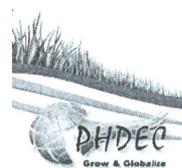




MEMORANDUM OF UNDERSTANDING (MOU)



between the

**PAKISTAN HORTICULTURE DEVELOPMENT AND EXPORT COMPANY
(PHDEC)**

and the

**DEPARTMENT OF HORTICULTURE, UNIVERSITY OF SARGODHA,
SARGODHA**

This MoU is signed between Pakistan Horticulture Development and Export Company (hereinafter referred to as **PHDEC**), party of the first part having its office at 2nd floor, State Life building # 5, phase II, Jinnah Avenue Blue Area, Islamabad, and the Department of Horticulture, University of Sargodha, (hereinafter referred to as **UOS**) party of the second part having its office at University Road, Sargodha, Punjab, Pakistan, (collectively both referred as “**both parties**”).

Whereas, Pakistan Horticulture Development and Export Company (PHDEC) is an organization of Ministry of Commerce with a primary mandate of product development and exports promotion of horticultural products in Pakistan.

And the Department of Horticulture, University of Sargodha, Sargodha (UOS) is the Agriculture Department and undertakes research and development on agriculture, agro-products and transfer of technology to the end user.

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

Article 1

Broader Principles

That both 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 both parties shall join hands to plan, organize, arrange and execute domestic events for the promotion of horticultural development and 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, conferences or any other event based on the need both parties agreed 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

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

- I. 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 officials of both Department of Horticulture, UOS and PHDEC.
- V. Undertaking / Organizing lectures, conferences, and seminars for both Department of Horticulture, UOS and PHDEC for awareness on each other's mandate.

Article 4
Implementation and Management

A Steering Committee (SC) for drawing up cooperation plans, projects demonstration, inspection and evaluation of bilateral cooperation achievements shall be established.

Each party shall nominate/assign a Focal Person (or persons) to facilitate all communication between the parties, details of which shall be shared by the parties.

That after the execution of MoU 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
Funding

- No financial liabilities shall be on either party with regards to all the activities to be performed. The Department of Horticulture, UOS, shall constitute a team of experts from various disciplines like Plant Pathology, Horticulture, Food Science and Technology, Entomology/Plant Protection etc. for the designing various experiments based on action plan, conduct of experiments, technical backstopping and monitoring of activities during the project period.
- The Department of Horticulture, UOS, shall facilitate in term of infrastructure, laboratory facilities, field bases, and/or any other, if applicable, in accordance with its applicable laws.

Article 6
Intellectual Property Rights

- Parties agreed that all intellectual property achieved through the research cooperation is anticipated to be joint intellectual property.
- However, inventorship in all instances should be determined by Pakistani patent law. For joint intellectual property, parties should have the same rights for naming the properties.



- The parties agreed that all achievements generated from the Joint Research Platform should be published publicly with the mutual consent of both parties.
- 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 MoU 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 7

Data Privacy and Security

Both parties shall ensure strict compliance with applicable data protection laws and regulations. The shall maintain the confidentiality and security of any information exchange inter se the parties and shall not disclose such information to any third party without prior written consent of the other party.

Article 8

Amendment or Modification

This MoU shall be amended or modified through mutual consent of both the parties. The amendment or modification shall come into force from the date such written amendment is signed, unless otherwise agreed to in writing.

Article 9

Dispute Resolution

All problems arising between both parties during the term of this MoU, and which impact adversely on the potential of 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 shall 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 Chief Executive Officer (CEO) PHDEC and Vice Chancellor, University of Sargodha, Sargodha.

Article 10

Entry into Force, Validity or Termination

This MoU shall enter into force on the date when it has been signed by the authorized representatives of the Parties. It shall remain in force for five years and shall continue to be in force thereafter unless terminated by either party;

At the end of the initial five-year periods or at any time later, this MoU may be terminated through written notice, at least six months in advance to the other party. The cost of activities, duties and other commitments stands non-terminated if the event (delegation, exhibition, seminar, webinar, workshop or conference) had been advertised.

Each party may evaluate the impact and activities of this MoU every five years. Each party shall make every effort to facilitate the evaluation conducted by the other party and the party which conducts the evaluation shall inform the other party of the evaluation results.



Article 11

Representation and Contacts

The individuals named and qualified below are hereby appointed to be focal persons and act as contacts between the institutions in matters pertaining to this MoU and the joint activities ensuring there from:

For Department of Horticulture, University of Sargodha:

1. **Prof. Dr. Rashad Mukthar Balal**
Professor/ Chairman, Department of Horticulture, University of Sargodha
2. **Dr. Muhammad Zubair**
Lecturer, Department of Horticulture, University of Sargodha

For PHDEC:

1. **Mr. Muhammad Khawar Nadeem**
Manager (Agri Products)
2. **Zulqarnain Zaka**
Assistant Manager (Agri Products)

Each part shall notify the others, in writing, about the substitution of its representative.

Article 12

Notices

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

The parties hereto have signed this MoU by their proper and duly authorized officers on the date first above written. This MoU is signed in two originals in English language both texts are equally authentic and identical. Each signatory retains an original copy.

For

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

Mr. Athar Hussain Khokhar
Chief Executive Officer (CEO)

Date: 02 / 10 / 2025

For

**University of Sargodha, Sargodha
(UOS)**

Prof. Dr. Ijaz Asghar
Director External Linkages

Date: 02 / 10 / 2025