



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("**Agreement**") is executed on this 14<sup>th</sup> day of March, two thousand and twenty four (14/03/2024) ("**Effective Date**"), BY AND BETWEEN:

**BETTERPLACE SAFETY SOLUTIONS PRIVATE LIMITED**, a company incorporated under the Companies Act, 2013, with its registered office at 144,144/1, 1<sup>st</sup> Floor, Shubharam Complex, M.G. Road, Bengaluru, Karnataka – 560 001, India, represented by its authorized signatory, and hereinafter referred to as "**BetterPlace**", which expression shall, where the context admits, include its Affiliates, successors and permitted assigns, of the **ONE PARTY**;

AND

**Department of Vocational Education, Skill Development and Entrepreneurship, Government of Uttar Pradesh** with its registered office at Naveen Bhavan, 1st Floor, Room No. 63, Lucknow, Uttar Pradesh 226001, represented by its authorized signatory, hereinafter referred to as "**Partner**" which expression shall, where the context admits, include its Affiliates, successors and permitted assigns, of the **Other Party**.

BetterPlace and Partner shall be individually referred to as a "**Party**" and collectively as the "**Parties**".

### BACKGROUND:

The Parties, recognize the critical need to empower the youth of Uttar Pradesh with skills that are in high demand. With the shared goal of increasing employability and job prospects, the Parties aim to address the existing skill gap in the region, thereby contributing to the overall economic development by providing a skilled and competent workforce.

### OBJECTIVE:

The Parties enter into this Memorandum of Understanding (MoU) with the following objectives:

*Enable 1,00,000 (one lakh) UP Youth (women & men) to be skilled and job ready in next 1 year, of which at least 25% will be women.*

### SCOPE OF THE PROGRAMME:

The Parties will collaborate on the following aspects to achieve the outlined objectives:

#### 1. Comprehensive Training Programme:

- Collaborate on the design and implementation of a comprehensive training Programme that focuses on empowering the youth with skills that are in high demand in industries relevant to Uttar Pradesh covering the following job roles: sales & retail, ecommerce & delivery, admin & office, hospitality & housekeeping and BPO & Partner care.



2. Increasing Employability:
  - Work towards enhancing the employability of the participants by providing them with practical skills and knowledge that align with the current and future needs of the job market.
3. Economic Boost:
  - Recognizing that a skilled workforce is vital for economic growth, the Parties aim to contribute to the economic development of Uttar Pradesh by supplying a pool of skilled individuals who can meet the demands of various industries.
4. Addressing Skill Gap:
  - Specifically address the skill gap in Uttar Pradesh by identifying key areas of deficiency and tailoring the training Programme to bridge these gaps effectively.
5. Improve gender diversity:
  - Focus on measures to upskill more and more women, create content specifically focussed for women and help improve gender diversity across job roles.
6. Placement Assistance:
  - Provide support for job placement by establishing connections with local industries and facilitating opportunities for Programme participants.
7. Monitoring and Evaluation:
  - Implement a robust system for monitoring and evaluating the effectiveness of the training Programme, making necessary adjustments to meet the evolving demands of the job market.

#### RESPONSIBILITIES:

1. Betterplace Responsibilities:
  - Develop and implement the training curriculum in consultation with industry experts.
  - Provide access to a digital learning platform for youth to access the training and upskill themselves.
  - Establish mechanisms for ongoing assessment and improvement of the Programme.
2. Partner Responsibilities:
  - Provide necessary on ground manpower, infrastructure, facilities, and logistical support for upskilling the youth digitally.
  - Collaborate in outreach activities to attract a diverse and representative group of participants, with specific focus on women.
  - Connect with CSR agencies to help provide funds and promote the Programme.
  - Facilitate connections with local industries for potential employment opportunities.

#### TERM OF AGREEMENT:

This MoU shall commence on **14<sup>th</sup> March, 2024** and shall remain in effect until **13<sup>th</sup> March 2025**, unless terminated by mutual agreement of the Parties or as otherwise specified in this MoU.



**CONFIDENTIALITY:**

The Parties agree to maintain the confidentiality of any proprietary or sensitive information shared during the collaboration.

**TERMS OF TERMINATION:**

Either party may terminate this MoU by providing written notice to the other party 30 days in advance.

**AMENDMENTS:**


Any amendments or modifications to this MoU shall be in writing and require the mutual consent of both Parties.

**IN WITNESS WHEREOF**, the Parties hereto have executed this Memorandum of Understanding as of the date first above written.

For and on behalf of **BETTERPLACE SAFETY SOLUTIONS PRIVATE LIMITED**,  
Company aforesaid,  
represented herein by its  
**Director, Strategy & Business Excellence,**  
**Pallav Bagla.**



For and on behalf of **Department of Vocational Education, Skill Development and Entrepreneurship, Gov. of Uttar Pradesh**  
Partner aforesaid,  
represented herein by its  
**Principal Secretary**  
**Shri. M. Devaraj**

  
(एम० देवराज)  
प्रमुख सचिव  
प्राविधिक शिक्षा, व्यावसायिक शिक्षा,  
कौशल विकास और उद्यमशीलता विभाग,  
उत्तर प्रदेश शासन





।टरप्लेस सेपटी सॉल्यूशन्स प्रा0 लि0 एवं राज्य सरकार के मध्य संपन्न समझौता जपन के संबंध में।

message

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Wed, 3 Apr, 2024 at 11:43 AM

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