



# MEMORANDUM OF UNDERSTANDING

between

**Electronics and Computer Software  
Export Promotion Council**

&

**US India SME Council**

This Memorandum of Understanding confirms the common desire of the ESC & USISME Council to maintain and further mutual cooperation and understanding for the purpose of promoting the development of business relations between India and US in the field of Electronics and Computer Software Services in general, and development of Information and Communication Technologies (ICTs) business in particular

In order to establish the above, ESC and USISME Council agree to cooperate in the following areas :

1. **Exchange of Information** : Print & Electronic Media - Internet, Website, Monthly Publications, Directories and other relevant publications.
2. **Receiving Incoming Delegations to promote their Business Missions.**
3. **Assistance in Trade Fair Participation, Buyer-Seller Meets.**
4. **Organize / Participate In Seminars & Workshops.**
5. **Advisory Services on Industry Status & Prospects.**

This MoU becomes effective from the day of signing and shall remain operative until either of the two organisations requests its termination in writing to the other organization at least three months in advance. Both organizations will have the right to propose amendments if and when they consider such amendments necessary to improve the cooperation between them.

**Sandeep Narula**  
**Chairman**  
**For & On Behalf of**  
**ESC**

**Elisha Pulivarti**  
**President & CEO**  
**For & On Behalf of**  
**USISME Council**

*Thursday, the 14<sup>th</sup> January, 2021*