

**MEMORANDUM OF UNDERSTANDING
BY & BETWEEN
UNIVERSITY OF LUCKNOW, LUCKNOW
&
ASHOKA UNIVERSITY**

THIS AGREEMENT, entered into this 12th April 2023, by and between the **University of Lucknow** (hereinafter "UoL"), on behalf of its **Department of Business Administration** (hereinafter "DBA") and **Institute of Management Science** (hereinafter "IMS") and **Ashoka University** (hereinafter "Ashoka") through its division **Centre for Social and Behaviour Change** (hereinafter "CSBC")

The parties shall hereafter be referred to individually as "party" and together as "parties".

WITNESSETH THAT:

WHEREAS, UoL and Ashoka desire to establish a knowledge collaboration to advance behaviour science research and enhance knowledge of the discipline through the activities of CSBC in Lucknow and the promotion of behaviour science among students and faculty at UoL, and with other organisations associated with UoL; and

WHEREAS, UoL and Ashoka desire to provide for a variety of collaborative opportunities for faculty, staff and students at the two institutions on the terms and conditions hereinafter set forth;

NOW, THEREFORE, it is mutually agreed as follows:

1. **Scope of Agreement** – This Agreement shall formalise the parties' intent to enter into but not be limited to, the following types of collaboration:
 - a. **Knowledge exchange:** collaborate for behaviour science lectures and seminars led by CSBC faculty, to be run on the IMS and DBA UoL campus;
 - b. **Promote research studies:** encourage UoL students to participate in digital surveys conducted by CSBC to advance behaviour science knowledge, where CSBC will share back a summary of the findings with IMS and DBA UoL;
 - c. **Provide learning opportunities for students:** CSBC will provide workshops on behaviour science to improve students' personal skills for learning, improve professional skills for employment, and will provide internships to students who demonstrate an active interest in behaviour science and handling data.
2. **Period of Agreement** – The effective period of this MOU begins on the date of execution and shall renew automatically annually until either party gives written notice of non-renewal with a one-month notice. Any change in appointed personnel at the level of the signees does not imply termination of the MOU. The agreement shall continue until authorized personnel from either party gives written notice of non-renewal with a one-month notice.
3. **Review of MoU** – The MoU shall be reviewed quarterly in a joint meeting of the appointed nodal officers, where they will record the progress against the commitments of this MoU (see Annexure-1 for format) and present any recommendations to the signatories of this MoU. CSBC will provide secretarial support through an Associate to find a suitable date, circulate

an agenda and document the minutes of the quarterly meetings.

4. **Non-Financial Agreement** – This MOU does not include obligations or commitments of any sort or description in financial terms for either party and involves no monetary transaction between the parties. Both parties will bear the expenses of their staff time and travel and any associated costs for this collaboration with their own funds and with their own decisions. No party will claim expenses from another party.
5. **Activities Under This Agreement** – The purpose of this Agreement is to set forth basic terms and conditions for the conduct of collaboration activities related to behavioural science research and knowledge dissemination as described herein.
 - I. CSBC hereby states, confirms and/or agrees with the following:
 - A. CSBC agrees to conduct five lecture sessions and/or seminars on mutually agreed-upon topics for students and/or faculty across 2023.
 - B. CSBC agrees to conduct workshops on personal and professional development for students across 2023.
 - C. CSBC will offer internship opportunities to students who meet the criteria of some skills in handling data and for those who participate in the behaviour science club, subject to the availability of internship opportunities.
 - D. CSBC agrees to share a summary of the findings with IMS and DBA UoL for studies where students from IMS and DBA UoL act as research participants.
 - II. Activities from IMS and DBA UoL
 - A. IMS and DBA UoL will host behaviour science lectures offered by CSBC faculty, provide a venue, and inform faculty, staff and students to register and attend the lectures.
 - B. IMS and DBA UoL will periodically send out information about upcoming studies to students to ask them to contact CSBC if they are interested in participating in behaviour science research studies as survey respondents.
 - C. IMS and DBA UoL will invite CSBC to set up information stalls on the IMS and DBA UoL campus to inform the students about career opportunities at the centre and opportunities for research participation on mutually agreed dates for a maximum of 2 dates per semester per institution.
 - D. IMS and DBA UoL will provide CSBC temporary use of rooms on the campus to conduct digital surveys with students on mutually agreed-upon dates.

Table 1: Summary of the Collaboration between IMS, UoL and CSBC

#	Objectives	Activities led by CSBC	Activities led by IMS and DBA
1	Knowledge Exchange	<ul style="list-style-type: none"> • Lectures • Share research findings for select studies. 	<ul style="list-style-type: none"> • Host lectures • Invite faculty and students
2	Promote research studies	<ul style="list-style-type: none"> • Research Studies • Information stalls 	<ul style="list-style-type: none"> • Permit setting up information stalls • Disseminate information to students to register to participate in studies • Provide a venue for the short duration when students are taking part in studies
3	Provide students with learning opportunities	<ul style="list-style-type: none"> • Workshops • Internships 	<ul style="list-style-type: none"> • Provide a venue for the workshops • Invite faculty and students to register for workshops

Both Parties recognize that collaboration in accordance with this Agreement is subject to applicable local laws and regulations for collaboration.

6. **Administration of the Agreement** – Professor Alok Kumar Rai and Professor Pavan Mamidi of CSBC will co-lead the collaboration on behalf of their respective institutions. This collaboration does not establish a new or independent institution jointly administered by UoL and Ashoka, nor does it place administrative obligations on either Party beyond the coordinated effort of their academic and administrative staff as described in their MOU.

CSBC will ensure that data-collection activities conducted under this agreement will not disrupt classes and examinations conducted at the UoL campus.

Each signatory party shall appoint nodal officers who will act as primary contact persons and ensure that the present agreement is suitably observed. Where UoL has multiple institutes collaborating with CSBC, each UoL institute may appoint a nodal person as the primary contact.

At Ashoka University

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Title: Director, Center for Social and Behavioral Change

Email: pavan.mamidi@ashoka.edu.in

At University of Lucknow

Name: Alok Kumar Rai

Title: Vice-Chancellor, University of Lucknow

Email: vc@lkouniv.ac.in

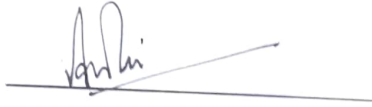
7. **Non-discrimination** – UoL and Ashoka agree that no person shall on the grounds of race, religion, colour, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran be excluded from participation under the terms of this Agreement.
8. **Data management and confidentiality**
- A. During the period of the agreement, data will be collected from student respondents at IMS and DBA UoL. The CSBC research team along with individual trained researchers as enumerators will be identified and trained to ensure the quality of data. Their training will include sessions on ethics, besides sessions on the tools. All team members will sign a data confidentiality form and will be under oath not to reveal any information collected during this study to anyone other than the research team defined for this study.
 - B. Once the collected data is handed over to the CSBC research team, it will be stripped of personally identifiable information (PII) like names, phone numbers, email addresses, etc. and stored in a secure, encrypted cloud server.
 - C. Analysis will only be conducted on the non-PII data, wherein each participant is assigned a random unique ID. Analysis datasets are accessible only to the project team, who have all completed rigorous ethical training to conduct data collection with human subjects.

- D. It is possible that, despite our best efforts, confidentiality might be breached. In such instances, the project staff who identified the breach in confidentiality will immediately report the incident to the project lead (PL) from CSBC and partner organizations. The PLs and the staff members will then discuss the circumstances that instigated the incident, the implications and ramifications of the breach, and any possible actions that need to be taken to address the breach of confidentiality.
9. **Use of Name** – Ashoka will not use the name or logo of UoL, nor any member of UoL's program staff, in any publicity, advertising, or news release without the prior written approval of an authorized representative of UoL. UoL will not use the name or logo of Ashoka or any employee of Ashoka in any publicity, advertising, or news release without the prior written approval of an authorized representative of UoL.
10. **Authorship and acknowledgement criteria**
- A. For studies where students from UoL act as research participants and/or CSBC uses UoL classrooms to conduct studies, CSBC will recognise UoL as a contributor and mention the University's name and the nature of their contribution in the acknowledgements. Depending on the nature of the assistance provided, sample text might be framed as follows: *"We would like to express our gratitude to the University of Lucknow for their assistance with subject recruitment and for permitting us to use their classrooms for conducting our study. Their support has been crucial to our research, and we are thankful for their cooperation."*
- B. When faculty members from UoL and Ashoka together decide to intellectually collaborate on research projects, then they will be listed as authors on research publications given these conditions: each co-author will have made an intellectual contribution to the research design, analysis and interpretation of the findings. Even if the person leaves their position after the research study is completed, they will be given the opportunity to contribute and complete the writing of the publication.
11. **Modification** – The terms of this Agreement may be changed or modified only by a written amendment signed by authorized agents of the parties hereto.
12. **Non-Binding** – This Agreement is non-binding and solely for the purpose of establishing a basis upon which UoL and Ashoka will continue discussions. In the case of a dispute relating to any aspect of cooperation under this Agreement, the parties may attempt to resolve such dispute through friendly negotiation, or either party may elect to terminate the Agreement pursuant to the previous provision. Upon termination, the parties will have no further obligations hereunder.


IN WITNESS WHEREOF, University of Lucknow and Ashoka University executed this Agreement as of the date first above written.

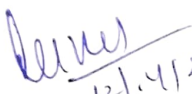
Signing for University of Lucknow

Alok Kumar Rai



Date: 12th April, 2023


(Prof. Synti Salu)
Head, Dept. of Business
Admin.


12.4.2023
(Prof. Boonam Tandon)
Dean Academics.

Signing for Ashoka University


Pavan Mamidi




Date: 12th April, 2023



REGISTRAR
ASHOKA UNIVERSITY


Gautam Patel
Deputy Director, CSBC


Anika Ghei
Research Associate, CSBC

ANNEXURE I

Action Plan: 2023		
Area of Work	Activity List	Progress as per Q1
Knowledge exchange	<p>CSBC to conduct five lecture sessions on IMS and DBA UoL campus</p> <p>CSBC to share findings of research studies involving IMS and DBA UoL students as research participants.</p>	
Promote research studies	<p>Online Information dissemination: 1. Introductory email on CSBC and SONA 2. Email(s) requesting participation for novel research studies.</p> <p>In-person Information Dissemination: Set up stalls to inform students of career opportunities and request research participation.</p> <p>In-person experiments: CSBC to conduct digital surveys with students on campus.</p>	
Learning Opportunities for Students	<p>1. CSBC to conduct workshops aimed at personal and professional development.</p> <p>2. CSBC will offer internships to UoL students who meet the criteria and where opportunities are available.</p>	
Administration of MoU	<p>1. The names of Nodal officers from each institution may be reviewed and updated as necessary at the quarterly meetings of the nodal officers.</p> <p>2. Nodal officers to meet in person each quarter to report progress on the collaboration.</p> <p>3. Nodal officers to recommend new areas of work to the signatories of the MoU</p>	