(3)

MEMORANDUM OF UNDERSTANDING

This **Memorandum of Understanding** (hereinafter called as the 'MOU') is entered into on this **1st of October 2023,** (01-10-2023) by and between:

Ghanshyamdas Saraf College of Arts & Commerce, located at Rajasthani Sammelan's Educational Complex, Swami Vivekananda Road, Mandlik Nagar, Sunder Nagar, Malad West, Mumbai, Maharashtra 400064, the First Party represented herein by the Chairman of Governing Council Mr. Ashok M Saraf and the Principal Dr. Ashwat Desai, hereinafter collectively referred to as "First Party", the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns)

AND

FPA, the Second Party, located at **First Floor, Balwantrao Madgaonkar Building, Court Lane, Above Borivli West Post Office, Borivli West, Mumbai 400092** (hereinafter referred to as "Second Party", represented herein by **Mr. Vishal Gada** (hereinafter referred to as "Second Party", the institution which expression, unless excluded by or repugnant to the subject or context shall include its successors – in-office, administrators and assigns).

(First Party and Second Party are hereinafter jointly referred to as 'Parties' and individually as 'Party')

WHEREAS,

Both Parties desire to work in collaboration with each other for the purpose of Industry Academic Collaboration to improve the standards of teaching, research, executive development and consultancy in respect of CSR projects improving the learning and earning potential of students and related ecosystem on the terms and conditions mentioned in this MoU.

RAJASTHANI SAMMELAN EDUCATION TRUST ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064 GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE

Financial Planning Academy ★ Borivali

VKG

FPA
1st & 2nd Floor, Balwantrao Madgaonkar Building, Next to Borivali Court, Above Borivali West Post Office, Borivali (West), Mumbai - 400092
+91 808 080 9466 fpa@fpa.edu.in www.fpa.edu.in

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

1. OBJECTIVE AND PRINCIPLES

I. The objective of this MOU is to foster collaboration and to facilitate the advancement of knowledge based on reciprocity, best efforts, mutual benefits and frequent interactions.

II. This MOU will be carried out within the framework of the respective laws and regulations of the institutions and is intended to create legally binding rights or obligations.

2. SCOPE OF THE MOU

Both Parties believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge as well as faculty members in their research and consultancy. The Scope of the MoU also includes the activities and projects relating to areas mentioned below:

1. **Conducting training for Add on programs**

Sr. No.	Name of the Program	Training Fees (Rs.)
1	Short Term Certificate Program NISM XII – Financial Market Foundation / Demystifying Financial Markets	2,500
2	Short Term Certificate Program in Commercial Banking	2,500
3	Short Term Certificate Program in Digital Marketing	2,500
4	Short Term Certificate Program on Budgeting and Forecasting	2,500
5	Short Term Certificate Program NISM VA – Mutual Fund Distribution	2,500
6	Short Term Certificate Program in Financial Statement Analysis	2,500
7	Short Term Certificate Program in IFRS	2,500
8	Short Term Certificate Program in Financial Planning	2,500
9	Short Term Certificate Program in Financial Modeling	5,500

R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064

Financial Planning Academy Borivali

VKG

10	Short Term Certificate Program in Equity Derivatives NISM VIII	5,500
11	Short Term Certificate Program in Behavioral Finance	5,500
12	Short Term Certificate Program in Technical Analysis	5,500
13	Short Term Certificate Program in Equity Research	5,500
14	Short Term Certificate Program in Wealth Management	5,500

- GST at applicable rates is to be added to the above training fees.
- Duration of all programs is 30 hours including assignments.
- Minimum batch size 40.
- The fees don't include the NISM exam fees.
- The workshop will be conducted through a hybrid mode of training (Online / offline mode of training)
- College is responsible for providing the infrastructure like classroom, projector, screen etc. to facilitate the offline mode of training. LMS support will be provided by FPA.
- Target audience for the program shall be decided by the college.
- The specialized programs in finance can be offered to the specific target audience and even for PG students.
- College Share will be 20% of the Fees Charged (excl. GST)

*Annexure: Program structures of add on programs

1. **Providing exposure to students through Finance Excellence Club**

With the help of our experts, Faculties and students of the group will channelize resources for the below mentioned initiatives.

- Daily news / case studies broadcasts
- Guest lectures through industry experts on the domain
- Weekly quizzes
- Three Days workshops with 100% scholarships on various topics of Finance for the members
- Mock trading – training and competition

RAJASTHANI SAMMELAN EDUCATION TRUST ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064 ... SARAF COLLEGE OF ARTS & COMMERCE ★

Financial Planning Academy ★ Borivali

VKG

- Investor awareness programs for Faculties, Non-Teaching Staff, Students – Also facilitating the SIPs from student's pocket money to cultivate saving habits
- Financial Plan construction and execution for faculty members
- Specialized fees for the members of the club for all the Advanced Learners Programs – ACCA, CFA, CMA, Invest Banking Operations – CISI etc.

2. **Conducting Faculty Development Programs in the domain area of Banking & Financial Services and Accounting.**

3. GENERAL PROVISIONS

I. The Parties shall not use any of the confidential information which is required to be held in confidence for any purpose other than the performance of their obligations under this understanding.

II. The Party organizing an item of work shall have the nodal responsibility for mobilizing resources and the conduct of such works. There shall be exchange visits by faculty members and entrepreneurs for teaching, research, executive development and consultancy

III. Nothing in this understanding is intended to affect other cooperation or collaboration between the Parties.

IV. All the collaboration activities according to this agreement shall be conducted following the laws and regulations governing both the parties.

V. During the tenure of the MoU, First party shall not engage with the companies engaged into similar type of businesses.

RELATIONSHIP BETWEEN THE PARTIES

It is expressly agreed that **Ghanshyamdas Saraf College of Arts & Commerce,** and **Financial Planning Academy** are acting under this MOU as independent contractors, and the relationship established under this MOU shall not be construed as a partnership. Neither Party is authorized to use the other Party's name in any way, to make any representations or create any obligation or liability, expressed or implied, on behalf of the other Party, without the prior written consent of the other Party. Neither Party shall have, nor represent itself as having, any authority under the terms of this MOU to make agreements of any kind in the name of or binding upon the other Party, to pledge the other Party's credit, or to extend credit on behalf of the other Party.

RAJASTHANI SAMMELAN EDUCATION TRUST ★ GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064

Financial Planning Academy ★ Borivali

VKG

ASSIGNMENT

This MoU is based on the professional competence and expertise of each Party and hence neither Party shall transfer or assign this Agreement or rights or obligations arising hereunder, either wholly or in part, to any third party.

The validity of this MoU will be for three years viz, till March 31, 2026) subject to renewal with mutual consent.

Notwithstanding the above, each party reserves the right to exit the MoU after giving three months' notice to the other party.

AGREED:

For **First Party**

Mr. Ashok M Saraf
Charman Governing Council

Dr.Ashwat Desai
Principal – Saraf College

For **Second party**

Vishal K Gada

Mr. Vishal Gada
CMO – FPA

Ghanshyamdas Saraf College of Arts and Commerce	**Financial Planning Academy**
Rajasthani Sammelan's Educational Complex, Swami Vivekananda Rd, Mandlik Nagar, Sunder Nagar, Malad West, Mumbai, Maharashtra 400064	First Floor, Balwantrao Madgaonkar Building, Court Lane, Above Borivli West Post Office, Borivli West, Mumbai 400092
Contact: 9321153535	Contact: +919930805522
E-mail: ashwat.desai@sarafcollege.org	E-mails: vishal@fpa.edu.in
Web: www.sarafcollege.org	Web: www.fpa.edu.in

Witness :

Dr. Jayant Apte
Director Education

Financial Planning Academy Borivali

RAJASTHANI SAMMELAN EDUCATION TRUST R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064 GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE

Program Structures – Value added Programs

1. Short Term Certificate Program NISM XII – Financial Market Foundation / Demystifying Financial Markets

Learning Objective: To give participants a broad understanding around the existence of the financial markets. The module will also enable the participants with practical implications of various concepts in their day to day lives also. The module will also help them generate curiosity in terms of their own involvement in the financial markets as investor or as employee into any of the financial services companies.

Course Content

1. Need & options for fund raising
2. Introduction to Indian financial market
3. Primary market
4. Secondary market
5. Macro Economics
6. Financial Statement Analysis
7. Money & Debt Market
8. Trading Terminals
9. Mock Trading
10. Data mining & interpretations

VKG

2. Short Term Certificate Program in Commercial Banking

Learning Objective: This module aims at familiarizing and providing students with the fundamentals of banking, basic insights into the policies and practices followed in the Indian banking system and detailed knowledge of products and services offered under Retail Banking. The training is delivered keeping in mind both the theoretical as well as practical aspects which eventually results in students being well prepared for various career opportunities with the Indian banks.

Course Content

1. Introduction& Evolution of Banking
2. Banking structure in India
3. Retail Banking – Products
4. Retail Banking – Services
5. Basic principles of bank lending
6. Bank investments
7. Other activities of commercial banking
8. Relationship between banks and customers

Every student will have to submit / present an assignment or a comparative analysis project on 'Retail Banking– Products & Services' before completion of the course. This will give these students an in-depth understanding of the topic.

Post the training you can appear for the following certification exams:

a. NCFM – Commercial Banking in India

VKG

3. Short Term Certificate Program in Digital Marketing

Learning Objective:

Through this course, applicants will be introduced to diverse digital marketing possibilities. Students will be capable to decide on dissimilar types of digital marketing campaigns and manage those accordingly in both customer and business markets. Diverse kinds of processes of digital marketing are introduced. Course generates simple understanding of internet and mobile marketing. Time is also devoted to relevant issues in the web such as social media, communities, virtual worlds, blogs and viral marketing.

Course Content

1. Introduction to Digital Marketing Training
2. Search Engine Optimization
3. Search Engine Marketing
4. Pay per Click Marketing
5. Email Marketing
6. Social Media Marketing
7. Digital Display Marketing
8. Mobile Marketing
9. Website Analytics

VKG

4. Short Term Certificate Program on Budgeting and Forecasting

Learning Objective: Running a business often requires owners to carefully plan and review their finances. Most companies use some form of accounting for identifying, measuring, analyzing and reporting their financial information. Accounting tools may include budgeting, financial statements, forecasts and other tools for managing financial information. Business budgets for maybe one of the most important accounting tools for company may use in their business. This course will help the candidate answer the following important questions as a business manager: 1. Why do companies use budgets? 2. What information do you think every budget should contain? 3. How do budgets help managers?

Course Content:

1. Understanding the use of standards in budgeting.
2. Differentiate between authoritative standards and participative standards
3. Identifying different types of budgets
4. Identify the steps taken in developing budgets
5. Compare and contrast the benefits and limitations of the budget system
6. Identify the factors that should be considered when preparing a sales budget, materials budget, the direct labour budget, and the production budget
7. Define the purpose of a pro forma income statement, a pro forma balance sheet, and a pro forma statement of cash flows; and demonstrate an understanding of the relationship among these statements and all other budgets
8. Identify and describe the benefits and limitations of measuring performance by comparing actual results to the master budget
9. Analyse a flexible budget based on actual sales (output) volume

5. Short term Certificate Program NISM VA - Mutual Fund Distribution

Learning Objective: The module will help develop the understanding about Mutual Funds from investment point of view and from career point of view also. The module will also enable a participant to appear the mandatory examination by National Institute of Financial Markets – (NISM – a SEBI initiative).

Course Content

1. Investment Landscape
2. Concept & Role of a Mutual Fund
3. Legal Structure of Mutual Funds in India
4. Legal and Regulatory Framework
5. Scheme Related Information
6. Fund Distribution and Channel Management Practices
7. Net Asset Value, Total Expense Ratio and Pricing of Units
8. Taxation
9. Investor Services
10. Risk, Return and Performance of funds
11. Mutual Fund Scheme Performance
12. Mutual Fund Scheme Selection

VKG

6. Short Term Certificate Program in Financial Statement Analysis

Learning Objective: This financial analysis course is perfect for any aspiring financial analysts working in investment banking, financial planning and analysis (FP&A), equity research, corporate development, and other areas of finance and accounting. In this course you will be able to take raw material, analyze it, process it and harvest information usable in the operations in a way they help in key decision making. The course teaches tools which would give you a little more insight into how well and efficiently a company is performing.

Course Content

1. Introduction to the financial statements
2. Excel
3. Accounting bootcamp
4. Components of income statement, balance sheet and cashflow
5. Horizontal and vertical balance sheet
6. Tools of financial statement analysis

VKG

Financial Planning Academy
Borivali

RAJASTHANI SAMMELAN EDUCATION TRUST ★ GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE ★
R. S. CAMPUS, S. V. ROAD,
MALAD (WEST)
MUMBAI-400064

7. Short Term Certificate Program in IFRS (International Financial Reporting Standards)

Learning Objective: Comprehensive workshop to give finance and accounting students and professional's an insight on the various IFRS (standards) and what are some of the key differences between IFRS and Indian Accounting Standards. Along with that give a brief understanding of what are the various important aspects of financials that are usually checked by the investors before making any investment decision.

Course Content

1. IFRS – Background and Overview
2. IAS and IFRS – Brief on each of the standards (key aspects like Fair Value, Leases, Revenue Recognition etc.)
3. Ind AS – Overview of the new standards
4. Key Differences between Ind AS and IFRS (Carve outs from the IFRS)
5. Benefits and challenges of implementing IFRS
6. What do the investors usually look for before investing in company (objectives of financial statement analysis)
7. What are the various financial ratios that help in making this decision
8. Case study of a listed company for a comparative market analysis
9. Using trend analysis to understand the current health and performance of the company and future prospects

VKG

Financial Planning Academy Borivali

Rajasthani Sammelan Education Trust
R. S. Campus, S. V. Road, Malad (West) Mumbai-400064
Ghanshyamdas Saraf College of Arts & Commerce

8. Short Certificate Program in Financial Planning

Learning Objective: Financial Plan Construction" helps to you to gain theoretical knowledge and also covers practical knowledge & expertise to design and develop the Financial Plan for self, friends, family and clients. This intensive workshop shall provide you deep insights of Financial Planning areas and shall take you to the practical learning via real life case study in developing the plan and discover ways in which you can establish yourself as a proficient Financial Planner/Advisor. The content of the workshop will also enable participants to get started into careers as a Financial Planner.

Course Content

1. Areas to be considered for drafting Financial Plan or Portfolio construction.
2. Simulation with Real Life case study.
3. Contents covered – Insurance-Need calculation, Loan Schedules, Investments approach, Asset Allocation, Retirement corpus calculation etc.
4. Goal-based Financial Planning.
5. Preparation of a
6. Alternatives and presentation of the Plan.

Deliverables:

1. Sample Financial Plan
2. Template for own Financial Plan

VKG

Financial Planning Academy Borivali

SAMMELAN EDUCATION TRUST ★ SARAF COLLEGE OF ARTS & COMMERCE ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064

9. Short Term Certificate Program in Financial Modeling

Learning Objective: Financial Modeling is an integral part of corporate finance today because every new and old company needs finance projections for future funding. It also helps companies see a clearer picture of their actual financial positions. The course trains students in finding the valuation of a company on the basis of its historical financial data. The course involves checking the creditworthiness of the company, analysis of cash flows, assets and balance sheets.

Course Content

Understanding Excel Basic Excel Tools Financial Modelling Tools Formatting and Conditions	**Understanding Excel** Basic Excel Tools Financial Modelling Tools Formatting and Conditions
Investment Decision Techniques Time Value of Money, Future Value and Compounding Present Value Net Present Value (NPV) and Discount Rate Internal Rate of Return (IRR)	**Financial Statement Analysis** Introduction to Financial Statements Introduction to Income Statement Introduction to Balance Sheet Introduction to Cash Flow Statement Case Study - Hero MotoCorp Financial Statement Analysis Financial Statement Irregularities

VKG

Financial Planning Academy Borivali

SAMMELAN EDUCATION TRUST ... CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064 ... SARAF COLLEGE OF ARTS & COMMERCE

10. Short Term Certificate Program in Equity Derivatives NISM VIII

Learning Objective: Through this course, applicant will be introduced to the new and vast world of equity derivatives. The course seeks to create a common minimum knowledge benchmark for students in finance field who want to reach the hearts of finance industry. They would be studying equity derivatives exchange or equity derivative segment of a recognized stock exchange.

The course aims to enable a better understanding of various derivatives products available in equity derivatives markets, regulations and risks associated with the products and the exchange mechanisms of clearing and settlement. It also covers knowledge competencies related to the understanding of the financial structure in India and the importance of the different rules and regulations governing the Indian securities market, especially those related to the equity derivatives segment.

Course Content

1. Basics of derivatives
2. Understanding Indices
3. Introduction to Forwards and Futures
4. Introduction to Options
5. Strategies using equity futures and equity options
6. Trading mechanism
7. Introduction to clearing and settlement system
8. Legal and regulatory environment
9. Accounting and taxation

VKG

Financial Planning Academy Borivali

RAJASTHANI SAMMELAN EDUCATION TRUST ★ GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE ★ S. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064

11. Short Term Certificate Program in Behavioral Finance

Learning Objective: To give participants a broad understanding of the existence of the Behavioral Finance. The module will also enable the participants to practical implications of various behavior styles regarding investment attitudes in their day-to-day lives also.

Course Content

1. **Introduction to Behavioural Finance**
   a. Efficient Market Hypothesis
   b. Utility Preference Theory
   c. Concept of Paradoxes - St. Petersburg Paradox.
   d. The Prospect Theory
2. **Heuristics and Biases**
   a. Anchoring and Adjustment Heuristics
   b. Availability Heuristics
   c. Regret Aversion Bias
   d. NAIVE diversification
   e. Mental Accounting Bias
   f. Framing Bias
   g. Loss Aversion Bias
   h. Status Quo Bias
   i. Gambler's fallacy.
   j. Self-Serving Bias
   k. Money Illusion
3. **Anomalies - Economic Behaviour**
   a. Concept of Economic Anomaly
   b. Endowment Bias
   c. Present-Biased Preferences
   d. Greed and Fear
   e. Sunk Cost Fallacy
4. Group Behaviour
   a. Concept of Group Behaviour
   b. Confirmation Bias
   c. Herd Behaviour

VKG

Financial Planning Academy Borivali

RAJASTHANI SAMMELAN EDUCATION TRUST ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064 GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE

12. Short Term Certificate Program in Technical Analysis

Learning Objective: The module will help develop an understanding of various technical indicators. It will help participants to recognize trends and chart patterns to make successful trading decisions

Course Content

1. Introduction to Technical Analysis

2. The Chart Types

3. Understanding Candlestick Patterns
   a. Single Candlestick patterns
   b. Multiple candlestick patterns (Part 1)
   c. The Support and Resistance
   d. Volumes

4. Moving Averages

5. The Fibonacci Retracements

6. The Dow Theory

VKG

13. Short Term Certificate Program in Equity Research

Objective: The objective of equity research is to identify, and analyze the financial statement and take better investment decisions. The course will help participants to understand economic, Industry and company analysis

Course Content:

1. Fundamental Analysis
2. Top down vs bottom up investing approach.
3. Economic Analysis,
4. Evaluating business models &Industry analysis
5. Company analysis
6. Management Evaluation
7. Equity Valuation
   a) Discounted Cash flow model
   b) Relative valuation
   c) Asset based Valuation

14. Short Term Certificate Program in Wealth Management

Learning Objective: Through this course, the applicant will be introduced to the basics of wealth management. In true sense wealth management covers all the areas of finances. There needs to be a proper understanding of finance to create, protect and grow wealth. This course will take help you plan in a way you can invest as much as possible, through different investment vehicles, risk planning and also ways of growing it through asset allocations and rebalancing. It also includes reviewing, enhancing and changing portfolios to make the most.

Course Content

1. Introduction to financial planning
2. Wealth management and economy
3. Investment Products and Services
4. Risk Profiling and Asset Allocation
5. Investment and Risk Management in different investment avenues
6. Risk Management through Insurance
7. Elements of Taxation
8. Taxation of Investment products
9. Estate Planning

Financial Planning Academy ★ Borivali

VKG

RAJASTHANI SAMMELAN EDUCATION TRUST ★ GHANSHYAMDAS SARAF COLLEGE OF ARTS & COMMERCE ★ R. S. CAMPUS, S. V. ROAD, MALAD (WEST) MUMBAI-400064