



Memorandum of Cooperation

between

**Pakistan Horticulture Development and Export
Company**

and

**Muhammad Nawaz Shareef University of Agriculture,
Multan, Pakistan**

MEMORANDUM OF COOPERATION (MOC)

between the

MUHAMMAD NAWAZ SHAREEF UNIVERSITY OF AGRICULTURE, MULTAN

and the

PAKISTAN HORTICULTURE DEVELOPMENT AND EXPORT COMPANY (PHDEC)

PREAMBLE

This MoC is signed between Pakistan Horticulture Development and Export Company, (hereinafter referred to as (PHDEC), party of first part having its office 3rd floor, FPCCI Mauve Area, 6-8/1, Islamabad and the Muhammad Nawaz Shareef University of Agriculture, Multan (hereinafter referred to MANSUAM) party of the second part having its office at Agriculture Complex, Old Shuja Abad Rd, Multan, Punjab, (collectively both referred as "both parties").

Whereas, PHDEC is a premier horticulture development and promotion organization of Ministry of Commerce with a primary mandate of enhancing production and exports of horticultural crops in Pakistan

And MNSUAM is the premier Agriculture University of Pakistan located in a fertile and productive area of Southern Punjab, which is famous for agricultural crop productivity. The MNSUAM is also leading university that undertakes Research and Development activities on agriculture products and transfer of technology to the end uses.

Both parties have entered into a Memorandum of Cooperation hereinafter referred to as MoC on following terms and conditions.

Article 1

Broader Principles

That all Parties shall collaborate and cooperate with each other for the promotion of horticultural development and export adhering to their mandates outlined in their respective Acts/laws by committing resources and services to put in collective efforts.

Article 2

Scope of the Collaboration and Cooperation

That all Parties shall join hands to plan, organize, arrange and execute domestic events for the promotion of horticultural development and its exports in the country.



The events may include horticultural products specific exhibitions, seminars, workshops, training and capacity building, webinars, data exchange of potential exporters/Importers and conferences or any other event both parties agree to include. The parties also extend their cooperation on undertaking research on specific aspects as determined by their technical teams for the improvement of horticulture sector in Pakistan.

Article 3

Objective

The both Parties intend to establish a formal mechanism for collaboration through this MOC and hereby express their interest in collaborating with each other on joint ventures to promote the horticulture sector Pakistan. The proposed areas of co-operation may include any programme or project, as mutually agreed upon by the parties. That the parties would also work under the specific terms of the MOC for carrying out the agreed activities/objectives of mutual interest(s) such as:

- I. The paid student internship at the PHDEC for an efficient use of resources in respective institutes.
- II. Joint workshops/seminars/webinars on horticultural product development, exports, productivity enhancement etc.
- III. Collaborative research activities including data sharing for both academic and contract research study projects.
- IV. Short term / reciprocal training programs / projects / service-learning programs/ workshops for capacity building of the PHDEC Agriculture wing officials.
- V. Undertaking / Organizing lectures, conferences, and seminars and capacity building through trainings to officials of both MANSUAM and PHDEC for awareness about new technology and horticulture products export expertise on each other's mandate.

Article 4 Focal Persons

- Dr. Kashif Razzaq (Associate Professor Department of Horticulture), MNS University of Agriculture, Multan and Mr. Khawar Nadeem (Manager, Agri Products), Pakistan Horticulture Development and Export Company will be the focal persons for the implementation of above mentioned scientific activities.
- That after the execution of MOC by parties, the focal persons would call/hold a meeting of the representatives for looking into specific areas as listed under Article 3.



Article 5

Use of Names, Logos, and Partnership Statements

- That neither party shall use the name, logo, or shared statement (“Material”) of the other without the prior consent of the other parties.
- That neither party shall issue press releases or other statements identified under this MOC without the consent prior approval of the other Party.
- That the Parties are familiar with the ideas and objectives of the other and shall not use the material in a manner inconsistent with those ideals or objectives.

Article 6

Amendment or Modification

This MoC shall be amended or modified through mutual consent of both the Parties. The amendment or modification shall be realized through a written instrument and approved by all parties to the MoC.

Article 7

Dispute Resolution

All problems arising between all the Parties during the term of this MoC, and which impact adversely on the potential of all the parties to collaborate effectively, shall be made known to the respective focal persons as soon as possible after a problem has become evident. The focal persons will take actions in order to seek an amicable resolution of any such problem. If the dispute could not be resolved amicably, then the matter shall be referred for arbitration to CEO, PHDEC and Syndicate of MNSUAM.

Article 8

Entry into Force, Validity or Termination

This MoC may be terminated anytime by any of the parties serving a written Notice of Termination one months prior to its effect. The cost of activities, duties and other commitments stands non-terminated if the event (delegation, exhibition, seminar, webinar, workshop or conference) had been advertised.



Article 9

Notices

All communications relating to this MoC shall be directed to the signatories or to the authorized representatives.

IN WITNESS WHEREOF the parties hereto have signed this MOC by their proper and duly authorized officers on the date first above written. This MOC is signed in two originals in English language both texts are equally authentic and identical.

Article-10: General Provisions

- (1) The MoC shall enter into force on the date of signature with endorsement of the syndicate of the MNSUAM. It shall be valid for a period of four years and shall be automatically renewed for similar period of four (4) years unless terminated.
- (2) Either Party may terminate this MoC by giving a notice in writing to other party of its intention to terminate this MoC six (6) months before the expiry of the original or renewed period.

Article-10: Approval

In agreement with the above terms of participation, the authorized representatives of MNSUAM, Pakistan and Pakistan Horticulture Development and Export Company hereby affix signatures

For and on-behalf of:

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**Pakistan Horticulture Development and Export
Company (PHDEC)**

**Muhammad Nawaz Shareef University
of Agriculture, Multan (MANSUAM)**



Mr. Athar Hussain Khokhar
Chief Executive Officer
Dated

Prof. Dr. Asif Ali (T.I)
Vice Chancellor
Dated

Focal Person 1:

Focal Person 2:



Name: Muhammad Khawar Nadeem
CNIC: 33104-5055683-3

NAME: Dr. Kashif Razaq
CNIC: 36304-5763660-1