

MEMORANDUM OF UNDERSTANDING

BETWEEN



Identity Branding Forum
(hereinafter mentioned as IBF)
&



Veer Narmad South Gujarat University
(hereinafter mentioned as VNSGU)

On the date of 17th January 2020.

Through this MOU between IBF and VNSGU hereto share a primary interest in following areas:

1. Branding Capability
2. Human capacity Building
3. Products of Industrial Identity Branding Forum for Community Eco System
4. Sustainable Human development Protocol

This MOU is a framework agreement. Its purpose is to describe the nature of cooperation and to suggest the guidelines for future agreements on specific activities planned by the faculties or colleges involved. Individual agreements must be codified in a separate Addendum to this agreement.

Dr. Pruthul Desai

Dr. Abed Baidas

Group Chairman & CEO

On behalf of Veer Narmad South Gujarat University On Behalf of Identity Branding Forum

Witness:

Dr. Mustafa Taherali Saasa
Chairman, Raj Group, Dubai, UAE

Date: 17th Jan 2020

Place: Dubai, UAE