactus Team may attend the training sessions. Newly admitted Enactus members are encouraged to observe rather than lead the session.
- i. In case of any doubt/clarification/query etc, the faculty advisors and student office bearers shall be consulted at Enactus JDMC's end and similarly, in the case of Shakti Shalini, it would be the KVK-Artivism Coordinator.
- j. Due process may be followed while photographing or videotaping the participants. Necessary permissions may be sought from the KVK Artivism Coordinator, on behalf of Shakti Shalini, before posting in social media pictures/content related to the residents.
- k. There will occur 2 breaks during the workshops, one, from 13<sup>th</sup> December 2022 to 4<sup>th</sup> January 2023 and the second, from 4<sup>th</sup> May 2023 to 19<sup>th</sup> July 2023.

*Swati Pal*

**Prof. Swati Pal**

**(Principal – Janki Devi Memorial College)**

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*Bharti Sharma*

**Dr. Bharti Sharma**

**(Honourary Secretary – Shakti Shalini)**

*Sanjukta Naskar*  
7.11.2022

**Ms. Sanjukta Naskar**  
**(Convener – Enactus JDMC)**

