MEMORANDUM OF UNDERSTANDING

Jansons School of Business (JSB), Coimbatore

and

The Arya Vaidya Chikitsalayam & Research Institute (AVCRI), Coimbatore

1. Preamble

This Memorandum of Understanding (MoU) is made and entered into between Jansons School of Business (JSB), Karumathampatti, Coimbatore-641659, a premier management institution committed to academic excellence, industry relevance, and the holistic development of future business leaders, and **The Arya Vaidya Chikitsalayam & Research Institute (AVCRI)**, Coimbatore, a distinguished institution recognised for its pioneering contribution to Ayurveda and its commitment to sustainable, traditional healthcare practices.

Both organisations recognise the importance of strengthening academia–industry collaboration in the domain of sustainability and traditional wellness. JSB is particularly inspired by AVCRI's sustainable practices and its contribution to the wellness economy, which offer valuable learning for management education.

Through this partnership, the parties seek to promote knowledge exchange and joint academic initiatives that contribute to the professional growth of students and the broader dissemination of AVCRI's work in sustainability and traditional medicine.

2. Objectives of the Collaboration

The objectives of this collaboration are:

- To build AVCRI's managerial capacity through JSB-led management development programmes.
- To offer a joint certification programme linking sustainable business practices with Indian Knowledge Systems (IKS).
- To give JSB students immersive learning at AVCRI through internships, field immersions, and live projects.
- To promote faculty development and expert exchange between both institutions.
- To host joint conferences and symposia on sustainability, the wellness economy, and traditional medicine.
- To document and disseminate AVCRI's sustainable practices through academic case studies for management classrooms.
- To offer JSB students pre-placement opportunities through AVCRI and its group entity, Arya Vaidya Pharmacy (AVP).

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3. Areas of Collaboration

In keeping with the objectives above, the collaboration shall, at this stage, be confined to the following seven areas.

3.1 Management Development Programmes

JSB faculty shall design and deliver customised management development programmes for AVCRI personnel in healthcare operations, finance, marketing, and human resources.

3.2 Student Immersion

AVCRI shall host JSB students for internships, field immersions, and live projects at its facilities and the Centre for Medicinal Heritage, enabling experiential learning in sustainable business practices.

3.3 Faculty Development and Expert Exchange

Both institutions shall organise reciprocal guest lectures, faculty development programmes, and knowledge-sharing sessions to exchange academic and domain expertise.

3.4 Joint Conferences and Symposia

Both parties agree to co-host conferences, symposia, and forums on sustainability, the wellness economy, and traditional medicine, bringing together academicians, students, and practitioners from both institutions.

3.5 Joint Certification Programme on Sustainable Business Practices and Indian Knowledge Systems

JSB and AVCRI shall jointly design and deliver a certification programme linking sustainable business practices with Indian Knowledge Systems (IKS), drawing on AVCRI's grounding in Ayurveda and traditional wellness and JSB's management expertise. This shall be a flagship area of the collaboration, reflecting the conviction that indigenous knowledge traditions offer a distinctive lens for contemporary sustainability practice.

The curriculum shall be co-developed by faculty and practitioners from both institutions, covering sustainable and ethical business principles grounded in Indian knowledge traditions, AVCRI's practices in sustainable sourcing and traditional healthcare as case material, and their translation into practitioner frameworks. Open to students, faculty, and industry participants, the certification may be offered on a recurring basis, subject to requisite approvals, with credentials jointly issued by JSB and AVCRI.

3.6 Case Study Development

JSB shall develop academic case studies documenting AVCRI's sustainable practices, for use in management classrooms and research publications, in consultation with AVCRI.

4. Roles and Responsibilities

Jansons School of Business (JSB)

JSB shall:

- Nominate a faculty coordinator for the collaboration.
- Co-design and deliver the joint certification programme on sustainable business practices and Indian Knowledge Systems.

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- Facilitate student immersion at AVCRI through internships, field immersions, and live projects.
- Design and deliver customised management development programmes for AVCRI personnel.
- Organise faculty development and expert exchange sessions with AVCRI.
- Organise and co-host joint conferences and symposia with AVCRI.
- Undertake the research, drafting, and academic development of case studies in consultation with AVCRI.
- Nominate and prepare eligible students for pre-placement opportunities offered by AVCRI and AVP.

The Arya Vaidya Chikitsalayam & Research Institute (AVCRI)

AVCRI shall:

- Nominate a coordinator to liaise with JSB on collaborative activities.
- Co-design and deliver the joint certification programme and jointly issue credentials with JSB.
- Host JSB students for internships, field immersions, and live projects at its facilities and the Centre for Medicinal Heritage.
- Provide access to personnel for management development programmes delivered by JSB.
- Participate in faculty development and expert exchange sessions with JSB.
- Participate in and co-host joint conferences and symposia with JSB.
- Provide access to information, personnel, and institutional insight required for case study development.
- Offer pre-placement opportunities to eligible JSB students through AVCRI and its group entity, Arya Vaidya Pharmacy (AVP).

5. Coordination and Implementation

Both parties shall designate representatives or coordinators to ensure effective planning, implementation, and monitoring of collaborative activities. Regular interactions may be held to review progress and identify new areas for collaboration.

6. Duration of the MoU

This MoU shall remain valid for a period of five (5) years from the date of signing and may be renewed by mutual consent of both parties.

7. Confidentiality

Both parties agree to maintain confidentiality regarding any proprietary or sensitive information shared during the course of collaboration unless otherwise agreed in writing.

8. Amendment

This MoU may be modified or amended at any time through mutual written consent of both parties, including to expand the areas of collaboration set out in Section 3.

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9. Termination

Either party may terminate this MoU by providing three months' written notice to the other party. Any ongoing programmes or projects shall be allowed to conclude in a mutually agreeable manner.

10. Non-Binding Clause

This MoU represents the intent of collaboration between the two organisations and does not constitute a legally binding agreement unless specified through separate formal agreements for specific programmes or projects.

11. Signatories

In witness whereof, the representatives of the respective organisations have signed this Memorandum of Understanding.

For Jansons School of Business (JSB)

21/10/26

Dr. A. G. V. Narayanan
Director
Jansons School of Business
Coimbatore

21/10/26

In the presence of
Dr. Devi Premnath
Professor & Head- Academic Collaboration
Jansons School of Business
Coimbatore

JANSONS SCHOOL OF BUSINESS JSB (AUTONOMOUS) COIMBATORE

For The Arya Vaidya Chikitsalayam & Research Institute (AVCRI)

Parvathy

Mrs. Sree Parvathy Sivadas
Director - Administration
The Arya Vaidya Chikitsalayam & Research Institute
Coimbatore

21/10/26

In the presence of
A. Raveendran
General Manager
The Arya Vaidya Chikitsalayam & Research Institute
Coimbatore

Date: 21/10/26
Place: Coimbatore