

Memorandum of Understanding
Between
Pramukh Swami Science & H D Patel Arts College – Kadi
And
Cera Sanitary wares Ltd. (Ceramic Division)
For
Establishing an Industry – Institute linkage

This memorandum of understanding (MoU) is made and entered into on April 20th, 2015 by and between Pramukh Swami Science & H D Patel Arts College, Kadi and Cera Sanitarywares Ltd., Kadi in order to promote industry – institute linkage.

Pramukh Swami Science & H D Patel Arts College, Kadi is renowned educational institute of state with

- Re- accredited with grade 'A' by NAAC
- College with potential for excellence– Awarded by UGC (2010–2019)
- AAA Rank-1 by awarded by Government of Gujarat.

College offers various UG and PG programmes in Science and Arts stream. In Science Stream, college offers Chemistry, Mathematics, Physics and Biotechnology at UG level, where as Chemistry at PG level.

In Arts Stream College offers History, Gujarati, Sanskrit and English at UG level whereas History, Gujarati and Sanskrit at PG level.

Recently, college has been selected by University Grant Commission (UGC) to start Skill based Vocational Programs namely Bachelor of Vocation (B.Voc.) and Community College under National Skill Qualification Framework. In Bachelor of Vocation, college offers two programs namely B.Voc in Pharmaceutical chemistry and B.Voc in Textile and Ginning technology .Where as in Community College, college offers two programs namely Advanced diploma in Agriculture and Soil Science and Advanced Diploma in Textile and Ginning technology. The college works in collaboration with more than 30 industries for UGC approved vocational programs.

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CERA Sanitaryware Limited, India's fastest growing company in the segment. Keeping the needs of the modern customer in mind, CERA opens the doorway to the world of style. Advanced technology has been the forte of CERA. Its state-of-the-art manufacturing plant has been following the highest standards of quality with an emphasis on sustainability since its inception in 1980. The CERA plant was the first to use natural gas – the purest fuel that gives extra sheen on products. Expecting to increase production of Sanitaryware by nearly 35%, CERA plans to maintain its leadership status in the industry, while catering to increasing demands with satisfaction.

CERA endeavors to provide complete bath solutions to its customers. Pursuing this objective, CERA has launched a range of elegant faucets, designed with style and expertise. For CERA, its responsibility does not end by manufacturing quality products, prompt after-sales services to its customers. CERA also provides unique support to its customers during the designing phase itself through an interactive website. CERA is awarded to top 100 brands in the country. With CERA, style blends with innovation to reveal a new dimension of modernity.

This MoU is designed to encourage the collaborative activities on academics, training and research as following:

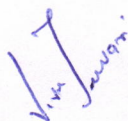
1. Faculty training and students training at the industry
2. Provision of Experts lecture of mutual interest
3. Research collaboration cum projects on the topics of mutual interest to be undertaken at the research center of this college as well as industry by students and faculty.
4. Exchange of information and technical literature related to teaching and research.
5. Involvement in organization of conferences/workshops/seminars on the topics of mutual interest.
6. Exchange visits of collaborating partners to promote the objectives of this MoU.
7. Probable placement of the students at the industry on merit basis.
8. Nothing in this MOU shall be construed to make either party a partner, an agent or legal representative of the other for any purpose.

As a part of CSR (Corporate Social Responsibility), industry will support for following activities at the institute

1. By Providing Employability up to some extent
2. Education Enhancement to the needy
3. Infrastructural Support concerning to the development & education enhancement in Ceramic Technology

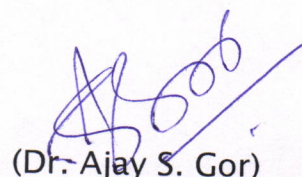
This agreement of cooperation will become effective from the date of signing for an initial term of five years and will be subject to change, renewal and termination on mutual consent.

This memorandum of understanding is signed by Mr. Vivek Tewari, President (Works) from Cera Sanitaryware Ltd., Kadi and Dr. Ajay S. Gor, Principal, on behalf of Pramukh Swami Science and H.D. Patel Arts College, Kadi.



(Mr. Vivek Tewari)
President (Works)

Cera Sanitary Ware Ltd., Kadi



(Dr. Ajay S. Gor)

Principal

Pramukh Swami Science
and H.D. Patel Arts College,

Kadi

P. S. Science & H. D. Patel
Art's College KADI (N.G.)

