



## **MEMORANDUM OF UNDERSTANDING**

This Memorandum of Understanding (MoU) for collaboration is made on July 06, 2019 between:

**L.V. Prasad Film and TV Academy**, Prasad Studios Campus, 28, Arunachalam Rd, Saligramam, Chennai, Tamil Nadu 600093, India

L.V. Prasad Film & TV Academy is part of Prasad Group, Asia's largest provider of post-production services. The group has been at the forefront of technological developments, a trendsetter and a guiding light to the Indian postproduction industry. Prasad Group includes Prasad Productions Pvt. Ltd., Prasad Digital Film Laboratories, Prasad Corporation Pvt Ltd (EFX), Digital Film Technology GmbH, Prasad Media Corporation Ltd., Prasad Recording Studios, Prasad Panavision, Prasad Extreme Digital Cinema Network and Prasad Corp - U.S.A. The group has major production facilities and offices in Chennai, Mumbai, Hyderabad, Bangalore, Thiruvananthapuram, Bhubaneswar, Kolkata, USA, UK, Germany and Japan.

The idea of a film academy sprouted in our Founder Mr. L.V. Prasad's mind as early as the 1950s. But it was later in 2005 that his son Mr. Ramesh Prasad made the dream come true and in turn served hundreds of aspiring young film makers realize their dreams. While cinema is a cultural artifact, the film industry is market driven. A true marriage of academia and industry, L V Prasad Film & TV Academy blends educational rigor with professional practice that ensures students are trained with creative inputs geared to meet industry needs. At L.V. Prasad Film & TV Academy, we believe that it is not merely the training to use high-end technology that matters but it is the moulding of minds that drives great cinema.

A significant highlight of L.V. Prasad Film & TV Academy is that it is located inside Prasad Studios and Prasad Digital Film Lab Campuses. The students will be learning in this busy and working environment. They will have access to interact, in a structured manner, with various film technicians and creative artistes who visit our facilities. This will inspire the students and allow them to show their own works and discuss ways of making them better.

With campuses located in Chennai, Bangalore & Thiruvananthapuram, L.V. Prasad Film & TV Academy offers state-of-the-art training facilities and highly experienced faculty.

And

**Sathyabama Institute of Science and Technology, , Rajiv Gandhi Road, Jeppiaar Nagar, Chennai - 600119, Tamil Nadu**

SATHYABAMA Institute of Science and Technology was established in the year 1987 to promote technical education in the state of Tamil Nadu. Sathyabama Institute of Science and Technology is established under Sec 3 of UGC Act,1956. Its one of the Pioneer institutions, imparting knowledge in the areas of Engineering, Science, Technology and Management. It is accredited with "A" grade by NAAC and declared as category A university by MHRD, Government of India. The Institution has also been certified with 'DNV-GL ISO 9001:2015' for its commitment to quality and continuous improvement. The Institution offers multidisciplinary academic programmes at Under graduate, Post graduate and Doctoral level.

Both parties hereto, recognizing the benefits of establishing links, wish to strengthen the ties between their respective institutions by entering into this Memorandum of Understanding ("MOU").



**NOW IT IS HEREBY AGREED**

1. The purpose of this MOU is to agree that **L. V. Prasad Film and TV Academy** and **SATHYABAMA Institute of Science and Technology** will be academic partners. L. V. Prasad TV and Film Academy will host faculty and students from Sathyabama and provide them a tour of the facility and explain the working of the film industry post production workflow.
2. The development and implementation of specific activities with any commercial implications further developed under this MOU will be the subject of formal written agreements negotiated and entered into separately, which will deal with the financial arrangements, confidentiality, ownership and use of intellectual property, publication of articles or other work and other relevant matters.
3. It is understood and accepted that this MOU is a non-commercial arrangement.
4. Both Parties agree that staff and students of either institution engaged in activities under this MOU shall carry out these activities in accordance with the laws and regulations of their respective institutes after full consultation and approval.
5. This MOU may only be amended by a written agreement signed by a duly authorized representative of each Party.
6. This MOU shall commence on the date of its execution by the last party to sign and shall remain in force for a period of 1 year. Each party shall review the status of the MOU at least three months before the end of the one-year period to determine whether it wishes the MOU to continue and, if so, whether any modifications are required. The period of validity of this MOU may only be extended by the mutual written consent of both Parties.
7. Either party may terminate this MOU by giving three months' notice in writing to the other.
8. Nothing in this MOU shall be construed as creating any legal relationships between the Parties. This MOU is a statement of intent to foster genuine and mutually beneficial collaboration.

**IN WITNESS** whereof this Agreement has been executed on the 6<sup>th</sup> day of July 2019

**Signed for and on behalf of**

**L. V. Prasad Film and TV Academy**

**Mr. Mohan Krishnan**  
Director - Sales & Marketing



**Signed for and on behalf of**

**Sathyabama Institute Of Science And Technology**

**Dr. S. Sundar Manoharan**  
Vice Chancellor

**Dr. S. SUNDAR MANOHARAN, Ph.D.,**  
VICE CHANCELLOR

**SATHYABAMA**  
INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)  
Jeppiaar Nagar, Rajiv Gandhi Salai,  
Chennai - 600 119.

