



MEMORANDUM OF UNDERSTANDING

BETWEEN

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

And

Bharati College Student Union

The Memorandum of Understanding is executed on 25th October, 2024, between **Marchioness**, The Marketing & Advertising Society (hereinafter referred to as 'Marchioness') and **Bharati College Student Union** (hereinafter referred to as 'BCSU') witnesses as follows:

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

Party 2: Bharati College Student Union

- 1. Objective/Purpose:** This Memorandum of Understanding is focused on taking Marchioness as BCSU's official **Media Partner** for educational purposes, and enhancing the social media presence of the Second Party in **Fresher's 2024** dated on 25th October, 2024.
- 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 Fresher's 2024.
- 3. Terms & Conditions**
 - Both parties promise to complete all the collaborative obligations
 - Both parties will ensure to maintain transparency, modesty & responsibility during Fresher's 2024
 - Provide each other with the best of their efforts for Fresher's 2024

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 and other necessary coverages of the event
- First Party will assist Second Party with enhancing their social media presence
- The other deliverables include collaboration with one or two DU-affiliated Instagram handles on the official posts, assistance by the Social Media Team in making the graphics/reels and regular updates of the event via Instagram stories

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 for better coverage of the event, if necessary
- Second Party will be collaborating with the First Party on its relevant post and reels, effective hereafter
- Second Party will provide the First Party with an official announcement post recognizing it as the **Official Media Partner** of the event
- Second Party will announce the First Party as its **"Official Media Partner"** in the beginning of the event.

5. Duration of MOU: It will expire once a wrap-up reel of the event has been delivered to Bharati College Student Union. 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 the wrap-up reel is delivered to BCSU after the conclusion of Fresher's 2024.
- 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

Khushi Anand

President

Marchioness: The Marketing and Advertising Society

Prerna Bhute
Prena Bhute

Vice President

Bharati College Student Union