

---

# **PROJECT : EDUCATION FOR NATION**

---

## **TERMS OF ASSOCIATION AND GENERAL GUIDELINES FOR SERVICE AND KNOWLEDGE PARTNERSHIP (SKP)**

### **PREAMBLE**

Partnerships are relationships!

Developing a partnership is best seen as a process of relationship-building in which the nature of the relationship may well change over time.

At the outset, the rhetoric may reflect the shared hopes for establishing a partnership relationship.

However, the reality, at the beginning of the relationship may be one of mild suspicion about the partner's motives tinged with anxiety about whether the partner will match up to their commitments.

Since one of the major requirements of a partnership is trust and since trust is earned, there is the possibility that in any partnership relationship the bonds which tie the institutions together may strengthen or weaken depending on the experience which each has.

Many of the problems which arise about partnerships are understandable but preventable provided there is a commitment by the potential partners to discuss and negotiate a mutually understood agreement concerning the partnership.

However, even with the most thoroughly and systematically negotiated agreement, the relationship between the partners can run up against unanticipated problems.

It is important to recognise that this can happen and institutions should be driven to overcome obstacles or any kind of misunderstanding by re-negotiation and co-operation.

### **1. PARTNERSHIP OBJECTIVES**

a) TARGET GROUPS

Our target groups and beneficiaries are

- School going children.
- College going students.
- Unemployed educated youth.
- Parents.
- Teachers and Lecturers.
- Heads of Educational Institutions.
- NGOs, Civil Society Organizations, Members and Activists of Voluntary Sectors.

b) PROJECT STRATEGY

As we have explained in our other documents the need for addressing various social development issues through Education, Training and Development, it especially becomes an

important responsibility of the voluntary sector. The SERVICE AND KNOWLEDGE PARTNERS (SKPs) will be working very closely with the local schools, colleges, universities and with several thousand children, youth and parents and families to create a knowledgeable society.

SERVICE AND KNOWLEDGE PARTNERS (SKPs) will encourage and motivate Educational Leaders:

1. To create HRD center for advocating CAREER MANAGEMENT PROGRAMMES in the area of EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS DEVELOPMENT.
2. To develop innovative ways of collaborating among other constituents of the society for effective results.
3. To focus on both formal and non formal education of youth without discrimination.
4. To facilitate communication in all levels of education instruction.
5. To appoint and expand Regional Sub chapters.
6. To support the existing system of education to produce bettered human resource.
7. To develop and spread mass awareness on the importance of CAREER EDUCATION.
8. To initiate efforts to bring more people to come forward from the society and work as a cohesive force i.e. community help.

c) KEY INDICATORS OF ACHIEVEMENT

SERVICE AND KNOWLEDGE PARTNERS (SKPs) will immediately establish contacts with local schools, colleges, universities and other Educational Institutions to solicit support and participation.

d) ACTIVITIES

1. Organise seminars and conferences for achieving the agreed Educational objectives.
2. Enroll students, teachers, parents and other stake holders to join our Educational Programmes .
3. To nominate Educated youth for Entrepreneurship Development Programmes.
4. And any other activities SERVICE AND KNOWLEDGE PARTNERS (SKPs) believe that can be suitable for promoting undertaken project(s).

e) IMPLEMENTATION STRATEGY

1. Formal training courses, workshops and seminars for children, youth, teachers, parents and families.
2. On - site and long distance support and coaching in the implementation of knowledge and skills acquired during the training courses.
3. Advisory support by the technical advisors of I.N.D.I.A. TRUST.
4. Exposure visits for mutual sharing and learning.
5. Nomination of suitable personnel to participate in the formal training courses and related capacity building interventions sponsored by I.N.D.I.A. TRUST.
6. Transfer of learned skills and knowledge into development and operationalisation of educational objectives, systems and procedures within the organisation.
7. Implementation of activities through its own resources, both financial and others, as laid down.
8. Promoting linkages and networking among NGOs in the district and between NGOs and local authorities.
9. Sharing knowledge and skills with other NGOs and other social partners.

## 2. PARTNERSHIP MANAGEMENT

I.N.D.I.A. TRUST has introduced cluster approach of partnership mainly to bring down the manageable size of its partners. This will provide the opportunity to further strengthen interdependent sustainability of the partners.

Besides this, I.N.D.I.A. TRUST will hold interactive seminars with partners periodically at regional level/district level to share the best practices of the partnership work.

## 3. EDUCATIONAL AND KNOWLEDGE MATERIALS

I.N.D.I.A. TRUST shall provide to SERVICE AND KNOWLEDGE PARTNERS (SKPs), in electronic form, samples of documentation, promotional material, price information and such other materials concerning products as may be available to assist SERVICE AND KNOWLEDGE PARTNERS(SKPs).

SERVICE AND KNOWLEDGE PARTNERS (SKPs) may duplicate and disclose such materials to their prospective beneficiaries such as children, youth, students, teachers, parents and educationalists as may reasonably be necessary with prior permission from I.N.D.I.A. TRUST, and add a copyright notice that shall be promptly included there on.

All Educational materials provided to SERVICE AND KNOWLEDGE PARTNERS (SKPs) belongs to I.N.D.I.A. TRUST. Such knowledge sharing with SERVICE AND KNOWLEDGE PARTNERS (SKPs) are for the benefit of our people and therefore every SERVICE AND KNOWLEDGE PARTNER (SKP) should take due care in protecting the knowledge ware without being used by any other unauthorised person(s) and organization(s).

## 4. COST OF THE EDUCATIONAL PRODUCTS AND SERVICES TO THE BENEFICIARIES:

### Projects that are being launched on 1<sup>st</sup> August 2009

#### **Project One PERSONALITY AND COMMUNICATION DEVELOPMENT PROGRAMME**

Method One : Training Workshops and Seminars

Method Two : Online Learning (Through Web Based Lessons)

Method Three : Open Learning System (Distance Education Method)

Cost to the beneficiaries - Rs.900/-

---

**Project Two EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS DEVELOPMENT TRAINING.**

Level One : Career Awareness for school students  
Level Two : Career Management for College students

Cost to the beneficiaries - Rs.365/-

---

**Project Three EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS DEVELOPMENT TRAINING.**

Level Three : **A twinning programme:** Open Learning Diploma in Business Entrepreneurship\* (EDI) and  
Diploma in Employability Skills (Awarded by I.N.D.I.A. TRUST)

\*Awarded by Entrepreneurship Development Institute of India (EDI),  
Sponsored By: Friedrich - Naumann - Stiftung, Germany  
Supported By: National Science & Technology Entrepreneurship Development Board, Department of  
Science & Technology (Government of India) & National Entrepreneurship Development Board.  
Department of Small Scale Industries. (Government of India)

Cost to the beneficiaries - Rs. 15 000/-

(More details about the projects are available in our website)

**Projects that are being launched on 15<sup>th</sup> August 2009**

**Project Four TEACHING FACULTY DEVELOPMENT PROJECT**

Professional Education, Training and Development of School and College Teachers

---

**Project Five "NALLADHORU KUDUMBAM..... ORU PALKALAIKAZHGAM"**

A Project for Family Education, Training and Development to achieve success, status, knowledge and prosperity

---

**Project Six NATIONAL DIPLOMA IN NGO LEADERSHIP**

At 100% scholarship, an open learning Education programme through Distance Education method for Executives in NGO sector, Social Entrepreneurs, Educationalists and Civil Society Activists

---

**Project Seven EDUCATIONAL LEADERSHIP COUNCIL**

An interactive membership platform for Heads of Educational institutions from Schools, Colleges, Universities and other Educational Organisations

---

## **5. GUIDELINES FOR GENERATING SUSTAINABLE INCOME THROUGH I.N.D.I.A. TRUST PROJECTS**

### **STEP ONE:**

After Confirmation and Appointment, Service and Knowledge Partners (SKPs) can organize promotion campaign in the local Schools, Colleges and Universities.

### **STEP TWO:**

Service and Knowledge Partners (SKPs) can appoint Co-ordinators/Executives exclusively for this project who will receive relevant Training and Managerial Skill Support from I.N.D.I.A. TRUST.

### **STEP THREE:**

Schools, Colleges and the Universities who are interested to introduce our Knowledge Products and Services should issue a letter of intent to I.N.D.I.A. TRUST through the Service and Knowledge Partners (SKPs).

### **STEP FOUR:**

Minimum Number of beneficiaries per institution should not be less than 200 Numbers (Applicable for Projects One and Two only).

### **STEP FIVE:**

Institutions which are placing the letter of intent should attach the required payment in the form of DD in favour of "INDIA TRUST" (Payable at Chennai) which should be obtained by the Service and Knowledge Partner (SKP) and should be sent to I.N.D.I.A. TRUST office at Chennai.

### **STEP SIX:**

On receipt of the payment from the institution through Service and Knowledge Partner (SKP), I.N.D.I.A. TRUST will send required documents and/or its Knowledge Products to the Service and Knowledge Partner's (SKP's) office within 15 working days. The Service and Knowledge Partner (SKP) should deliver the knowledge products to the institutions on the receipt of the same.

### **STEP SEVEN:**

The Service and Knowledge Partners (SKPs) are entitled to earn 35% of the total fund generated by selling our products. This compensation will be sent to them every 30 days after consolidating their monthly achievement. This amount will be sent to them on 10<sup>th</sup> of every month.

### **STEP EIGHT:**

There are three types of products currently being launched

- (a) Products in the form of Book and CD
- (b) Products in the form of Web (ICT) Based Lessons
- (c) Products in the form of Workshops, Seminars, Contact Classes and Training.

## 6. DETAILS ABOUT FUND MANAGEMENT UNDERSTANDING

I.N.D.I.A. TRUST has created this Service and Knowledge Partnership system to facilitate and support SMALL, MEDIUM AND DEVELOPING NGOs to develop the capacity of sustainable fund raising technology.

Service and Knowledge Partners NGOs (SKP - NGOs) will work with I.N.D.I.A. TRUST to create a Knowledge based society. By providing appropriate knowledge to the Children, Students, Youth, Parents and to other target beneficiaries, the project earns and raises fund. The beneficiaries will be enjoying the world class Development Knowledge at a very nominal cost.

Authorized Service and Knowledge Partner NGOs (SKP - NGOs) will be provided with knowledge products in the form of Books, CDS, and Web based lessons and NGOs are entitled to take these knowledge products to the schools, the colleges and the Universities in their geographical area and promote their utility among the Children, Students, Youth, and Parents.

The Fund raised through this process will have to be sent to I.N.D.I.A. TRUST and I.N.D.I.A. TRUST will provide the NGOs with the support fund of 35% from the fund received from the NGOs .

## 7. PROFESSIONAL PARTNERSHIP FEE:

a) Service and Knowledge Partners (SKPs) should pay Rs.15,000/- (Rupees Fifteen thousand) as a Professional Partnership Fee for which they are ENTITLED TO NOMINATE ONE TRAINEE FOR THE TWINNING PROGRAMME : OPEN LEARNING DIPLOMA IN BUSINESS ENTREPRENEURSHIP\* (AWARDED BY EDI) AND DIPLOMA IN EMPLOYABILITY SKILLS (AWARDED BY I.N.D.I.A. TRUST). FOR MORE INFORMATION, REFER PROJECT THREE.

b) Service and Knowledge partners should also pay Rs.5000/- (Rupees Five Thousand) as an annual affiliation fee.

(A SINGLE DEMAND DRAFT CAN BE DRAWN FOR THE TOTAL SUM OF RS. 20000, ON OR BEFORE 10<sup>TH</sup> JULY, IN FAVOUR OF I.N.D.I.A. TRUST PAYABLE AT CHENNAI, SHOULD BE ATTACHED ALONG WITH THE COMPLETED APPLICATION FORM AND SHOULD REACH OUR OFFICE ON OR BEFORE 10<sup>TH</sup> JULY.)

## 8. ACCOUNTABILITY

Service and Knowledge Partners (SKPs) will be accountable to the beneficiaries through the planned activities of partnership programme.

SERVICE AND KNOWLEDGE PARTNERS (SKPs) will make available to I.N.D.I.A TRUST, in an easily accessible way, any relevant information about the financial affairs and progress of the projects.

SERVICE AND KNOWLEDGE PARTNERS (SKPs) will successfully implement the partnership programme complying with all the rules and regulations agreed upon in this partnership understanding.

## 9. MONITORING AND EVALUATING PROCEDURES

Good Monitoring and Evaluating (M&E) systems are an essential element of effective programme management, which will also facilitate a transparent and well functioning partnership programme. SERVICE AND KNOWLEDGE PARTNERS (SKP) will undertake to carry out monitoring of progress towards:

(a) completing agreed outputs and

(b) the contribution (outcome)

that these have towards achieving the immediate objectives.

SERVICE AND KNOWLEDGE PARTNERS (SKPs) undertakes to provide co - operation in carrying out monitoring and evaluation. A Programme Officer (PO) will be appointed as contact person to carry out regular visits to assess the result of the partnership at all levels.

Based on quarterly review meetings, needs and recommendations by the Programme Officer necessary changes can be made to the programme plan and the implementation procedures.

[A final evaluation will be carried out by an external evaluator in order to assess the impact of the partnership as anticipated in final year of partnership period.]

## 10. CODE OF CONDUCT

Service and Knowledge Partners (SKPs) agree to abide by the following code of conduct:

a) CONFLICT OF INTEREST.

Service and Knowledge Partners (SKPs) will avoid any conflict - real or potential - and will promptly report any occurrence of such conflict.

b) MISUSE OF OFFICIAL POSITION AND PUBLIC RESOURCE.

Service and Knowledge Partners (SKPs) will not seek to influence for private purpose any person or body by using our official position or offering them personal advantages. Likewise, Service and Knowledge Partners (SKPs) will not use project property, facilities, services and financial resources for private purpose except when permission is given.

c) RESPECT LAWS.

Service and Knowledge Partners (SKPs) shall respect the laws of country.

d) PROPER PERSONAL CONDUCT.

Service and Knowledge Partners (SKPs) will ensure that their private conduct does not compromise their role as PARTNERS OF I.N.D.I.A. TRUST.

e) ACTIVE AND PASSIVE BRIBERY.

Service and Knowledge Partners (SKPs) will not give, solicit or receive directly or indirectly any gift or other favour that may influence the exercise their function, performance of duty or judgment. This does not include conventional hospitality or minor gifts.

f) ANTI-CORRUPTION.

In accordance with the principle of "Zero tolerance", Service and Knowledge Partners (SKPs) will be obliged to report the suspicion of or evidence of corruption committed by colleagues or others.

g) OPENNESS AND TRANSPARENCY AS A RULE OF CONFIDENTIALITY-WHEN REQUIRED.

Service and Knowledge Partners (SKPs) will strive to achieve maximum openness and transparency towards external constituencies. However, confidentiality shall be applied when necessary to safeguard the rights of partners, staff and others.

h) NON - DISCRIMINATION.

Service and Knowledge Partners (SKPs), in work, should not discriminate in respect of gender, colour, religion, culture, education, social status, minority belonging or any other status.

i) DISSEMINATION OF THE CODE.

Service and Knowledge Partners (SKPs) will make this code of conduct known to professional partners.

j) OBSERVANCE OF THE CODE.

Service and Knowledge Partners (SKPs) will respect the principle of code and will report any evidence or suspicion of breaches to the code to I.N.D.I.A. TRUST.

## MEDIATION AND ARBITRATION PROCEDURES

SERVICE AND KNOWLEDGE PARTNERS (SKPs) commit themselves to do their best in fulfilling their roles and obligations described in this partnership document and to pay mutual respect and co-operation in the spirit of partnership.

In case of a dispute over the interpretation of the partnership understanding and programme activities, SERVICE AND KNOWLEDGE PARTNERS (SKPs) shall hereby agree to solve on mutually agreeable manner. SERVICE AND KNOWLEDGE PARTNERS (SKP) are expected to solve the dispute based upon the resolutions and recommendations put forward by I.N.D.I.A. TRUST.

## EXIT CLAUSE

- a) If the SERVICE AND KNOWLEDGE PARTNERS (SKPs) fail to meet the objective and comply the administrative and financial procedure as stipulated.
- b) If the SERVICE AND KNOWLEDGE PARTNERS (SKPs) wishes to quit after completing the project work as per the guidelines, as in, when project is phased out.
- c) If both parties agree to discontinue of the existing partnership.

However I.N.D.I.A. TRUST will give three months notice in advance so that the work that partner is doing would be managed smoothly to avoid any direct negative impact to the beneficiaries that the partner is accountable.



## OTHER POINTS FOR CONSIDERATION

- a). This document should be signed on all pages by the SERVICE AND KNOWLEDGE PARTNERS (SKPs) as an affirmation of their understanding of the partnership details and the same should be submitted during the Interactive Seminar (on 25<sup>th</sup> July).
- b). This is not a legal document and therefore the entire understanding of operation should be based on a mutually advantageous association.
- c). The period of validity of this understanding shall be one year from the date of signing and can be extended based on conditions of continuity that prevail at that point of time. However it would be the profound intention of I.N.D.I.A. TRUST to have a sustainable and continuous relationships with SERVICE AND KNOWLEDGE PARTNERS (SKPs)
- d). All Knowledge and Service products will belong to I.N.D.I.A. TRUST. It should be the responsibility of the SERVICE AND KNOWLEDGE PARTNERS (SKPs) to protect the interest of I.N.D.I.A. TRUST and report whenever there is a violation in this regard.
- e). I.N.D.I.A. TRUST will organize NGO LEADERSHIP SEMINARS (on Capacity Building, Sustainable Development and Excellence in Partnership) for its SERVICE AND KNOWLEDGE PARTNERS (SKPs) at CHENNAI, TRICHY, MADURAI, THIRUNELVELI, COIMBATORE on a Quarterly basis.
- f). All SERVICE AND KNOWLEDGE PARTNERS (SKPs) are entitled to obtain any type of knowledge from I.N.D.I.A. TRUST for their growth, development and excellence.
- g). All expenses related to this partnership and promotion should be borne by the SERVICE AND KNOWLEDGE PARTNERS (SKPs) only.
- h). In the event if the Service and Knowledge Partners would like to request our I.N.D.I.A. TRUST officials to visit their area for training, consultancy and service support, the consequential expenses for travelling, boarding, and lodging for two personnel should be met by the SERVICE AND KNOWLEDGE PARTNERS (SKPs).
- i). SERVICE AND KNOWLEDGE PARTNERS (SKPs) are not allowed to appoint sub agents, distributors, propaganda specialists, and pressure groups under them. Only professional appointees or freelance consultants are allowed to work for this project under the formal understanding with the SERVICE AND KNOWLEDGE PARTNERS (SKPs). I.N.D.I.A. TRUST will be soliciting the personal profiles of those personnel from SERVICE AND KNOWLEDGE PARTNERS (SKPs).
- j). No geographical or territory will be earmarked because of the large beneficiary base of Tamil Nadu where in which all SERVICE AND KNOWLEDGE PARTNERS (SKPs) can work in any region/district of Tamil Nadu. Should there arise any conflict between two SERVICE AND KNOWLEDGE PARTNERS (SKPs) in their functioning area, the decision of I.N.D.I.A. TRUST will be final.

---

**DECLARATION:** I/We have read this 9 page document and have understood the Terms of Association.

\_\_\_\_\_ (SIGNATURE) \_\_\_\_\_ (NAME) \_\_\_\_\_ (DATE)  
\_\_\_\_\_ (DESIGNATION/POSITION) \_\_\_\_\_ (NAME OF THE NGO)