



ST. FRANCIS INSTITUTE OF MANAGEMENT STUDIES
(MANAGED BY ST. FRANCIS COLLEGE SOCIETY)
(Approved by AICTE and Affiliated to Osmania University)
6-3-1218/6/3, Street No. 6, Uma Nagar, Hyderabad - 500 016, Telangana
ICET CODE - SFMS **COLLEGE CODE - 1330**

S.No.:



MEMORANDUM OF UNDERSTANDING (MOU)

This Memorandum of Understanding (hereinafter called as the 'MoU') is entered into on this the 10th September, 2026 by and between.

Ashoka School of Business, the First Party represented herein by its Dean, Dr. G. Swathi Kumari and **St. Francis Institute of Management Studies**, the Second party represented herein by its HOD, Dr. Aditya Prasad

WHEREAS:

A) FIRST PARTY, Ashoka School of Business (hereafter ASB), (www.asb.org.in),
AICTE Permanent ID: 1-2181255281, is a private self-financed institute approved by All India Council for Technical Education (AICTE) (www.aicte-india.org) offering the following Programs

I. Post Graduate Diploma in Management with Specialisation in

- a. Marketing with Business Analytics
- b. Finance with Fintech
- c. HR with HR Analytics
- d. Agri-Business Management

II. Post Graduate Diploma in Management in Artificial Intelligence & Data Science

B) SECOND PARTY, St. Francis Institute of Management Studies (SFIMS) in
Begumpet, Hyderabad, is a women's management college established in 2024. Affiliated with Osmania University and approved by the AICTE, it operates on the St. Francis College for Women campus, offering flagship MBA program with an intake capacity of 120 students.

- C) First Party & Second Party believe that collaboration and co-operation between themselves will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.
- D) The Parties intent to cooperate and focus their efforts on cooperation within area of Academics, Research and Extensions.

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

CLAUSE 1 - CO-OPERATION

- 1.1 Both Parties are united by common interests and objectives, and they shall establish co-operation.
- 1.2 First Party's and Second Party's co-operation will facilitate effective utilization of the intellectual capabilities.
- 1.3 The parties shall co-operate with each other and shall as promptly as is responsibly practical, relevant agreement.

CLAUSE 2 - SCOPE OF THE MoU

2.1 Academics

- 2.1.1 Promotion of Quality Education
- 2.1.2 Student Development and Exchange Programmes
- 2.1.3 Career Counselling
- 2.1.4 Faculty Development and Exchange Programmes

2.2 Research

- 2.2.1 Jointly organizing Conferences, Seminars, Symposia and Workshops
- 2.2.2 Research Collaborations & Joint Research Projects
- 2.2.3 Joint Publication Initiatives

2.3 Extensions

- 2.3.1 Undertaking socially useful projects
- 2.3.2 Taking up community development (socially relevant) programmes
- 2.3.3 Programmes creating awareness about Human Rights, Mental Health, Cyber Crimes, Financial Literacy, Women & Child Rights etc.,

2.4 Other areas of cooperation in the fields of mutual interest

- 2.5 There is no financial commitment on the part of the both the parties to take up/ conduct programmes mention in MoU. If there is any financial consideration, it will be dealt separately.

2.6 Both Parties to obtain all internal approvals, consents, permissions, and licenses of whatsoever nature required.

CLAUSE 3 - VALIDITY

3.1 This Memorandum of Understanding shall remain valid for a period of TWO years from the date of its signing, and can be extended on mutual terms and conditions.

CLAUSE 4 - BETWEEN THE PARTIES

4.1 It is expressly agreed that First Party and Second Party are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership.

MISCELLANEOUS PROVISIONS:

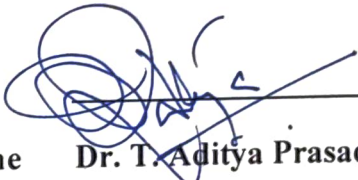
1. The Memorandum of Understanding (MOU) as outlined in this document is not intended to be a legally binding document. Rather, it is meant to describe the nature and cooperative intentions of **ASHOKA SCHOOL OF BUSINESS** and **ST. FRANCIS INSTITUTE OF MANAGEMENT STUDIES** to suggest guidelines for cooperation. Nothing, therefore, shall diminish the full autonomy of either party, nor any constraints be imposed by either party upon the each other, and nothing in this Agreement shall be deemed to create a partnership, joint venture, or agency relationship between the parties.
2. The use of the name, logo and/or official emblem of any of the parties on any publication, document and/or paper is allowed only, after seeking explicit prior permission in writing by either party.
3. The Memorandum of Understanding or any part thereof may be amended at any time during its tenure only by consent in writing of the parties.
4. The Memorandum of Understanding is not intended to create any legal relation of employer-employee or of principal and agent amongst the parties.
5. This Memorandum of Understanding shall remain valid for a period of TWO years from the date of its signing, and can be extended on mutual terms and conditions.
6. Through this Memorandum of Understanding **ASHOKA SCHOOL OF BUSINESS** and **ST. FRANCIS INSTITUTE OF MANAGEMENT STUDIES** affirm their commitment to fulfill and achieve the objectives mutually agreed upon in this Memorandum of understanding.

IN WITNESS WHEREOF, the parties hereto have executed this MoU in their corporate names by their respective officers duly authorized, on the respective dates hereinafter mentioned.

For Ashoka School of Business

For St. Francis Institute of Management Studies


Name Dr. G. Swathi Kumari
Title Dean - Academics
Dated 10th sept. 2026


Name Dr. T. Aditya Prasad
Title Head of Department
Dated 10/09/2026

WITNESS:

Signature 
Name DR. RAJESH PERSHAD
Designation Educational Officer
Date 10/9/2026

Signature 
Name LILY KANSAL
Designation Assistant Professor
Date 10/9/2026