



**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD  
&  
SIMPLY THE GREAT FOOD PVT. LTD.**



This Memorandum of Understanding (hereinafter referred to as “MoU”) is made on May 20, 2023.

**By and between**

Directorate of Industrial Linkages, Government College University, Faisalabad having its office at Government College University, Jhang Road, 38040, Faisalabad acting through Registrar (herein after be called First Party)

&

**SIMPLY THE GREAT FOOD PVT. LTD.** having its registered office at Chak 204 Rd, Khayaban Colony 1&2, Faisalabad, acting through its (herein after referred to as “2nd Party”).

**WHEREAS, DIL-GCUF** is a premier institution of higher education, research and extension in Sciences, Management Sciences and Social Sciences in Pakistan. It is top ranked University of Pakistan with international recognition. DIL-GCUF’s mission is to lead the change through outstanding achievements in learning, discovery, innovation and community service with clear focus on programs of significance to Science and Technology in specific and other fields in general.

**WHEREAS, 2<sup>nd</sup> party**-is engaged, inter alia, we are a union of beekeepers, specialised in art of cold-extraction of honey. We do not heat the honey before, during or after harvest manufacturing facilities are located at Faisalabad where the products are manufactured and from where the Products are distributed throughout the country.

**NOW THEREFORE**, at present, the following activities are agreed upon between the parties for collaborative efforts; other academic activities may be added when developed and approved by both the institutions;

1. Party A will offer technical consultancy in terms of product development, training and in process optimization to party B.
2. Analytical services will be provided to party B with 40% discounts on approved rate of the Hi-tech laboratory GCUF.
3. Party A will provide support in technical and regulatory affairs linked with National and provincial regulatory authorities
4. Party B will nominate one of the members for Department Board of studies for Party A.
5. The second party (B) will provide internship opportunities for the students of BS Food Science & Technology under their prescribed terms & conditions in each year. Minimum 5 students will be accommodated as internees each year, however, number of settlement may increase or decrease as per company requirements.
6. Party B will extend their collaboration in Job fair, industrial expo, seminars, workshops and symposia of mutual interest in any such research project; national or international conference held as joint venture both the organization will be benefited from it.

7. Long and short-term exchange of staff, visiting human resource to the extent of its availability, research collaborations and other activities where financially feasible.
8. Both the parties will declare their focal persons and liaison offices at their end placement of personal for collaborative work will be initiated and preceded through liaison offices and focal persons. Liaison office will disseminate information regarding the activities of its counterpart to visitors and readership of its institution.
9. For condition of the collaborative covered or not covered by this memorandum of agreement or for problems that arise while the exchange agreement is in effect both partners agree to refrain from unilateral actions. In case of any dispute a committee comprises of one nominee of Vice Chancellor and one nominee of part B shall have the arbitrary powers that will decide the issue.
10. Both parties also agree to consult and negotiate before developing new areas of cooperation. The MoU will remain effective for a period of five years from the date of signing and its extendable for an additional five years period by mutual agreement. Either party on one year's written notification to other institution may terminate it.


**THEREOF THE PARTIES HERETO SIGNED THIS MOU ON THE DAY, MONTH AND YEAR FIRST MENTIONED ABOVE.**


For and on behalf of GCUF

For and on behalf Simply the Great  
Food Pvt, Ltd

Signature

Signature

  
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**REGISTRAR**  
GC University, Faisalabad

  
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**Daniyal Ali Iqbal**  
CEO/Co Founder