



श्री राम कॉलेज ऑफ़ कॉमर्स SHRI RAM COLLEGE OF COMMERCE

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Memorandum of Understanding (MOU)

This Memorandum of Understanding (MOU) is made and entered into on this 21st of March 2024, by and between:

Shri Ram College of Commerce (SRCC), Global Business Operations (GBO)

And

Learning while Travelling Academy

Background:

SRCC GBO is organizing an event titled "Yugantar- Management Conclave, 2024" to be held from April 4th to April 6th, 2024. This event aims to provide a platform for students to engage with contemporary business challenges and explore innovative solutions. LWT Academy has agreed to support this event as a knowledge Partner.

Purpose:

The purpose of this MOU is to outline the terms and conditions of the collaboration between SRCC GBO and LWT Academy for the a forementioned event.

Terms and Conditions:

1. Deliverables Expected from LWT Academy:

- Flight Ticket Scholarship to Singapore to attend ISET 2024 to Winners + Runners Up (around 10-12 Tickets max)
- Would provide Case Study Materials
- We would provide Judges and speakers if required (2 in number related to business/management) for the event.

2. Deliverables Expected from SRCC GBO:

- Learning while Travelling (LWT) as the ecosystem/knowledge partner for the event.
- Details of the winners and participants as in Ph no., Email ID post week event completion.
- Endorsement of our company through social media pages (posts).
- Presence of our company's logo through your website & Sharing our product/service details with the student community/participants

1. Brand Representation:

- 25 by 25 feet big poster featuring sponsor's logo.
- Multiple standees and hanging posters placed strategically around the college campus.

2. Marketing Channels:

- Email Marketing:
 - Conducted through the PR cell of the course, reaching targeted audiences.

3. Campus Promotion:

- Distribution of Pamphlets:
 - Prominent distribution across campus to increase brand visibility.

4. Social Media Reach:

- Cumulative reach of 5000+ across various platforms:
 - Instagram
 - Facebook
 - LinkedIn
 - WhatsApp

5. Online Presence:

- Google Review:
 - Encouraging event attendees to leave positive reviews, boosting online reputation.
- Product Review:
 - Opportunity for sponsors to showcase their products and receive feedback from participants.

6. Sponsor-exclusive informative/interactive stalls:

- Engage directly with event attendees, showcase products/services, and conduct activities.

3. Intellectual Property Rights

The Parties acknowledge and agree that any and all rights, title, and interest in and to all Intellectual Property Rights in any materials, brands, names, logo, provided by a Party shall remain the exclusive property of such Party, and that the other Party does not have any right, title or interest in or to such Party's Intellectual Property Rights other than such as expressly granted under this MoU or agreed between the parties in writing.

The Parties hereby grant to the other Party a limited non-exclusive license to use the other party's name and the accompanying logo, service/brand trademarks (the "Licensed Marks") solely in connection with

fulfilling their respective obligations under this agreement and only for the duration of this MOU. The Parties undertake not to use or infringe the Licensed marks of the other party for any purpose other than to fulfill obligations under this agreement.

Closing Remarks:

We believe that this partnership will be mutually beneficial for both stakeholders. Furthermore, it will enable in building better relations between Shri Ram College of Commerce and “LWT Academy” and provide opportunities of collaborations and partnerships in future. We look forward to this engagement and are open to creative ideation and deliverables to ensure that LWT Academy have an effective partnership with HELIOS, SRCC GBO.

In Witness Whereof, the Parties here to have executed this MOU as of the date first above written.

Signed for and on behalf of SRCC GBO:



Ms. Alisha Chandra

Position: President (Helios)

Date:21-03-2024

Signed for and on behalf of LWT Academy:



Vishal Kumar

Founder, LWT

Date: 22.03.2024