



**Memorandum of Understanding for  
Cooperation and Exchange between  
World Unani Foundation (WUF),  
Lotus Holistic Institute (LHI) and  
Emirates Unani Doctors Association (EUDA) (as an Associate Member of WUF)**

This Memorandum of Understanding (MoU) is entered into on this 5<sup>th</sup> Day of November, 2024, by and between **World Unani Foundation (WUF)**, an organization dedicated to the global promotion of Unani medicine, **Lotus Holistic Institute (LHI)**, a holistic health institution, and **Emirates Unani Doctors Association (EUDA)**, an organization representing Unani practitioners in the UAE and promoting Unani medicine within the region, with the common goal of promoting Unani medicine through education, treatment, and research.

**1. Purpose**

The purpose of this MoU is to establish a framework of cooperation and collaboration between WUF, LWC and EUDA to promote Unani medicine through joint initiatives in education, research, treatment, and awareness campaigns.

**2. Areas of Cooperation**

The parties agree to cooperate in the following areas:

- **Educational Programs:** Organize conferences, workshops, seminars, and training programs on Unani medicine for students, practitioners, and the general public.
- **Research and Development:** Collaborate on research projects aimed at enhancing the understanding of Unani practices, herbal medicines, and their effectiveness in treating various health conditions.
- **Health Camps and Clinics:** Establish Unani health camps and wellness clinics to provide treatments based on Unani principles to the community, especially in underserved areas.
- **Publication and Awareness:** Jointly publish articles, brochures, and other informational material to increase awareness of Unani medicine and its benefits.
- **Collaborative Projects:** Develop and implement projects that foster the integration of Unani medicine with modern wellness practices, combining the strengths of both systems.
- **Development and Commercialization of Unani Products:** Jointly explore the development, production, and commercialization of Unani products based on Unani principles. Both parties will:
  - Conduct research into natural ingredients and formulations used in Unani medicine.
  - Develop new products that adhere to regulatory standards and market demands.
  - Collaborate in bringing these products to market through mutual branding and marketing efforts.
  - Share expertise in intellectual property, clinical trials, and product registration to facilitate commercialization on a national and international scale.



### 3. Roles and Responsibilities

- **World Unani Foundation (WUF)** will:
  - Provide expert guidance, resources, and educational material related to Unani medicine.
  - Coordinate research efforts in collaboration with Lotus Holistic Institute.
  - Promote Unani-based health and wellness programs internationally.
- **Lotus Holistic Institute (LHI)** will:
  - Provide infrastructure and resources for conducting workshops, health camps, and clinics.
  - Facilitate participation in research studies and contribute towards clinical trials for Unani treatments.
  - Organize wellness programs that integrate Unani medicine with holistic health practices.
- **Emirates Unani Doctors Association (EUDA)** will:
  - Contribute regional expertise on Unani medicine and provide access to a network of Unani practitioners in the UAE.
  - Support educational and public awareness initiatives in collaboration with WUF and LHI.
  - Facilitate research collaborations and clinical trials for Unani products within the UAE as per the standards and regulations provided by the MOH, DHA and related licensing authorities in UAE.
  - Assist in marketing and distribution of Unani products in the UAE and the Gulf region.

### 4. Funding and Financial Contributions

Funding contributions for specific projects will be mutually agreed upon by all parties on a case-by-case basis. Potential funding sources may include grants, sponsorships, and donations. All parties may jointly apply for such funding where appropriate.

### 5. Mutual Branding

In any program or event organized by WUF, LHI, or EUDA, the logos of all three organizations will be displayed to acknowledge the collaborative relationship and mutual support among the parties.

### 6. Duration

This MoU shall remain in effect for a period of 3 years, commencing from the date of signing, unless terminated by either party as provided in Section 8.

### 7. Intellectual Property

Any intellectual property resulting from joint activities under this MoU will be shared by all parties based on their contributions. Specific agreements related to intellectual property will be developed for each individual project.

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A handwritten signature in black ink, appearing to be "Benazir", with a horizontal line underneath.

A handwritten signature in black ink, appearing to be "HAB", with a horizontal line underneath.



## 8. Termination

This MoU may be terminated by any party with 6 months written notice, provided that ongoing projects at the time of termination are completed unless agreed otherwise by the parties.

## 9. Amendments

This MoU may be amended with the mutual written consent of all parties.

## 10. Dispute Resolution

Any disputes arising under this MoU will be resolved through mutual consultation and negotiation in good faith.

## 11. Signatures

In witness whereof, the undersigned duly authorized representatives of the parties have executed this Memorandum of Understanding on the date indicated below.

### World Unani Foundation

A handwritten signature in blue ink, appearing to read "Mohsin Dehlvi".

Name: Mohsin Dehlvi  
Title: President  
Date: 05-11-2024

### Lotus Holistic Centre

Name: Amina Al Haidan  
Title: CEO  
Date: 05-11-2024

A handwritten signature in black ink, appearing to read "Amina Al Haidan".

### Emirates Unani Doctors Association (EUDA)

A handwritten signature in black ink, appearing to read "Dr Benazir Quraishi".

Name: Dr Benazir Quraishi  
Title: President  
Date: 05-11-2024