

Memorandum of Understanding

Between

Shoolini University,
Solan, Himachal Pradesh

and

Public Relations Council of India
Chandigarh Chapter

This agreement is made this 18th day of December 2020 between **Shoolini University**, located at Solan, Himachal Pradesh, India, and **Public Relations Council of India Chandigarh Chapter (PRCI)**.

In the spirit of friendship and with mutual interest in bringing about excellence in the study and practice of public relations and communication, Shoolini University and PRCI enter into this Memorandum of Understanding (MoU) to promote joint educational and cultural collaboration and agree as follows:

ARTICLE 1: SCOPE OF COLLABORATION

1.1 Areas of collaboration may be proposed by either institution and may include, but are not limited to the following areas to begin with:

- a. Collaboration in all disciplines of communication management
- b. PRCI offers to provide communication professionals for guest lectures to the students;
- c. PRCI shall work with the faculty of mass communication and business management for conducting workshops or interactive sessions for upgradation of skills and knowledge about latest trends in the field;
- d. PRCI shall conduct programmes for faculty and the students through invited guests, either online or on ground, viz, discussions, quiz programmes, competitions, case studies presentations, etc;
- e. PRCI shall help in setting up a Young Communicators Club and work with them in organizing various programmes and activities to inculcate leadership qualities and communication skills amongst students.
- f. PRCI shall organize a career counseling session in the field of media and entertainment industry
- g. For all these activities, PRCI shall expect Shoolini University's full support and cooperation.
- h.

ARTICLE 2: PRCI Young Communicators Club

2.1 Shoolini University shall form PRCI Young Communicators Club and appoint a member/s of the faculty as Coordinator/s in the University to organize various activities.

- a. Each year every student in mass communication/advertising/journalism /electronic communication / events management / business management may be enrolled as part of the PRCI YCC
- b. The YCC shall chose one representative and for each of the activity/project, YCC can assign any student to head the project;
- c. Though YCC activities can be self-supporting and students can raise their own funds to organize activities in consultation with Chandigarh Chapter of PRCI
- d. Each YCC student shall be required to work on one social communication project and submit it to PRCI, for which every participant shall receive a certificate and winning three entries may get a prize too.
- e. YCC can suggest activities and keep the PRCI Chandigarh Chapter informed.

ARTICLE 3: USE OF NAME

Shoolini University and PRCI may use the name, logo, image or other intellectual property of either of the other parties for any advertising, marketing, endorsement or any other material for public information. Shoolini University may refer to the affiliation with PRCI in its brochures and other public information materials.

ARTICLE 4: ENTIRE AGREEMENT

This Agreement constitutes the entire agreement and understanding between the parties as to the subject matter hereof and supersedes all prior discussions, agreements and undertakings of every kind and nature between them, whether written or oral, with respect to such subject matter. This Agreement may subsequently be modified only by a written document executed by both parties.

Signed this day, the 18th of December 2020.

For Shoolini University



Name: Prof Sunil Puri

Designation: Registrar

for PRCI Chandigarh Chapter

Vivek Atray

Chairman