



महाराष्ट्र MAHARASHTRA

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प्रधान मुद्रांक कार्यालय, मुंबई
प.मु.वि.क. ८००००९५
- 2 DEC 2017
सक्षम अधिकारी

श्रीमती. एस. वि. मसूरकर

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter referred to as MoU) Dated 15th December, 2017.

BETWEEN

SES's L. S. Raheja College of Arts, Commerce and Science (referred to as RAHEJA COLLEGE herein) represented by its Principal - Dr. Debajit N. Sarkar, an educational institution established under Sadhana Education Society whose address is at Sadhana Education Society's L.S. Raheja College Of Arts & Commerce, Relief Rd, Juhu, Santacruz (W), Mumbai- 400054, India. And shall include its lawful representatives and permitted assigns;

AND

M/S Goodlife (referred to as IIDE herein), Represented by its Proprietor Karan Shah whose address is at 5/26, Aryan Mahal, C Road, Churchgate, Mumbai - 20, India and shall include its lawful representatives and permitted assigns;

WHEREAS

- a) RAHEJA COLLEGE is an established institution for education in India.

07 DEC 2017

जोड़पत्र-9 Annot. Affidavit
पंचाल प्रतिज्ञापत्रासाठी Only Affidavit
मुद्रांक विकत घेणाऱ्याचे नाव Kishorina Chandra Upadhyay
मुद्रांक विकत घेणाऱ्याचे रहिवासी पत्ता Flat No. 204, B.A.L.L.B. Shri Prastha Complex, Mumbai
मुद्रांक विक्रीव्यवस्थेची नोंद घरी असुन Nalhasopara West Palghar

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07 DEC 2017

परवानाधारक मुद्रांक विक्रीव्यवस्थेची सही
मुद्रांक विकत घेणाऱ्याची सही
परवाना क्रमांक : ८००००९५
मुद्रांक विक्रीचे ठिकाण/पत्ता : अंधेरी कोर्ट वार असोशिएशन
एन. एम. कोर्ट, अंधेरी येथे रेशीमवा काजुला, अंधेरी (पूर्व), मुंबई - ६९.
शासकीय कार्यालय/ज्यायल्यारूमर प्रतिज्ञापत्र सादर करणेसाठी मुद्रांक
कागदाची आवश्यकता नाही. (सासन आदेश दि. ०१/०७/२००५) नुसार
ज्या कारणासाठी ज्यांनी मुद्रांक खरेदी केला त्यांनी त्याच कारणासाठी मुद्रांक खरेदी
केल्यासाठी ६ महिन्यात वापरणे बंधनकारक आहे.

- b) IIDE, an interactive educational institute for new age subjects.
- c) The Parties are desirous of entering into this MoU to declare their respective intentions and to establish a basis of cooperation and collaboration between the Parties upon the terms as contained herein.

AREAS OF CO-OPERATION

The Parties agree to collaborate efforts in the areas of:

- a) IIDE will provide course on Digital Media Marketing to students at Raheja College
- b) Providing small seminar pitch to students of Raheja College
- c) Fees collection done by Raheja College
- d) Rent free classroom space to conduct course in college
- e) Providing marketing assistance from faculty in college
- f) Permission to put up small banners on notice board in college
- g) Not allowing any other individual/company to provide courses/seminars to students in relative fields. Course field chosen: Digital Media Marketing.
- h) IIDE's remuneration should be disbursed within two weeks from the time of course completion.

DURATION AND TERMINATION

- a) This MoU shall remain in effect till 31st March, 2022.
- b) Any party can exit the MoU without consent of the other party

FINANCIAL ARRANGEMENTS

- c) Out of the total fee of INR 4000 per student, INR 1000 per student will be retained by the college.

d) Details about the course is enclosed in the proposal letter.

CONFIDENTIALITY

Each Party shall undertake to observe the secrecy of confidential information received from or supplied to the other Party during the period of implementation of this MoU or other agreements made pursuant to this MoU.

For purposes of this MoU, "confidential information" means any information whether prior to or hereinafter disclosed by a Party (the Disclosing Party) to the other Party (the Receiving Party) of this MoU involving technical, business, marketing, policy, know-how, planning, project management and other information, data and/or solutions in any form, including but not limited to any information which is designated in writing to be confidential or by its nature intended to be for the knowledge of the Receiving Party or if orally given, is given in the circumstances of confidence.

Both Parties agree that the provisions of this Clause shall continue to be binding between the Parties notwithstanding the termination of this MoU.

SETTLEMENT OF DISPUTES

Any difference or dispute between the Parties concerning the interpretation and/or implementation and/or application of any of the provisions of this MoU shall first be settled amicably through mutual consultation and/or negotiations between the Parties.

In the event of non-resolution, reference shall be made to a mediator jointly appointed by the Parties who shall mediate the dispute or difference in question OR the jurisdiction for the settlement will be in Mumbai.

REVISION, VARIATION AND AMENDMENT

Either Party may request in writing a revision, variation or amendment of this MoU. Any such revision, variation or amendment agreed to by the Parties shall be in writing and shall form part of this MoU.


Such revision, variation or amendment shall come into force on such date as may be determined by the Parties.

Any revision, variation or amendment shall not prejudice the implementation of any project, activity or operation arising from or based on this MoU before or up to the date of such revision, variation or amendment.

SIGNATORIES OF THIS AGREEMENT


Karan Shah
Proprietor
M/s Goodlife

Date: 15/12/2017
Place: Mumbai


Dr. Debajit N. Sarkar
Principal
Sadhana Education Society's L. S.
Raheja College of Arts & Commerce

Date: 15/12/2017
Place: MUMBAI



Witness 
(Neha Nikam, BMS Dept.)

Date: 15/12/2017
Place: Mumbai

**To,
The Management,
L.S. Raheja College of Arts & Commerce**

Subject: Introduction to Digital Marketing Course

Respected Ma'am,

IIDE is an interactive training institute, which imparts knowledge in field of Digital Marketing.

We would like to introduce our 'Digital Marketing' course in your college during this academic year time. It would be a good time for students to learn something new and add to their knowledge base. The best speakers of the industry share their knowledge and experience with the students giving them a gist of the practical world.

Our Objectives

- Main Objective: Fill in the '**employability gap**'
- Cross training – Interdisciplinary Education
- Bring in Digital Marketing as career opportunities
- Practical Application of their learnings.

Student benefit:

- Learn a new skill during their graduation tenure
- Understanding career opportunities by learning new subjects and also possibly working in such areas as interns.
- Add value to their resume.

In this document, we will be discussing:

1. Proposal
2. Course Information Sheet
3. Marketing/ Pre-launch Activities + Sample Poster & Certificate
4. Post Approval Procedure



J. Pan

Address: 1st Floor, Andheri Girls' Education Society (AGES), S.V. Road,
Near GK Gokhale Bridge, Between Sheth M. A. High School & Andheri
Station, Andheri West, Mumbai, Maharashtra 400058

Course Information for 'Social Media Marketing':

Course Curriculum	<ul style="list-style-type: none"> ● Social Platform Algorithms ● Advertising on Social Media Platforms ● Data Collection & Analytics ● Brand Case Studies ● Digital Marketing Overview
Duration	Total: 30 Hours(Including Practicals)
Date & Timings	To be Mutually Decided
Venue	L.S. Raheja College
Fees	Rs. 4000 per participant

This course will help students:

- Taking any business online and increase the company's sales using social media platforms (eg. Marketing on Facebook, Twitter, Youtube, Google and Instagram)
- Learn a totally new medium of advertising in a practical manner.
(eg. How to make and analyse Facebook & Google Ads)
- Understand the scope of the budding digital space
- **Internship Opportunity on Course Completion.**




Marketing/ Pre-launch Activities + Sample Poster & Certificate

Step 1: Conduct a seminar to understand the students' interests towards the topic. Feedback is taken during the seminar.

Step 2: Feedback report is provided to the college to see viability of conducting course.

Step 3: Post approval, the dates for course are finalized

Step 4: Begin offline & online marketing activities

Deliverables from College:

- Course Posters placed around the campus
- Email Announcement
- Fee Collection

Deliverables from IIDE:

- Seminar
- Online Marketing to the students

Note: The process takes anywhere between 25- 30 days post seminar to successfully launch a course.

Post Approval Procedure

1. Confirm the proposal from your end.
2. Confirm Seminar Dates & Execute it.
3. Post positive viability, signing of the MoU between IIDE & L.S. Raheja College of Arts & Commerce.
4. Course Commences on agreed upon date.



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