



SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)



PUBLIC RELATIONS SOCIETY OF INDIA
CHENNAI CHAPTER

**MEMEORANDUM OF UNDERSTANDING
BETWEEN
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
CHENNAI**

AND

**PUBLIC RELATIONS SOCIETY OF INDIA (PRSI), CHENNAI CHAPTER,
CHENNAI**

This Memorandum of Understanding (MOU) sets the terms and understanding between the **Sathyabama Institute of Science and Technology** –Deemed to be University of Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119, Tamilnadu, INDIA (“**Deemed University**”) and the **PUBLIC RELATIONS SOCIETY OF INDIA (PRSI), CHENNAI CHAPTER, CHENNAI**, Tamil Nadu, India as an Industry connect throughout the academic year in exploring synergies between both entities in a mutually beneficial way, thereby enhancing the learning process of the aspiring talents. This MOU is entered into on the date of last signature below (“Effective date”) by and between the two parties mentioned above.

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY is one of South India's premier Academic and Research universities that offers multi-disciplinary academic programmes in various fields of Engineering, Science, Technology and Management. It is established under Sec.3 of UGC Act, 1956 and is been Accredited with ‘A’ Grade by the National Accreditation and Assessment council. The Institution has a team of dynamic and outstanding faculty, innovative pedagogical practices, state of the art infrastructure and world class research facilities.

Public Relations Society of India (PRSI), Chennai Chapter, Chennai, Tamil Nadu, India

Public Relations Society of India (PRSI), the national association of PR practitioners was established in 1958 to promote the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. The society functioned as an informal body till 1966 when it was registered under the Indian Societies Act XXVI of 1961, with headquarters in Mumbai. The father-figure of professional PR practitioners in India, Kali H. Mody, was the founder President of PRSI from 1966 to 1969. Chapters were launched in Mumbai, Delhi. Chennai and Kolkata till 1969. The management of the Public Relations society of India is vested in the National Council, consisting of representatives elected by all the regional chapters. The members of the society are public relations practitioners from Multinationals, Govt., Public and Private sector, Academics and PR consultants.

PRSI Chennai Chapter

The PRSI Chennai Chapter, formed in 1968, has served as a forum for communicators of the major Tamilnadu-based corporate houses and PR practitioners. Our 100+ membership is largely drawn from Corporate Communicators of leading private and public sector business organisations, the Government sector, NGOs, PR Consultants, Advertising professionals and PR educationists. The Chapter has strong linkages with PRSI, the national body.



Reflecting corporate trends, PRSI Chennai has consciously subsumed the disciplines of Public Relations and Corporate Communications in its scope and focus. The Chennai Chapter has an ongoing tradition of successfully organising seminars, workshops, site visits and training programmes besides monthly meetings, collectively covering 360° communications. It has a strong industry-institution association and Communication students benefit immensely out of apprenticeships and the opportunity to learn from the practitioners.

Purpose

The objective of this engagement is to explore opportunities to collaborate with your Institution and the students, thereby providing them opportunities to apply their learning practically and gain experience through the exercise. The purpose of this MOU is to document, among others, the parties' intentions of collaborating with the University to deliver the Programs under the initiative of creating a space for the Training Programs, Internships and Eminent talks as mutually agreed. ("**Purpose**").

The above goals will be accomplished by undertaking activities that include but not limiting to Onsite and offsite content making projects, Intra and Inter college contests, media marketing exercises, Internships, Seminars, industrial visit, Workshops thereby creating a practical learning approach for the aspiring talents.

In consideration of the mutual promises contained herein, the parties hereby agree as follows:

1. Scope of activities.

(a) Public Relations Society of India (PRSI), Chennai Chapter, Chennai will undertake the following activities:

- i. **Public Relations Society of India (PRSI), Chennai Chapter, Chennai** shall conduct Training Programs covered under the Institution's MoU.
- ii. Support with training Materials and certificate of participation to the internship training attendees;
- iii. Support University in delivering various Workshops on different subjects design various training programs for visual communication students and faculty members in the area of Public Relations, Advertisement, MARCOM, latest PR technology, content development and (Training Programs') and other topics as per **Public Relations Society of India (PRSI), Chennai Chapter, Chennai** current list of Training programs that is attached hereto

(b) University/College will undertake the following activities:

- (i) Provide the necessary infrastructure such as laboratories, workshop training, audio visual equipment, copying facilities, for conducting the various training programmes as per the requirement of **Public Relations Society of India (PRSI), Chennai Chapter, Chennai**;
- (ii) In case of training or internship work: to allow / facilitate students to carry out project work as part of learning and hands on experience;
- (iii) Support **Public Relations Society of India (PRSI), Chennai Chapter, Chennai** to do promotion and marketing; and



2. **Non-exclusivity.** For the avoidance of doubt, the arrangement between the parties as described herein is on a non-exclusive basis and nothing herein precludes either party from entering into similar arrangements with other third parties or like partners.
3. **Confidentiality.** The parties agree to the following:
 - (a) By virtue of this MOU, the parties may have access to information that is confidential to one another ("**Confidential Information**"). Confidential Information shall include all information clearly marked or identified as confidential and any other information which would reasonably be understood to be confidential.
 - (b) A party's Confidential Information shall not include information which (i) is or becomes a part of the public domain through no act or omission of the other party; (ii) was in the other party's lawful possession prior to the disclosure and had not been obtained by the other party either directly or indirectly from the disclosing party; (iii) is lawfully disclosed to the other party by a third party without restriction on disclosure; or (iv) is independently developed by the other party without breach of the MOU.
 - (c) The parties agree, both during the term of this MOU and for a period of one (5) years after termination of this MOU, to hold each other's Confidential Information in confidence. The parties agree not to make each other's Confidential Information available in any form to any third party or to use each other's Confidential Information for any purpose other than the implementation of this MOU.
 - (d) If in order to fulfill the purposes of this MOU it is necessary for the party receiving Confidential Information to copy all or a portion of the Confidential Information of the disclosing party, the receiving party may do so for the said purposes and no other purpose.
 - (e) Upon termination of this MOU, whether by termination or otherwise, whichever is earlier, each party shall immediately return the Confidential Information of the other party or shall certify in writing signed by its authorized representative that the Confidential Information of the other party has been destroyed.
 - (f) The intellectual property belongs to the respective parties. Any unauthorized usage of any training material and or any intellectual property delivered as a part of training or training delivery, which is provided by **Public Relations Society of India (PRSI)**, Chennai Chapter, Chennai or its associates, or it's copying for self-use or use by any other related or un-related companies of Sathyabama is not allowed.
4. **No claims.** Except for the confidentiality obligations in Clause 4, no party shall make a claim against, or be liable or obligated to, the other party or its affiliates or agents for any damages or costs, including direct, indirect, special, incidental, consequential, or punitive damages, under any theory of law, including, without limitation, damages or costs for lost profits or business opportunity or injury to business reputation as a result of:
 - (a) The failure to fulfil any obligation, expectation or evaluation described in this MOU;
 - (b) Any act or omission by a given party hereunder; or
 - (c) Failure to enter into any other agreement.



5. **Funding.** There shall be no commitment of funds by both parties as part of this engagement. In case, if **Public Relations Society of India (PRSI)**, Chennai Chapter, Chennai conducting workshops, seminars with their own industrial experts can be paid based on the terms shall be as discussed and mutually agreed.
6. **Costs.** Each party shall bear all of its costs and expenses which it may incur in fulfilling its obligations and responsibilities set forth in this MOU.
7. **Governing law.** This MOU shall be governed by and construed in accordance with the laws of India, without regard to conflict of law principles, and the parties submit to the exclusive jurisdiction of the Indian Courts.
8. **Resolution of disputes.** If any question or situation should arise which is not expressly provided for in this MOU, the same shall be resolved by joint consultation between the parties in the spirit of mutual cooperation.
9. **Term.** The duration of this MOU shall be (5) years commencing from the Effective Date and is automatically renewed for the subsequent year unless the other Party is notified two months in advance.
10. **Period of validity.** This MOU is at-will and may be modified by mutual consent of authorized officials from the two partners. This MOU shall become effective upon signature by the authorized officials from both the partners and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from both the partners this MOU shall end on (end date of partnership). This contract is revocable and has duration of 5 years, from the date of signing by both the parties. After a period of 5 year, the extension of this contract shall be decided mutually and agreed and signed as a written agreement.
11. **Termination.** This MOU may be terminated by either party giving the other party ninety (90) days' prior notice in writing. However, any termination shall not hinder completion of current obligation of either parties. Standard Force majeure clause as applicable in India shall apply.

Reporting

Mr. SATYAN C BHATT, CHAIRMAN of PUBLIC RELATIONS SOCIETY OF INDIA (PRSI), CHENNAI CHAPTER, CHENNAI, will coordinate with Mr. N. RAJA, Assistant Professor, Dept of Visual communication, Sathyabama Institute of Science and Technology, Deemed University, Chennai with respect to periodic assessment of the engagement and create a monthly report for stakeholders' reference.



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CHENNAI CHAPTER

IN WITNESS WHEREOF, the parties have caused this MOU to be executed by their duly authorized representatives, effective as of the Effective Date.

For **PUBLIC RELATIONS SOCIETY OF INDIA (PRSI), CHENNAI CHAPTER, CHENNAI**

For **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY ,**

Name: **Mr. SATYAN C BHATT**

Designation: **CHAIRMAN**

Date: *30. Dec. 2020.*



Name: **Dr. T. SASIPRABA**

Designation: **VICE CHANCELLOR**

Date: *19/1/21*

