

*Collaborating for a brighter future*

**Thakur School Of Architecture And Planning,  
Mumbai.  
and  
Ethos**



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MEMORANDUM OF UNDERSTANDING  
between  
Thakur School Of Architecture And Planning,  
Mumbai.  
and  
Ethos

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## Ethos

was founded in 2002 by Ar. Gita Balakrishnan, as a response to a need for raising awareness about our built environment. Ethos is an initiative to bridge the gap between students and professionals from the ACED fraternity (Architecture, Construction, Engineering, and Design). It is an engaging and empowering platform for young professionals who are to be decision-makers in the years to come. Ethos Foundation is a recent addition to the Ethos bouquet to specifically address social and environmental concerns.

## Ethos's Achievements in 20 years:

A community of 100k+ people  
Network of 350+ Institutional associations  
Changing lives of 50k+ students  
Curator of 150+ competitions  
Host to 100+ Quizzes  
Mentor to 32k+ learners  
Collection of 200+ courses  
Rs 1 cr + prize money disbursed  
25+ no of projects completed for grants  
85+ Practices served  
100+ recruitments

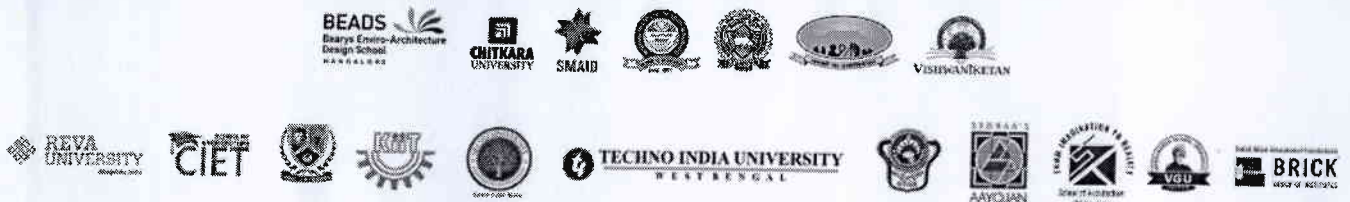
## Current Active MOUs with colleges

## Ethos Foundation

Arcause under Ethos foundation is a platform for acknowledging, enlisting, and actualizing the Social Responsibilities of Architects, Designers, Engineers, and others associated with the Construction field (ACED Fraternity). Arcause (Our Cause) is positioned to be flexibly interpreted as addressing the cause of the ACED fraternity and the fraternity supporting a cause. Arcause aims at nurturing sensitivities and actualizing the role of initiatives from ACED professionals and students in contributing to societal well-being.

## NAAC Benefits (about 17-18% of your scores!):

- Acedge - Criteria 1.3 Curriculum Enrichment
- Acedge - Criteria 2.3 Teaching-Learning Process
- Events, Acedge, Arcause - NAAC Criteria 3 (3.6 Extension Activities & 3.7 Collaboration)
- Acedge - Criteria 5 (5.2 Student Progression & 5.3 Student Participation)
- Arcause - Criteria 7.1 Institutional Values & Social Responsibilities



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MEMORANDUM OF UNDERSTANDING  
between  
Full name of the college with location,  
and  
Ethos

This Memorandum of Understanding (MoU) is drawn up and agreed upon to establish the initial framework for cooperation between the **Thakur School of Architecture and planning; B-Block, Thakur Educational Campus, Shyamnarayn, Shyamnarayan Thakur Rd, Thakur Village, Kandivali East, Mumbai, Maharashtra 400101** and **Ethos; 23, Woodlands Syndicate, 8/7 Alipore Road, Kolkata 700027, India.** **TSAP, Mumbai** has authorized **Ar. Dhiraj Salhotra** to enter into this MoU on its behalf as the **FIRST PARTY**.

**Thakur School of Architecture and planning; B-Block, Thakur Educational Campus, Shyamnarayn, Shyamnarayan Thakur Rd, Thakur Village, Kandivali East, Mumbai, Maharashtra 400101.**

AND

**Ethos** (hereinafter referred to as "Ethos", which expressions shall mean and include, unless repugnant to the context or meaning thereof its successors-in-interest and permitted assigns) has authorized **Ar. Gita Balakrishnan (Founder, Ethos; Trustee, Ethos Foundation)**, to enter into this MOU as the **SECOND PARTY**.

Ethos was started in 2002 by Gita Balakrishnan, as a response to a need for raising awareness about our built environment. It is an initiative to bridge the gap between students and professionals from the ACED fraternity (Architecture, Construction, Engineering, and Design) and is an engaging and empowering platform for young professionals who are to be decision-makers in the years to come.

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Ethos focuses on networking students of architecture and civil engineering across the country on a common platform that would facilitate easy dissemination of information and help build confident professionals who have been aware of the external situation right from the time of joining the graduate program.

The main objective of Ethos is to be the wind beneath the wings of young minds that are to shape our environment in the years to come.

Ethos Foundation was recently launched with Arcause as its major initiative.

Ethos's verticals include

- Ethos Events which focuses on Competitions, Quizzes, Events, and Workshops on Architecture, Construction, Engineering & Design (ACED) students.
- Acedge which hosts Online & live courses, lectures & discussions on Architecture, Construction, Engineering & Design (ACED)
- Arcause intends to acknowledge, enlist and actualize the social responsibilities of Architects, Designers, Engineers, and others associated with the Construction field (ACED Fraternity) to make a responsible and responsive impact on society & environment
- Industreal which focuses on content and curation services to connect the construction industry with the Architecture, Construction, Engineering & Design (ACED) Fraternity.

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"TSAP, Mumbai" and "Ethos" are hereinafter, wherever the context so admits, collectively referred to as the "Parties" and individually as a "Party".

AND WHEREAS the purpose of MoU is to establish an understanding of mutual cooperation between "TSAP, Mumbai" and Ethos and Ethos Foundation, providing a common platform for promoting industry-academia collaboration in the field of **research, training, and joint project implementation** which will be beneficial to both the Parties.

## Article I

### Objectives and Scope

The objective of this MoU is to connect students and faculty members with professionals to gain upgraded knowledge and learning to provide effective solutions to problems in the professional field.

Architects today are working under a constrained environment and are expected to assume and engage in multidisciplinary roles and teams. The student fraternity needs to be stimulated to make a difference to our built environment. This requires both the students as well as faculty to network with their peers all over the country. A collective approach will yield substantial change.

The initially proposed activities within the scope of the current MoU are

S. No	Activity	Description
1.	Lectures/ Workshops/ Seminar	Experts from Ethos will make presentations to students on relevant and interesting themes and also introduce courses/competitions to keep them up-to-date about our latest events in Architecture. Give <b>TSAP, Mumbai</b> first information on talks hosted through Ethos by Indian and International Architects, expert mentors from Sense N Sensibility, and other valuable FREE events.
2.	Dissemination of information on relevant courses, events, and campaigns.	Ethos will: <ul style="list-style-type: none"><li>● Share information on new curated content and FREE courses by Ethos for students and faculty.</li><li>● Make a channel for <b>TSAP, Mumbai</b> to access free courses on Acedge.</li></ul> In return, <b>TSAP, Mumbai</b> will disseminate information to its students and encourage them to participate in Competitions / Courses / Events/ by Ethos.



3.	Joint Initiatives for Arcause clubs and its outreach	<p>Through its vertical 'Arcause', Ethos shall provide a platform and guidance to students and faculty members to form their own Arcause Club and design their own campaigns based on the objectives and core areas listed and detailed in the Arcause Clubs Brief.</p> <p>The Thakur School of Architecture and planning will nominate a faculty member as the coordinator for the club and will inform and invite Students to form the club. The students and nominated faculty member/s can select a student President and together they will actively be part of the club and take up self-led initiatives to develop a sense of social responsibility and accountability.</p>
4.	Internships and Fellowships	Ethos, under Arcause, will be curating a limited number of Internship and Fellowship programs for students and young architects and will inform the college of the announcement. Interested students from <b>TSAP, Mumbai</b> may apply for the same when open and go through the due process.

### Article II: Roles and Responsibility

Ethos	TSAP, Mumbai
Ethos will be in charge of making presentations to students on relevant and interesting themes and courses/competitions to keep them up-to-date about our latest events in Architecture; the execution of the same will be undertaken by <b>TSAP, Mumbai</b>	<p><b>TSAP, Mumbai</b> shall Nominate Faculty and student ambassadors from each year to be added to a mail list/ Whatsapp group.</p> <p><b>TSAP, Mumbai</b> shall earmark an Ethos hour for Orientation and Interaction</p>



Additionally, if the College would like Ethos to arrange for experts and lectures Ethos may do so. The fee for Ethos' role will be decided based on the scope that will be outlined by TSAP, Mumbai from event to event.	TSAP, Mumbai can connect with Ethos if they need additional support for workshops and lectures.
Ethos will support the establishment and smooth functioning of the Arcause Club by engaging with students and faculty members periodically to provide orientation and interactions.	TSAP, Mumbai shall ensure active participation by their Arcause club of a minimum of 10 students with a Student President and a Faculty Advisor.
Ethos shall connect with and form groups with designated faculty and year-wise coordinators	TSAP, Mumbai will designate faculty and year-wise student coordinators
Ethos shall share first information on all courses, free or paid scholarships, and competition with TSAP, Mumbai. Course fee waivers and subsidies will also be offered by Ethos.	TSAP, Mumbai shall share details of Ethos registration with the students and ensure a healthy sum of students and faculty will register on <a href="http://www.ethosempowers.com">www.ethosempowers.com</a> (This registration is free of any financial cost)
Ethos shall curate multiple surveys on the teaching-learning systems, internships, outside classroom explorations, and much more.	TSAP, Mumbai shall spread the word on this survey and encourage the students to respond.
Ethos will share information about the fellowship and internship programs.	TSAP, Mumbai shall spread the word and motivate its students to apply for the fellowships and internships by Ethos.

Exclusive conditions for each kind of activity is given in Article-I, activity description. The processes and responsibilities given in each section of it will be followed by both parties.

Both parties agree not to use the LOGO or any brand identity material of one another without the permission of their true owner or responsible competent authority on any occasion or event. However, both parties may use each other's name and logo, while

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mentioning this partnership or MoU on their official website, or during the joint activities and events mentioned in this document in Article-I.

### **Article III: Duration, Termination, and Amendment**

1. The MOU will be effective from the date of signing by both parties for a period of up to FIVE (5) years and may be subject to extension by mutual consent of the Parties, expressed in writing. An Intermediate review may be conducted with mutual consent between both parties after 5 years.
2. Either party may terminate this MOU by giving ONE-month advance notice in writing to the other Party.
3. The provisions of the MOU may be amended at any time with the mutual consent of the Parties in writing.
4. The amendment, termination, and expiration of this MOU will not affect the terms of activities ongoing at the time of notification of amendment, termination, and expiration unless otherwise agreed upon between the Parties.
5. No action undertaken shall diminish the full autonomy of either institution, nor will either party impose any constraints upon the other in carrying out the agreement.
6. In case any dispute or misunderstanding arises the same shall be resolved through mutual discussions and cooperation between the respective heads of both parties.

#### Article IV: Contact Persons

The nodal officers for the said MOU from both sides would be as follows:

<b>TSAP, Mumbai</b> Name: Ar. Dhiraj Salhotra Designation: Principal, TSAP Address: Thakur School of Architecture and planning, B-Block, Thakur Educational Campus, Shyamnarayn, Shyamnarayan Thakur Rd, Thakur Village, Kandivali East, Mumbai, Maharashtra 400101 Email: tsap.principal@thakureducation.org Phone: +91 9821759455	<b>Ethos</b> Name: <b>Ar. Gita Balakrishnan</b> Designation: Founder, Ethos Email: Gita@ethosempowers.com Phone: +91 9831175272
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Signature: 

Date: \_\_\_\_\_

Name: **Ar. Dhiraj Salhotra**  
Designation: Principal  
Contact Details: +91 9821759455  
Email: tsap.principal@thakureducation.org  
**TSAP, Mumbai**

Signature Gita Balakrishnan

Date: 06.04.2023

Name: **Ar. Gita Balakrishnan**  
Designation: Founder, Ethos  
Contact Details: +91 9831175272  
Email: gita@ethosempowers.com  
**Ethos**