



MEMORANDUM OF UNDERSTANDING

BETWEEN

**Marchioness: The Marketing & Advertising
Society, Bharati College**

And

GirlUp Agni

The Memorandum of Understanding is executed on 21st February 2025, between **Marchioness**, The Marketing & Advertising Society (hereinafter referred to as 'Marchioness') and **GirlUp Agni** (hereinafter referred to as 'GirlUp') witnesses as follows:

Party 1: Marchioness: The Marketing & Advertising Society

Party 2: GirlUp Agni

1. Objective/Purpose: This Memorandum of Understanding is focused on taking Marchioness as GirlUp's official **Media Partner** for educational purposes and enhancing the social media presence of the Second Party in **Short Film'25** dated 21st February 2025.

2. Third-Party Beneficiary Rights: In light of the parties' stated intentions, nothing in this MOU should be interpreted to provide third-party beneficiary status to anybody or anything. The rights, responsibilities, and duties outlined in this MOU are only valid and binding between the parties for Short Film'25.

3. Terms & Conditions

- Both parties promise to complete all the collaborative obligations.
- Both parties will ensure to maintain transparency, modesty & responsibility during Short Film'25.
- Provide each other with the best of their efforts for Short Film'25.

4. Responsibilities and Obligations

a. First Party Responsibilities

- The First Party recognizes the Second Party as its “**Collaborating Partner**”
- The First Party will assist the Second Party with promoting the Short Film.
- The First Party will assist the Second Party with enhancing its social media presence.
- The other deliverables include:
 1. One Instagram story for the audition (in one or two days).
 2. Two promotional stories before the screening day.
 3. One promotional reel before the screening.
 4. One Circulation to promote the screening in the WhatsApp groups.
 5. Repost 5 short film-related stories from GirlUp Agni.

b. Second Party Responsibilities

- The Second party recognizes the First party as its “**Media Partner**”
- The Second party will provide the First Party with high-resolution images and videos for better coverage of the event, if necessary
- The Second Party will provide the First Party with an official announcement post recognizing it as the **Official Media Partner** of the event
- The Second Party will announce the First Party as its “**Official Media Partner**” at the beginning of the event.

5. Duration of MOU: It will expire once a promotion reel of the film has been delivered to GirlUp Agni. This Memorandum of Understanding (MOU) applies to all previous cooperative cooperation activities, and it may be revised by mutual permission of the authorized authorities of both organizations. Upon signature by the authorized representatives of both parties, this Memorandum of Understanding will go into force and continue in effect until both parties agree to revisions or cancellations.

6. Confidentiality: Both parties to this MOU have agreed that when the project is completed or during the partnership period either party shall maintain confidentiality, neither party may divulge any information regarding the actions under this agreement or the business affairs or methods of the other without the consent of both parties.

7. Termination:

- This MoU shall expire once a promotion reel is delivered to GirlUp Agni and a final YouTube upload story is reposted.
- This MoU may be terminated by either party in case of a "material breach of terms" or "mutual agreement in writing".

8. Entire Agreement : This MoU constitutes the entire understanding between the parties and supersedes all prior agreements or understandings, whether oral or written.

Clause: In case of any loss incurred by either First Party or Second Party, neither of them can hold each other accountable for such losses.



Khushi Anand

President

Marchioness: The Marketing and Advertising Society



Lavanaya Singh

President

GirlUp Agni