



தமிழ்நாடு தமில்நாடு TAMIL NADU

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பி. சீனிவாசன்

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- 4 JUN 2020

Dorothy Sheela Bursar
The American College
Madurai.

முத்தரைத்தாள் விற்பனையாளர்
52/2, சிங்கராஜர் காலனி
வடக்குத்தெரு விளிவாக்கம்
பி.பி. குளம், மதுரை-2
ஆர்.சி. 7894/ஆ1/97-2, தமிழ்நாடு



Memorandum of Understanding (MoU) for Research and Academic Co-operation

between

The American College (Autonomous),

Affiliated to Madurai Kamaraj University,
Madurai - 625 002

and

The Branding Dude,

represented by

SR Manoj Suriya, Founder, The Branding Dude,

12-8/23-1, SVP Nagar 5th Street, S Alangulam, MADURAI - 625017.

This Memorandum of Understanding has been agreed to between The American College (Autonomous), Tallakulam, Madurai - 625 002, here in after called First Party and SR Manoj Suriya, Founder, The Branding Dude, 12-8/23-1, SVP Nagar 5th Street, S Alangulam, MADURAI - 625017. Herein after called Second Party for Academic Co-operation, Research and Placement.

The American College and SR Manoj Suriya, Founder, The Branding Dude – Branding & Digital Marketing Agency, recognize the strength in education, practical training and research in accordance with their individual mission and objective to foster and identify their areas of mutual interest for college and Corporate Institute tie-up.

Now therefore Memorandum of Understanding by The American College and The Branding Dude, Madurai witnessed as under:

- a) To exchange information on local demand and Commercial opportunity and educational programmes.
- b) To exchange information on teaching and learning materials relevant to their education and research programmes.
- c) To jointly organize short-term training programmes on topics of mutual interest and to invite each other's faculty/ staff to participate therein.
- d) To jointly organize seminars, conferences, or workshops on topics of mutual interest and to invite each other's faculty to participate therein.
- e) To provide hands-on experience and internship training in Media Studies for the students of The American College.
- f) It would be agreed that selected students of the first party to internship in handling software in the second party venue and Selected students can do photography, videography for The Branding Dude promotional works as well they should edit and submit. The resources and the equipment of the first party shall be used for this purpose and the certificates of acknowledgement can be issued to the concerned students.
- g) To provide placement opportunity for the students of The American College.
- h) To invite the experts from The Branding Dude, Madurai for delivering guest lectures and act as members of Board of Studies in Media Studies.

Every year the partners will evaluate the number and extent of activities and, where it is considered necessary, agree on any adjustment that should be made in the subsequent year to redress any imbalance.

Student Exchanges

The American College and The Branding Dude agree that student's exchanges shall be confined to Diploma, undergraduate, post-graduate and research student exchanges between both the institutions for doing their internship, course-work and other research work as well as training.

Joint Conferences, Workshops, and short-term Courses

The American College and The Branding Dude agree to help identify and invite faculty members from other institutions to participate in conferences, workshops and short-term courses. The terms and conditions for such participation will be worked out by mutual agreement between the invited faculty member(s) and the institutions extending such an invitation. When a faculty member visits the other institution on invitation or as part of such joint activity, then such a visit will be classified as such, and handled as per the rules of the respective institution.

Duration of the Agreement

This agreement will take effect from the date it is signed by representatives of the two institutions. It will remain valid for five years, and may be continued thereafter after suitable review and agreement.



Arbitration and Termination

In the event of any dispute, difference or disagreement arising out of or in connection with this agreement, the matter will be referred in the first instance to SR Manoj Suriya, Founder, The Branding Dude – Branding & Digital Marketing Agency, Madurai and Principal & Secretary of The American College. They will endeavour to resolve the matter in a spirit of interdependence, mutual respect, and shared responsibility.

Either party may terminate the agreement by giving written notice of not less than 180 days’ notice to expire on the proposed termination date. Agreements for termination must include provision by SR Manoj Suriya, Founder, The Branding Dude – Branding & Digital Marketing Agency, Madurai and The American College for continuing students to complete their studies and the period of notice should take account of any re-assessment requirements that may be outstanding.

Intellectual Property

The American College and The Branding Dude, Madurai agree to respect each other’s rights to Intellectual Property. Further, the intellectual property rights that arise as a result of young collaborative research or activity under this agreement will be worked out on a case-by-case basis, and will be consistent with officially laid down IPR policies of the two institutions.

Publicity Materials

SR Manoj Suriya, Founder, The Branding Dude – Branding & Digital Marketing Agency, Madurai and The American College will not include the name, visual identity, crest or logo of the other institution in any advertising or publicity material without that institution’s prior approval on a case-by-case basis. The format and style of any visual identity and logo, and advertising and publicity material relating to the Agreement and any guidelines for their use, and responsibility for funding such material must be agreed jointly by SR Manoj Suriya, Founder, The Branding Dude – Branding & Digital Marketing Agency Madurai and Principal & Secretary, The American College prior to the appearance in the media.

The legal dispute of this Memorandum of Understanding will be at the jurisdiction of Tamil Nadu.

Signed at _____ on the _____ day of _____ in the year _____

Agreed on behalf of The American College,
Madurai

Agreed on behalf of The Branding Dude,
Madurai


Authorised Signatory

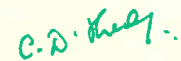
Seal: **Dr. M. DAVAMANI CHRISTOBER**
Principal & Secretary
The American College
Date: Madurai-625 002




Authorised Signatory

Seal:
Date:

Witnesses:

1. 

2. 

Witnesses:

1. 

2. 