

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN AND BY



NORTHEAST INDIA BUSINESS COUNCIL, INC

AND



US INDIA SME COUNCIL

AND



eFRESH AGRIBUSINESS SOLUTION PVT. LTD.

Northeast India Business Council: Memorandum of Understanding

This Memorandum of Undertaking (MoU) was executed in Washington DC, U.S.A. on 06-16-2022 by and between *Northeast India Business Council, Inc, US India SME Council, U.S.A.* and *eFresh Agribusiness Solution Pvt. Ltd.*

USISME Council is incorporated under 501(c)(6), Nonprofit Membership based in Washington, D.C with its corporate office at 1300, Street NW, Suite 400F, Washington DC 20005 and Indian operational office at 6-2-57 1/1, First Floor, Rockvista Somajiguda, Hyderabad, Pin code: 500082.

NEIBC is incorporated in the State of Delaware located at 221 N. Broad St., Suite 3A, Middletown, DE 19709 under the Section 501 (C) (3) of the Internal Revenue Code. The Virtual NEIBC India operational office is located at 1D, Aashi Grande, Kahilipara Road, Near Ganesh Mandir, Ganeshguri, Assam, Pin code: 781005.

eFresh Agribusiness Solution is a Private Company registered at Registrar of Companies, ROC-Hyderabad, incorporated in the State of Telangana, India as a non-government company in the year 2009. Its CIN is U72200TG2009PTC065776 and registration number is 065776. The registered office is located at Nakshatra Building, Plot No 473, Road No. 36, Jubilee Hills, Hyderabad, India, Pin Code: 500033 and official address located at 8-2-681/7, Indraprasth, Road Number 12, Sru Ram Nagar Colony, Banjara Hills, Hyderabad, Telangana, Pin code: 500034.

NEIBC is a business forum that supports business organisations based in Northeast India to improve their operational and structural competencies. It advocates for connecting businesses across the region to knowledge, mentorship, and resources to help build regional development through global entrepreneurship. NEIBC seeks to drive organizations towards internal reflections for efficiency enhancement.

USISME Council is a premier Business Organization dedicated to serving the Small Business Community and becoming a voice for Small to Medium Business Enterprises (SMBEs) in the U.S.A. and India. Its members include U.S. based SMBEs owned and operated by Indian Americans and Asian Americans. Its vision is to support and assist Small Business Startups in the U.S. and India grow successfully.

eFresh Agribusiness Solution works for empowering Indian agriculture, food processing and food security by providing a global marketplace (eFresh.com) that delivers buyers with a global marketplace and a secure trading platform to connect with verified suppliers. It is a one-stop, agricultural enterprise that uses knowledge-based digital services to help farmer producer organisations (FPOs) and agri-entrepreneurs scale up their operations.

1. NEIBC Services

- a) NEIBC operates as a Business Forum working towards improving connectivity between businesses in different states of the Northeast, and provides targeted support for businesses operating in various sectors.
- b) Provide mentorship and leadership opportunities for business development through knowledge sessions, exhibitions, mentoring sessions, capacity-building webinars and workshops.
- c) Provide public policy advisory, knowledge transfer, capacity building and technical advisory services.
- e) Support institutional and systemic development, through global multi-stakeholder dialogues and action.

2. USISME Services

- a) Facilitates business development matchmaking, connecting members with the right companies and people
- b) Promotes business networking events in the form of international trade events such as 'How to do Business in the U.S. and India', 'State-to-State Business', 'Workshop Series' amongst others.
- c) Conducts outbound and inbound trade missions to explore the global market, holds meetings with potential buyers and global partners while also understanding trade trends across business cultures.
- d) Represent the SME community which is a part of over 32 million SMEs in the U.S. and help them gain access to governance policy development and identify new business opportunities in emerging industries.

3. eFresh Services

- a) eFresh.com is a virtual global marketplace, which helps member exporters, importers, suppliers and buyers find new business contacts from all over the world, by providing them with a secure trading platform to connect with verified suppliers.
- b) It is a platform for international trade promotion and is present in the key sectors of food and fresh products.
- c) Provides access to fresh products from verified suppliers from more than 10 states in India and over 30 countries across the world.
- d) Facilitates access to finance, establishes marketing linkages, maintains accounts, technology upgradation and smooth transition to digital era.

4. Area of Cooperation

It is mutually understood and agreed by and between the Parties that NEIBC will:

- a) Provide access to premium mentorship on strategy & operations, state capacity building, leadership and advisory processes.
- b) Cooperate towards increasing food security, tourism and regional development in Northeast India.
- c) Conduct knowledge transfer through conducting events such as, but not limited to, business forums, international summits, webinars, conferences, mentoring sessions, capacity-building webinars and workshops.
- d) Function as a business forum where member SMEs associated with USISME and entrepreneurs associated with eFresh can access the mentioned mentorship and network with other global industry entities.
- e) By operating as a business forum working towards improving connectivity between businesses in different states of Northeast, NEIBC will provide targeted support and public relations (PR) for businesses operating in various sectors.

5. Key Contact Persons

- a) In order to achieve the obligations under this MoU and ensure effective collaboration between the Parties, all Parties will designate one person as the designated point of contact with the other Parties. Such a person is a single point of contact (SPOC) who will be responsible for day-to-day coordination communication. Changes to the SPOC will be communicated via email regarding the changes.

The key contact person for NEIBC is: **Ms. Anubhuti Bhattacharya**, Executive Assistant–Government Relations. Email ID: anubhuti.b@neibcusa.org; Contact No: +91 60012 16138.

The key contact person for USISME Council is **Mr. Elisha B. Pulivarti**, CEO/President. Email: epulivarti@usindiasmecouncil.org ; Contact No: +1 240-432-9612.

The key contact person for eFresh is **Mr. Srihari Kotela**, Managing Director. Email ID: srihari@efreshglobal.com ; Contact No: +91 98480 34740.

- b) All communication between the Parties will be copied to Mr. **Mark Bordoloi**, Founder President, NEIBC at: president@neibcusa.org and Contact Number +1 732-823-8031 and Mr **Sudhakar Gande**, Founder and Chairman, U.S. India SME Council, Inc. at s.gande@jupitercapital.in

6. Terms & Termination

Terms

- a) This MoU is for twelve months from the date on which it is executed and will automatically terminate at expiry unless all Parties renew the MoU in writing subject to amendments and changes as may be agreed.
- b) The MoU may be amended from time to time by mutual agreement of the Parties in a written modification signed by all Parties.

Termination

This MoU may be terminated as follows:

- c) By either Party issuing to the other Party with a 2-weeks' notice in writing
- d) With immediate effect if the Party is, or is alleged to be, in breach of clauses [1, 2, 3]

Consequences of Termination

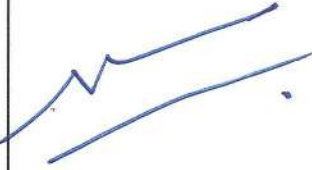


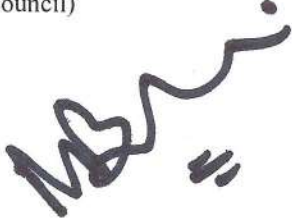
- e) On termination of this MoU in accordance with clauses [6a] and [6b]:
 1. Each Party will return to the other any information (other than reports and policy papers) which the other Party may have delivered during the consummation of this MoU.
 2. All parties will share performance evaluation reports and feedback after the termination of the project within six months of completion.
 3. Parties will issue a testimonial to NEIBC explicitly stating that NEIBC may, at NEIBC's discretion, share information with third parties including by way of dissemination to the general public.
 4. No Party will have any claim against the other Party, save in respect of a breach of clauses [6 and 7] of this MoU.

7. Confidentiality

- a) Each Party will maintain confidentiality regarding any information which they receive from the other Parties save and except for: (i) information which was already lawfully in the possession of that Party before it was delivered by the other Party; (ii) information which a Party is bound to disclose as a matter of law; and, or (ii) information which is in the public domain.
- b) Without limiting the generality of clause [7], NEIBC may, at its discretion, list this MoU as part of the NEIBC's work experience on its website, social media, and publications.
- c) Without limiting the generality of clause [7], both Parties may share its learning and expertise gained in the course of this project without sharing any confidential information of NEIBC.
- d) Any dispute raised by or between the parties shall be resolved by adopting arbitration proceedings within the jurisdiction of New Jersey.

Nature of Convention

We have read and understood the above-mentioned terms and conditions and agree to abide by them. This partnership leads to no legally binding rights and obligations on any Party.

<p>(Authorised Signatory for US India SME Council)</p>  <p>Mr Sudhakar Gande Founder and Chairman, USI SME Council, Inc. s.gande@jupitercapital.in</p>  <p>Mr. Elisha B. Pulivarti CEO/President, USI SME Council epulivarti@usindiasmecouncil.org</p>	<p>(Authorised Signatory for eFresh Agribusiness Solution Pvt. Ltd)</p>  <p>Srihari Kotela Managing Director, eFresh Agribusiness srihari@efreshglobal.com</p>	<p>(Authorised Signatory for Northeast India Business Council)</p>  <p>Mr. Mark Bordoloi Founder President, NEIBC president@neibcusa.org</p>
<p>Date: 06-16-2022</p> <p>Location: Washington D.C., U.S.A.</p>		

Organization representatives:

NEIBC representative: Ms. Anubhuti Bhattacharya, Executive Assistant - Government Relations, NEIBC.

USISME Council representative: Mr. Elisha B. Pulivarti, CEO/President, USI SME Council.

eFresh Agribusiness Solutions representative: Mr. Srihari Kotela, Managing Director, eFresh Agribusiness Solutions.