

Memorandum of Understanding

This Memorandum of Understanding is made on 29 January, 2026 between two parties -

Party 1: Palaash (The Eco Club Bharti College, University of Delhi)

Party 2: DU Adda (Instagram Page: @du_adda)

This Memorandum of Understanding (MoU) sets for the terms and understanding between the Party 1 and Party 2 to collaborate as Media Partners for promotional and outreach activities, ensuring mutual benefit to both parties.

I. As per the agreement, **Palaash** promises to provide the following deliverables:

1. Provide 140 followers to the Instagram handle of DU Adda (@du_adda).
2. Circulation of promotional messages related to DU Adda in at least 10 WhatsApp groups comprising society groups and Bharati College student groups. (Upto 8 promotional messages max.)
3. Official announcement of DU Adda as Media Partner on the Instagram page of Palaash. (palaash.bharati)

II. As part of the agreement, DU Adda shall provide the following deliverables:

1. Collaboration on 4 Instagram reels with Palaash.
2. Promotion of the collaborative reels on the official Instagram page of DU Adda (@du_adda).

Terms and Conditions:

This agreement constitutes the entire agreement and there are no oral or any other representations regarding the subject of this agreement that are binding both the parties. All changes to this agreement must be in writing, signed by both parties.

In case of any dispute, both parties will work in a harmonious manner to resolve the disputes.

This MOU will terminate on 1 April 2026. It may be terminated early by either party in case of material breach of terms or by mutual agreement.

Signatories:

Party 1 (Palaash)



Dipakshi Yadav

(President, Palaash)



Party 2 (DU Adda)