

MEMORANDUM OF UNDERSTANDING (MoU)

Between

NATIONAL MEDICINAL PLANTS BOARD (NMPB)-MINISTRY OF AYUSH

And

SERVICES EXPORT PROMOTION COUNCIL (SEPC)

For cooperation in the field of promotion of AYUSH services

This Memorandum of Understanding for cooperation in the field of AYUSH services promotion is made on this the 18th day of February 2019 between Services Export Promotion Council (SEPC) having its Head Office at 3rd Floor, 6A/6, NCHF Building, Siri Fort Institutional Area, August Kranti Marg, New Delhi-110049, India and National Medicinal Plants Board (NMPB) as a nodal agency with all Research Councils and Pharmacopeia Commission under Ministry of AYUSH, Government of India having its Head Office at AYUSH Bhawan, B Block, G.P.O Complex, I.N.A New Delhi-110023, India.

1. PREAMBLE:

NMPB was set up on 24th November 2000 to promote medicinal plants sector. Currently, the board is located in Ministry of AYUSH, Government of India. The primary role of NMPB in this MoU develop an appropriate mechanism for coordination between ministries/department/ organization in India and to implement support policies/ programs for overall (conservation, cultivation, trade and export) growth of medicinal plants sector both at the Central/ State and International.

AND

Services Export Promotion Council (SEPC) having its Head Office at 3rd Floor, 6A/6, NCHF Building, Siri Fort Institutional Area, August Kranti Marg, New Delhi-110049. SEPC was registered under the Societies Registration Act in November, 2006. DGFT, vide Gazette Notification dated 5/3/2007, included SEPC in the list of the recognized Export Promotion Councils. SEPC has been mandated to promote export of services in the 14 service sectors and other sector excluding IT.

NMPB will be the Nodal agency with all the AYUSH Research Councils and Pharmacopeia Commission as members viz. i) Central Council for Research in Ayurvedic Science, (CCRAS) ii) Central Council for Research in Yoga & Naturopathy, (CCRYN) iii) Central Council for Research in Unani Medicine, (CCRUM) iv) Central Council for Research in Siddha, (CCRS) v) Central Council for Research in Homoeopathy, (CCRH) and Pharmacopeia Commission of Indian Medicine & Homeopathy, (PCIM & H) under the Ministry of AYUSH.

AYUSH Councils are apex research organization under Ministry of AYUSH which deals research activities in Ayurveda, Yoga & Naturopathy Unani, Siddha, Homoeopathy, Sowa Rigpa (Traditional Tibetan medicine) and other Indigenous medicine systems.

The prime mandate of Pharmacopeia Commission is steer the work developing quality standards of Ayurveda, Unani, Siddha, Homoeopathy drugs and publish and revise Ayurvedic and other pharmacopeias, Formularies, and Regulatory Compendia of these drugs.

2. WHEREAS:

Both the parties have mutually agreed to cooperate within the prevailing Acts, Rules and Regulation on following:

- To cooperate & collaborate for digital and print media marketing campaigns (Marketing through advertising mediums could include promotional efforts made via the internet, social media, mobile phones and electronic bill boards as well as digital and Television and radio channels) of their respective activities.
- To promote Healthcare Services by various above the line and below the line marketing measures and use of logo and emblem by both the parties.
- To Share & support the common platform of services by playing proactive roles in their respective areas participating actively in National and International Events.
- To cooperate & collaborate under international cooperation scheme.
- To cooperate/collaborate to prepare a catalogue of AYUSH hospitals, wellness destinations.
- SEPC to identify and explore possibilities of potential countries (International markets) for setting up of base for AYUSH.

- SEPC to identify and explore possibilities of potential countries and medicinal plant species for export and import and to work for ease of business.
- To cooperate in the field of skill upgradation, capacity building and awareness at national and international level in AYUSH Sector.

3. AUTHORIZED SIGNATORIES:

Authorized signatory for SEPC is the Director General, SEPC or as authorized by her and for the NMPB, it shall be CEO, NMPB or as authorized by her.

4. CHANGE IN SCOPE OF WORK:

Any change of work would be with mutual consent of both parties in writing.

5. FUNDING:

Within the scope operational scheme guidelines of both parties.

6. TERMINATION:

This MoU can be terminated by either party by giving one month written notice to other party.

7. AMENDMENTS:

No variation or modification of the terms of the MoU shall be made except by written consent on amendments and duly signed by both the parties.

8. NOTICES:

All correspondence and notices under this MoU shall be given in writing at the addresses of the nominated officials of the parties unless specified otherwise. In case of change in address, the party shall notify and the other party in writing about such change.

9. FORCE MAJEURE:

Both parties shall be liable to each other for failing or delay in the performance of any of its obligation under this Agreement to the extent such failure or delay is caused by riots, civil commotions, war, hostilities between nations, government laws, orders or regulations, embargos, actions by the Government or any agency thereof, acts of God, storms, fires, accidents, strikes, sabotages, explosions or other similar or different contingencies beyond the reasonable control of the respective parties.

10. DISPUTE RESOLUTION:

If any dispute arises between the parties in connection with this MoU, the parties shall endeavor to settle such disputes amicably. In case the parties fail to settle such disputes within a period of thirty (30) days from the date of reference, either party shall be entitled to refer the disputes to an Arbitrator appointed by the Secretary (AYUSH). The Arbitration proceedings shall be conducted in Delhi and the same shall be governed by the provisions of **the Indian Arbitration & Conciliation Act, 1996 as amended up to date.**

11. JURISDICTION:

Any dispute arising out of the MoU or terms shall be subject to the exclusive jurisdiction of Delhi only.

IN WITNESS WHERE OF, the parties here to affixed their signatures this the day and year above written.

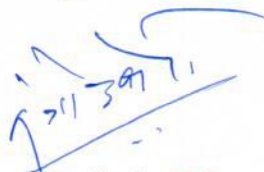
(NMPB, Ministry of AYUSH)

(SEPC, Ministry of Commerce & Industry)


18/2/19

Dr. (Prof) Tanuja Manoj Nesari,
Chief Executive Officer

Date:


18/2/19

Sangeeta Godbole, IRS
Director General

Date: 18/2/19

WITNESSES:

1. 

2. 
18.02.19

Place: NEW DELHI

WITNESSES:

1. 
18/2/19

2. 
18/2/19

Date: 18/02/2019

PRESS NOTE

On Monday 18th February, 2019, a Memorandum of Understanding (MoU) was signed between National Medicinal Plants Board, Ministry of AYUSH and Services Export Promotion Council (SEPC), New Delhi to explore the possibilities of coordination and collaboration.

This MoU was signed between CEO, NMPB and Director General, Services Export Promotion Council under the presence of Secretary, Ministry of AYUSH. In this signing ceremony, Dr. Manoj Nesari Adviser (Ay.), Dr KS Sethi Adviser (Homeopathy), Dr. Mohd. Tahir Adviser (Unani), representatives from AYUSH councils and Pharmacopeia Commission of Indian Medicine & Homeopathy, (PCIM&H) were present.

As per the MoU, NMPB is a Nodal agency with all the AYUSH Research Councils and Pharmacopeia Commission as members viz. i) Central Council for Research in Ayurvedic Science, (CCRAS) ii) Central Council for Research in Yoga & Naturopathy, (CCRYN) iii) Central Council for Research in Unani Medicine, (CCRUM) iv) Central Council for Research in Siddha, (CCRS) v) Central Council for Research in Homoeopathy, (CCRH) and Pharmacopeia Commission of Indian Medicine & Homeopathy, (PCIM&H) under the Ministry of AYUSH.

Both the parties have mutually agreed to cooperate within the prevailing Acts, Rules and Regulation on following:

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