



पश्चिम बंगाल WEST BENGAL

53AB 198873

MEMORANDUM OF UNDERSTANDING

This Agreement is made effective from the 7th February 2023

Between

Ramakrishna Sarada Mission Vivekananda Vidyabhavan, a partly residential degree college for women is the first educational institution started by the Ramakrishna Sarada Mission. The present address of the college is 33 Sri Maa Sarada Sarani, Kolkata – 55. The college is represented by its authorized representative and Principal Pravrajika Vedaruparana,

And

Digital Concepts, a full-service digital agency committed to create phenomenal digital experiences. Address of its office is: Bimla Enclave (1st Floor), 618 Kalikapur Road (Malay Road), Borakhola, Santoshpur, Kolkata, West Bengal 700099. It familiarizes students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

P.V.

M.P.
7-2-23

WHEREAS:

1. **Ramakrishna Sarada Mission Vivekananda Vidyabhavan**, referred to as **RKSMVV** today stands among the premier girls' colleges of the State. It is a NAAC 'A' Grade College. In the 2020-21 list issued by the Education World of India's top 500 Colleges ranks as the fifth best college in West Bengal and 28 th in India among nation-wide All Non-Autonomous Colleges.

2. **RKSMVV** have agreed for providing Digital Marketing training to their students through **Digital Concepts**.

Both **RKSMVV** and **Digital Concepts** are herein after individually referred to as a 'party and collectively as parties.'

Now, therefore, in consideration and covenants herein contained, the parties agree as follows.

1. APPLICABILITY

This COLLABORATION is for training details of students for the following contents with mutual understanding between **RKSMVV** and **Digital Concepts**:

- a) Career Counseling
- b) Digital marketing training for **RKSMVV** students.
- c) Placement Support and Campus Interview.

2. ASSESSMENT AND CERTIFICATION:

Assessment and Certification will be done by **Digital Concepts** and **RKSMVV**.

3. SCOPE AND AREAS OF OPERATION:

- a) The training will be conducted by **Digital Concepts**.
- b) Counseling and Admission would be done by **Digital Concepts**.

P. V.
7.2.2023

M.P.
7.2.23

4. TERMINATION & EXTENSION

- a) Both Digital Concepts & Ramakrishna Sarada Mission Vivekananda Vidyabhavan can terminate this collaboration by giving 7 (seven) days' notice.
- b) Any dispute arising will be mutually settled between the two signatories' of the collaboration. It cannot be taken for judicial intervention.

Signed by 1st Party

P. Vedavipapana,
Principal 7.2.2023

Principal, Ramakrishna Sarada Mission
Vivekananda Vidyabhavan
Ramakrishna Sarada Mission Vivekananda
Vidyabhavan 33, Sri Maa Sarada Sarani, South
Dum Dum,
Kolkata – 700055

Signature of Witness:

Gargi Gangopadhyay

Dr Gargi Gangopadhyay
Address: Ramakrishna Sarada Mission
Vivekananda Vidyabhavan
33, Sri Maa Sarada Sarani,
South Dum Dum, Kolkata – 700055

Signed by 2nd Party

M. Purkait
7.2.23

Director,
Digital Concepts
Bimla Enclave (1st Floor), 618 Kalikapur Road
(Malay Road), Borakhola, Santoshpur, Kolkata,
West Bengal 700099



Signature of Witness:

Jitish Purkait
7/2/23

Address:

Sri Jitish Purkait
Bimla Enclave (1st Floor), 618
Kalikapur Road (Malay Road),
Borakhola, Santoshpur, Kolkata,
West Bengal – 700 099