

MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into on this 1st of December, Two Thousand and Twenty Three (01-12-2023) by and between:

SES'S L. S. Raheja College, affiliated to University of Mumbai, located at STY Relief Rd, Santacruz West, Mumbai, Maharashtra 400054, the First Party represented herein by the Principal Dr. Debajit Sarkar (hereinafter referred to as "First Party", the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns)

AND

Financial Planning Academy, the Second Party, located at 1st Floor, Balwantrao Madgaonkar Building, Court Lane, Next to Borivali Court, Above Borivali West Post Office, Borivali (West), Mumbai - 400092 (hereinafter referred to as "Second Party", which expression, unless excluded by or repugnant to the subject or context shall include its successors– in-office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party')

WHEREAS,

Both Parties desire to work in collaboration with each other for the purpose of teaching, research, executive development and consultancy in respect of Commerce related Programmes on the terms and conditions set out in this MoU.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

1. OBJECTIVE AND PRINCIPLES

- I. The objective of this MOU is to foster collaboration and to facilitate the advancement of knowledge based on reciprocity, best efforts, mutual benefits and frequent interactions.
- II. This MOU will be carried out within the framework of the respective laws and regulations of

the institutions and is intended to create legally binding rights or obligations.

- III. There will be 3 sessions for SFC(Self Finance Course) after the credit course and will be taking by the Industry Experts.
- IV. The payment of all students will be made after the completion of the courses* (Annexure 1) and receiving of hard copy certificates.
- V. Student feedback must be submitted by FPA on their letterhead after the completion of course.

2. SCOPE OF THE MOU

1. Both Parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge as well as faculty members in their research and consultancy. The detailed scope mentioned in the Annexures attached here with. Both the parties agree to work together on various initiatives as per requirements of the industry.

3. GENERAL PROVISIONS

- I. The Parties shall not use any of the confidential information which is required to be held in confidence for any purpose other than the performance of their obligations under this understanding.
- II. The Party organizing an item of work shall have the nodal responsibility for mobilizing resources and the conduct of such works. There shall be exchange visits by faculty members and entrepreneurs for teaching, research, executive development and consultancy
- III. Nothing in this understanding is intended to affect other cooperation or collaboration between the Parties.
- IV. All the collaboration activities according to this agreement shall be conducted following the laws and regulations governing both the parties.

RELATIONSHIP BETWEEN THE PARTIES

It is expressly agreed that **SES'S L.S. Raheja College** and **Financial Planning Academy** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party.

Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

ASSIGNMENT

This MoU is based on the professional competence and expertise of each Party and hence neither Party shall transfer or assign this Agreement or rights or obligations arising hereunder, either wholly or in part, to any third party.

The validity of this MoU will be for 6 Months viz, till 31st May, Two Thousand Twenty Four (31-05-2024) subject to renewal with mutual consent.

Notwithstanding the above, each party reserves the right to exit the MoU after giving three months' notice to the other party.

AGREED:

For SES'S L.S. Raheja College



Dr. Debajit Sarkar

Principal - SES'S L.S. Raheja College

For Financial Planning Academy



Mr. Vishal Gada

Co-founder and CMO – FPA



SES'S L. S. Raheja College of Arts and Commerce	Financial Planning Academy
Relief Rd, Santacruz West, Mumbai, Maharashtra 400054	1st Floor, Balwantrao Madgaonkar Building, Court Lane, Next to Borivali Court, Above Borivali West Post Office, Borivali (West), Mumbai - 400092
Contact: +91 9820134065	Contact: +91 9930805522
E-mail: principal@lsraheja.org	E-mails: vishal@fpa.edu.in
Web: www.lsraheja.org	Web: www.fpa.edu.in

Witness 1: _____

Witness 2: _____

Witness 1: _____

Witness 2: _____

Annexure 1: Add On Programs

Certificate	Name of the Program	Duration of the Program	Fees
Certificate	Short Term Certificate Program in Financial Plan Construction	30 Hours	Training Fees : Rs.1000 Plus GST
Certificate	Short Term Certificate Program in Financial Modeling	30 Hours	Training Fees : Rs.1000 Plus GST
Certificate	Short Term Certificate Program in Digital Marketing	30 Hours	Training Fees : Rs. 1000 Plus GST

1. Short Certificate in Financial Plan Construction

Learning Objective: Financial Plan Construction” helps to you to gain theoretical knowledge and also covers

practical knowledge & expertise to design and develop the Financial Plan for self, friends, family and clients.

This intensive workshop shall provide you deep insights of Financial Planning areas and shall take you to the

practical learning via real life case study in developing the plan and discover ways in which you can establish

yourself as a proficient Financial Planner/Advisor. The content of the workshop will also enable participants to

get started into careers as a Financial Planner.

Content:

- Areas to be considered for drafting Financial Plan or Portfolio construction.
- Simulation with Real Life case study.
- Contents covered – Insurance-Need calculation, Loan Schedules, Investments approach, Asset
- Allocation, Retirement corpus calculation etc.
- Goal-based Financial Planning.
- Preparation of a
- Alternatives and presentation of the Plan.
- Deliverables:
- Sample Financial Plan
- Template for own Financial Plan

2. Short Term Certificate Program in Financial Modeling

Learning Objective: Financial Modelling is an integral part of corporate finance today because every new and old company needs finance projections for future funding. It also helps companies see a clearer picture of their actual financial positions. The course trains students in finding the valuation of a company on the basis of its historical financial data. The course involves checking the creditworthiness of the company, analysis of cash flows, assets and balance sheets.

Course Content

Understanding Excel Basic Excel Tools Financial Modelling Tools Formatting and Conditions	Understanding Excel Basic Excel Tools Financial Modelling Tools Formatting and Conditions
Investment Decision Techniques Time Value of Money, Future Value and Compounding Present Value Net Present Value (NPV) and Discount Rate Internal Rate of Return (IRR)	Financial Statement Analysis Introduction to Financial Statements Introduction to Income Statement Introduction to Balance Sheet Introduction to Cash Flow Statement Case Study - Hero MotoCorp Financial Statement Analysis Financial Statement Irregularities

3. Short Certificate in Digital Marketing

Objective – Through this course applicants will be introduced to diverse digital marketing possibilities. Students will be capable to decide on dissimilar types of digital marketing campaigns and manage those accordingly in both customer and business markets. Diverse kinds of processes of digital marketing are introduced. Course generates simple understanding of internet and mobile Marketing. Time is also devoted to relevant issues in the web such as social media, communities, Virtual worlds, blogs and viral marketing.

Course Content:

- Introduction to Digital Marketing Training
- Search Engine Optimization
- Search Engine Marketing
- Pay per Click Marketing
- Email Marketing
- Social Media Marketing
- Digital Display Marketing
- Mobile Marketing
- Website Analytics