

കേരളം KERALA

CW 615801

## MEMORANDUM OF UNDERSTANDING (MoU)

between

St. Albert's College (Autonomous), Ernakulam, Kerala, India.

and

Nalla Relations, Kaloor, Kerala, India.

This Memorandum of Understanding (MoU) is signed on the 17<sup>th</sup> day of March 2021 between St. Albert's College (Autonomous), Ernakulam, Kerala, India (hereinafter referred to as "ALBERTS") represented by its Chairman, Fr. Antony Arackal as the **first party** and Nalla Relations, Kaloor, Kerala, India (hereinafter referred to as "NALLA"), represented by its Founder and Chief Media Consultant, Manoj Manuel as the **second party**. First Party and Second Party may be collectively referred to as the "**Parties**" or individually as a "**Party**."

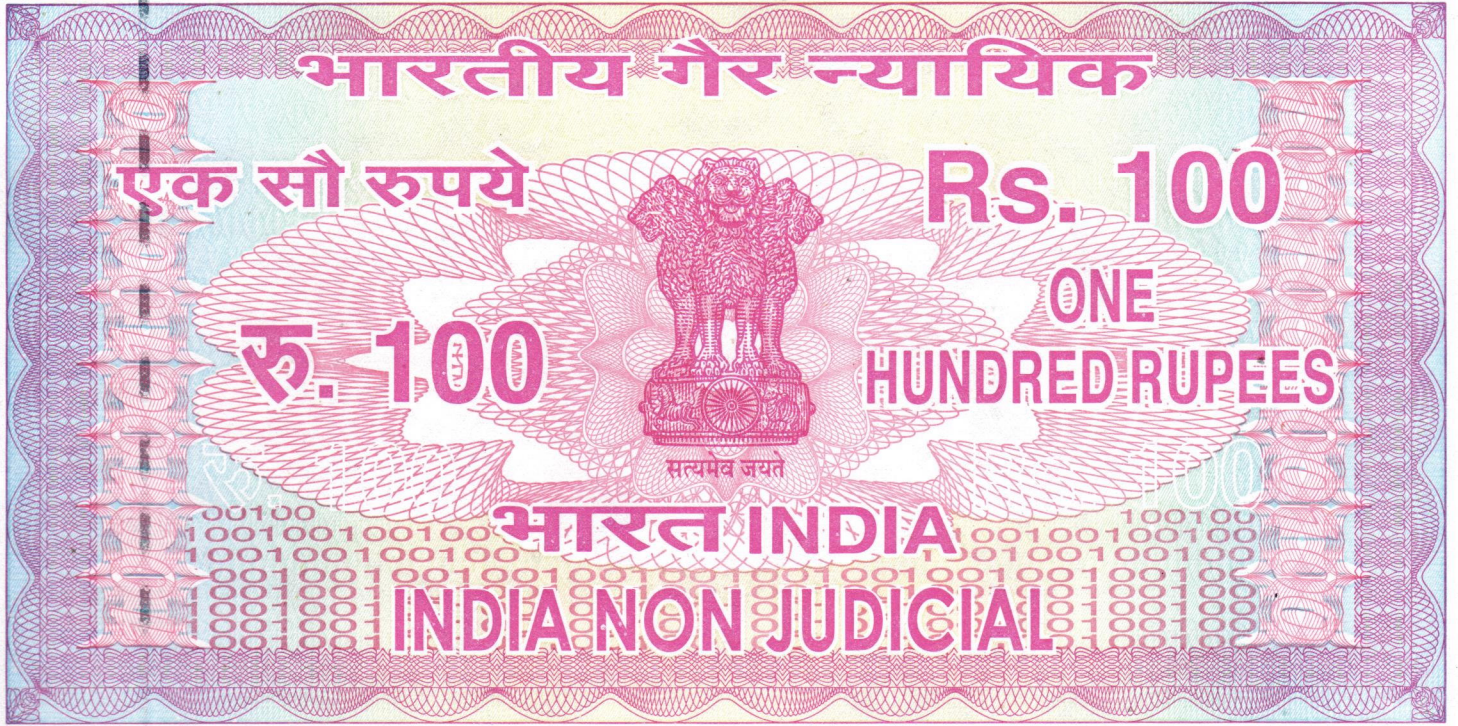
No. 6874 Date 5 03 2021  
Value of Rs. 100/-  
Sold To: St. Albert's College (Autonomous)

JAYAKUMAR . G  
Stamp Vendor  
High Court of Kerala  
Ernakulam  
Fr. ANTONY ARACKAL  
CHAIRMAN

ST. ALBERT'S COLLEGE (AUTONOMOUS)  
ERNAKULAM, KOCHI - 18







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CW 615803

**Purpose**

**Whereas**

1. ALBERTS is an autonomous college based in Ernakulam, Kerala offering 46 programs in both UG and PG and 10 research degrees.
2. ALBERTS, through its Department of Journalism and Mass Communication, is desirous to associate with NALLA on various areas as discussed in the purview of this MoU, which will be mutually beneficial to both organizations.

**Whereas**

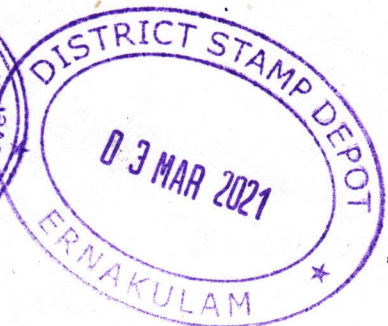
3. NALLA is a leading Public Relations agency operating in Kochi. They offer all Media related services including Press Meet Coordination, Media Publicity, Digital Marketing and Media consultancy.
4. NALLA is desirous to associate with ALBERTS on various areas as discussed in the purview of this MoU, which will be mutually beneficial to both organizations.

No. 67974 Date 15.03.2021  
Value of Rs. 100  
Sold To: St. Albert's College (Autonomous)

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CHAIRMAN

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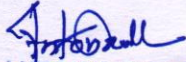
**NOW THEREFORE THIS MEMORANDUM OF UNDERSTANDING WITNESSES AS FOLLOWS**

ALBERTS and NALLA recognize that this collaboration would be of mutual benefit and would provide strengths in research and education and their mutual interest in engaging themselves in academic and industrial cooperation. As per the purpose of the said agreement, all the parties shall undertake the following activities with the approval of the authorized signatories.

1. NALLA shall deliver live cases/problems faced in the industry where the students of ALBERTS can have access for class-room discussion. The outcome of such discussions may be shared with NALLA for evaluation/assess the practicality of the solution to the existing problem.
2. NALLA shall support ALBERTS in having industry experts as mentors for their students with no monetary obligation on either party and these mentors would be supporting the students for their smooth transition from Campus to Corporate.
3. NALLA shall deliver industry lectures at ALBERTS for the development of students with no monetary obligation on either party.
4. NALLA shall issue single entry passes for students from ALBERTS and any other institution proposed by ALBERTS for an industrial visit.
5. NALLA shall support ALBERTS in having industry experts as mentors for their students with no monetary obligation on either party and these mentors would support students in their smooth transition from Campus to Corporate.
6. NALLA shall deliver industry lectures at ALBERTS for the development of students with no monetary obligation on either party.
7. NALLA shall offer two (2) weeks to one (1) month Internship for the students of ALBERTS (ALBERTS will provide the list of students who are interested to avail this internship opportunity.)

**Costs**

8. Each Party will be responsible for its own costs in connection with all matters relating to collaborations under this MoU. Where possible and appropriate, the Parties may also seek

  
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CHAIRMAN  
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funding for collaborations from any research organization funding. Common Costs shall be shared equally.

9. Where applicable, the fee for services from NALLA to ALBERTS and vice-versa will be as agreed with the approvals of the signatory authorities.

### **Applicable Law and Jurisdiction**

10. Any disputes or issues of interpretation with regard to this MoU shall be resolved amicably between the Parties. In case no amicable solution is found such disputes or issues shall be submitted to the exclusive jurisdiction of three arbitrators mutually agreed by the parties. The arbitration proceedings shall be conducted in English. The seat of the arbitration shall be in a mutually agreed location. This MoU shall be governed by and construed under the laws of India and would be tried in the jurisdiction of courts in Ernakulam district.

### **Indemnity**

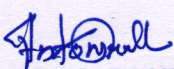
11. Each Party agrees to protect, defend, indemnify and hold harmless the other Party and their related parties from and against all liability, claims, loss, damage, and costs (including legal costs and expenses) due to deficiency in performance of any acts under this MoU.

### **Assignment**

12. Neither party will assign its rights or obligations under this MoU without the prior written consent of the other Party, however such requests shall not be withheld unreasonably. This MoU will be binding upon the Parties and their respective legal successors and permitted assigns.

### **Confidentiality**

13. The Parties agree that there is no intention to share any confidential or proprietary information in any collaboration under this MoU. If either Party wishes to disclose information it considers to be confidential or proprietary to the other Party, the Party needs to take prior written consent of the other Party.
14. Students might be working on confidential projects and should not be disclosing any confidential information. Students cannot share data collected during the study in any of

  
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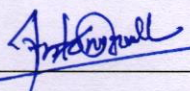


their assignments, however are free to share their learnings without impacting confidentiality agreements with clients.

### Tenure of MoU

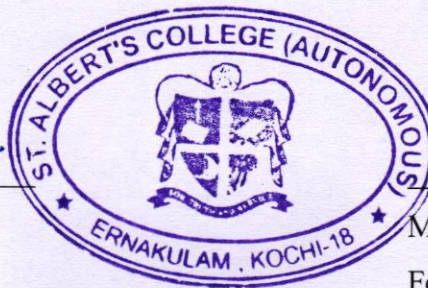
15. This MoU shall be effective for a period of five (5) years from the date of execution of this agreement, and can terminate or amend this agreement by giving the other party a written notice one (1) month in advance.

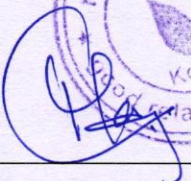
The Parties to this Memorandum of Understanding hereby confirm their agreement to its terms by the following signatures:

  
Fr. Antony Arackal

Chairman

St. Albert's College (Autonomous)

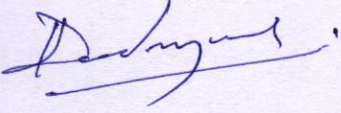



  
Manoj Manuel

Founder and Chief Media Consultant

Nalla Relations



Principal: 

Witness 1: 

HoD: 

Nikitha Shaji Thomas

Witness 2: 