

MEMORANDUM OF UNDERSTANDING

between

Consumer Unity & Trust Society

and

Hotel Federation of Rajasthan

THIS MEMORANDUM OF UNDERSTANDING

is made on this 11th Day of July 2026, which is a Saturday

BETWEEN

Consumer Unity & Trust Society (CUTS), a registered non-profit, non-partisan international think tank having its headquarters at D-217, Bhaskar Marg, Bani Park, Jaipur - 302016, Rajasthan, India (hereinafter referred to as "CUTS");

AND

Hotel Federation of Rajasthan (HFR), a representative consortium of stakeholders in the tourism and hospitality sector, having its office at Hotel Raya Inn, 32 Power House Road, Opposite Railway Station, Sen Colony, Gopalbari, Jaipur – 302006, Rajasthan, India (hereinafter referred to as "HFR").

CUTS and HFR are hereinafter collectively referred to as the "Parties" and individually as a "Party".

PREAMBLE

WHEREAS CUTS is an independent public policy research and advocacy organisation working on issues relating to rules-based trade, effective regulation, consumer welfare, governance, and sustainable economic development;

WHEREAS HFR is a representative body of the hospitality and tourism industry in Rajasthan committed to promoting tourism, enhancing sector competitiveness, and supporting sustainable economic growth;

WHEREAS the Parties recognise the importance of evidence-based policymaking, industry engagement, institutional capacity building, and stakeholder collaboration in strengthening Rajasthan's tourism and hospitality ecosystem;

NOW, THEREFORE, the Parties record their mutual intentions as follows:

1. NON-BINDING NATURE

- 1.1. This MoU is intended solely as a statement of mutual intent and understanding between the Parties regarding potential areas of collaboration.
- 1.2. Except for Clauses relating to Confidentiality, Intellectual Property, Dispute Resolution, Use of Name and Logo, and any provisions expressly stated to survive termination, this MoU does not create legally binding obligations on either Party.
- 1.3. No activity contemplated under this MoU shall create any legal, financial, operational, fiduciary, employment, partnership, agency, or contractual obligation unless separately documented through a written agreement executed by duly authorised representatives of the Parties.
- 1.4. The activities described in this MoU are indicative only and may be undertaken subject to mutual agreement, resource availability, and applicable approvals.

2. PURPOSE

The purpose of this MoU is to establish a framework through which the Parties may collaborate in areas of mutual interest, including:

- 2.1. Knowledge exchange on policy, regulatory, and business environment issues relating to tourism and hospitality.
- 2.2. Capacity building through training programmes, workshops, seminars, webinars, and stakeholder consultations.
- 2.3. Research, policy engagement, and evidence generation on opportunities and challenges affecting tourism and hospitality in Rajasthan.
- 2.4. Exploration of programmes, initiatives, and platforms that may contribute to the competitiveness, inclusiveness, and sustainability of the sector.

3. SCOPE OF COLLABORATION

Subject to mutual agreement, the Parties may explore collaboration in the following areas:

- 3.1. Joint research studies, policy briefs, reports, assessments, and white papers.

- 3.2. Supporting tourism promotion initiatives, events, expos, and sectoral outreach activities undertaken by relevant stakeholders, including government agencies.
- 3.3. Co-organising roundtables, conferences, workshops, consultations, and knowledge-sharing events.
- 3.4. Developing sectoral reports and policy recommendations.
- 3.5. Sharing non-confidential information, insights, and evidence relating to tourism development opportunities, including underexplored regions of Rajasthan.
- 3.6. Supporting stakeholder engagement, industry dialogue, and evidence-based policy discussions.
- 3.7. Exploring opportunities for resource mobilisation, grants, sponsorships, partnerships, and funding support for mutually agreed initiatives.
- 3.8. All activities described under this Clause are indicative and non-binding and shall not create any financial, legal, operational, or contractual obligation on either Party unless formalised through separate written agreements executed by authorised representatives of both Parties.

4. ROLES AND RESPONSIBILITIES

CUTS may:

- 4.1. Provide research expertise, policy insights, analytical inputs, and evidence-based recommendations.
- 4.2. Facilitate stakeholder engagement and dissemination of research outputs.
- 4.3. Participate as a knowledge partner in selected initiatives, events, and consultations.

HFR may:

- 4.4. Provide industry perspectives and facilitate access to relevant stakeholder networks.
- 4.5. Facilitate industry consultations, surveys, assessments, and stakeholder interactions without any obligation on either Party to bear costs unless separately agreed in writing.

- 4.6. Promote mutually agreed outputs and initiatives through appropriate channels.
- 4.7. Explore funding opportunities, sponsorship arrangements, grants, and partnerships for mutually agreed initiatives without creating any obligation on either Party to secure, provide, contribute, reimburse, guarantee, or otherwise assume any financial commitment or liability.

5. GOVERNANCE AND COORDINATION

- 5.1. Each Party shall designate one representative to serve as the primary point of contact for matters relating to this MoU.
- 5.2. The designated representatives may coordinate discussions, information exchange, and potential collaborative activities under this MoU.
- 5.3. Either Party may change its designated representative by notifying the other Party in writing.

6. FINANCIAL ARRANGEMENTS

- 6.1. This MoU does not create any financial obligation on either Party.
- 6.2. Any financial arrangements relating to projects, studies, events, programmes, consultancies, travel, accommodation, staffing, logistics, or other activities shall be governed by separate written agreements.
- 6.3. Each Party shall bear its own costs incurred in connection with this MoU unless otherwise agreed in writing.

No Financial Liability

- 6.4. Nothing in this MoU shall be construed as creating any obligation on either Party to provide funding, financial contribution, reimbursement, sponsorship, grant support, in-kind contribution, staffing support, consultant engagement, event expenditure, travel expenditure, project expenditure, or monetary assistance of any kind unless expressly agreed through a separate written agreement.

7. INTELLECTUAL PROPERTY

- 7.1. Each Party shall retain ownership of its pre-existing intellectual property.

7.2. Ownership and usage rights relating to intellectual property generated through specific collaborative activities shall be determined through separate written agreements prior to commencement of such activities.

7.3. Neither Party shall commercially exploit jointly developed outputs without prior written consent of the other Party.

7.4. Nothing in this MoU shall be construed as granting any licence or transfer of intellectual property rights except as expressly agreed in writing.

8. CONFIDENTIALITY

8.1. Each Party shall maintain the confidentiality of information disclosed and identified as confidential or reasonably understood to be confidential.

8.2. Confidential information shall not include information that:

- a) is publicly available;
- b) is independently developed;
- c) is lawfully obtained from a third party;
- d) is required to be disclosed by law.

8.3. Confidential information shall be used solely for purposes contemplated under this MoU.

8.4. Confidentiality obligations shall survive for three (3) years following termination of this MoU.

9. DATA PROTECTION

Each Party shall comply with applicable data protection and privacy laws in relation to any personal or sensitive information exchanged pursuant to collaborative activities.

10. USE OF NAME, LOGO AND PUBLIC COMMUNICATIONS

10.1. Neither Party shall use the name, logo, trademark, branding, or identity of the other Party without prior written approval.

10.2. Public announcements relating to this MoU shall be made only after mutual consultation and consent.

11. NO PARTNERSHIP, AGENCY OR JOINT VENTURE

Nothing in this MoU shall be construed as creating:

- a) a partnership;
- b) a joint venture;
- c) an agency relationship;
- d) an employment relationship; or
- e) any fiduciary relationship
- f) between the Parties.

12. NON-EXCLUSIVITY

This MoU is non-exclusive. Each Party remains free to enter into similar arrangements with other organisations.

13. COMPLIANCE WITH LAW

The Parties shall endeavour to conduct collaborative activities in accordance with applicable laws, regulations, and ethical standards.

14. CONFLICT OF INTEREST

The Parties shall promptly disclose any actual or potential conflict of interest arising in connection with activities undertaken pursuant to this MoU.

15. FORCE MAJEURE

Neither Party shall be responsible for delays or inability to participate in contemplated activities due to events beyond its reasonable control.

16. AMENDMENT

This MoU may be amended only through a written instrument signed by authorised representatives of both Parties.

17. TERMINATION

17.1. Either Party may terminate this MoU by providing three (3) months' written notice.

17.2. Termination shall not affect any rights or obligations intended to survive termination, including confidentiality, intellectual property, and dispute resolution provisions.

18. DISPUTE RESOLUTION

18.1. Given the "Non-Binding Nature" of this MoU, the Parties shall endeavour to resolve any differences arising from the interpretation or implementation of this MoU through mutual consultation and dialogue.

19. DURATION

This MoU shall come into effect on the date of execution and shall remain in force for a period of three (3) years unless terminated earlier in accordance with Clause 17. The Parties may extend the duration through mutual written agreement.

IN WITNESS WHEREOF, the authorised representatives of the Parties have signed this Memorandum of Understanding on the date first written above.

For

**Consumer Unity & Trust Society
(CUTS)**



Madhvendra Singh Panwar

Assistant Director cum Executive
Assistant to the Secretary General

For

**Hotel Federation of Rajasthan
(HFR)**



Husain Khan

President

