



MEMORANDUM OF UNDERSTANDING

BETWEEN

Marchioness: The Marketing and Advertising Society, Bharati College

And

Jagriti: The Women Development Cell, Bharati College

The Memorandum of Understanding is executed on 25th August, 2024, between **Marchioness**, The Marketing & Advertising Society (hereinafter referred to as 'Marchioness') and **Jagriti**, The Women Development Cell (hereinafter referred to as 'Jagriti') witnesses as follows:

Party 1: Marchioness, The Marketing and Advertising Society, Bharati College

Party 2: Jagriti, The Women Development Cell, Bharati College

1. Objective/Purpose: This Memorandum of Understanding is focused on creating a foundation of taking Marchioness as Jagriti's **Media Partner** for educational purposes, and enhancing the social media presence of the Second Party in the **Protest March** dated on 28th August, 2024 from 1 pm.

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 to it for the Protest March.

3. Terms & Conditions

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

4. Responsibilities and Obligations

a. First Party Responsibilities

- First party recognizes the Second Party as its “**Collaborating Partner**”
- First Party will assist the Second party with the coverage of the event
- First Party will assist Second Party with enhancing their social media presence
- First party will be delivering creative ideas with respect to the event to the Second Party
- The other deliverables includes a relevant post and a reel summarizing the event

b. Second Party Responsibilities

- Second party recognizes the First party as its “**Media Partner**”
- Second party will provide the First Party with high resolution images and videos of the Protest March
- Second Party will be collaborating with the First Party on its relevant post and reels, effective hereafter

5. Duration of MOU: It will expire once the summarizing reel of the event has been delivered to Jagriti. This Memorandum of Understanding (MOU) applies to all previous cooperative cooperation activities, and it may be revised by mutual permission of the authorised authorities of both organisations. Upon signature by the authorised 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 parties shall maintain the 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 the summarizing reel is delivered to Jagriti after the conclusion of the Protest March.
- This MoU may be terminated by either party in the event 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,

**Bharati College,
DU**



Reena

President

Jagriti: The Women Development Cell