

## Memorandum of Understanding

Between

JESUS & MARY COLLEGE, NEW DELHI (INDIA)

AND

RK FILMS AND MEDIA ACADEMY, NEW DELHI (INDIA)

This Memorandum of Understanding is made and entered into on 16<sup>th</sup> day of May 2017 between the parties as follow:

### The Parties

The Jesus & Mary College (a constituent college of University of Delhi) located at Chanakyapuri, New Delhi- 110021 represented through its Principal, Sr. (Dr.) Rosily T.L. rjm, (hereinafter referred as JMC) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the First Part

AND

R. K. Films & Media Academy, New Delhi (an unit of R K Educational Trust) with its registered office at 8A/8, W.E.A, Karol Bagh, New Delhi 110005 through its authorized representative, Mr. Deepak Bansal (hereinafter referred as RKFMA) which expression shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the Second Part.

Whereas, the JMC is desirous of imparting skill oriented training in Media & Entertainment Industry for the prospective learners/ students seeking to learn the skills related to this sector for suitable work opportunities. And whereas, RKFMA seeks to partner with the JMC to offer specially designed add-on courses programs in the field of Media studies and etc.

Therefore JMC and RKFMA, upon the premises and covenants mentioned hereinafter, each individually a Party, and collectively referred to as Parties, agree to work together:

1. **OBJECT:** To facilitate prospective learners/students interested in pursuing Media & Communications related add-on courses at Jesus & Mary College as proposed & conducted by RKFMA and as per annexures 1, 2 & 3 attached to this MoU.
2. **CERTIFICATION:** On successful completion of the course(s) by learner(s), Jesus & Mary College & RKFMA shall issue joint certificate(s) of the course(s) completed countersigned by the authorized person(s) of JMC & RKFMA.
3. **ADMINISTRATION:** Students will be responsible for fulfilling all financial obligations, including tuition and all required fee applicable for the course(s) of their respective choice. Jesus & Mary College may, at its option, appoint any of its staff or faculty members to act as representatives from its College as course coordinators and key officers from College to keep track of the enrolments for the courses, its proper delivery/ training by RKFMA, fee collections, etc. to safeguard the interest of all concerned.

for R.K. Films & Media Academy

Auth. Sign. / Dir.

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*Sr. Rosily T.L. rjm*  
Officiating Principal  
Jesus & Mary College  
Chanakyapuri,  
New Delhi-110021



4. **ADD-ON COURSE(S) TITLE, FEE, SYLLABUS, ELIGIBILITY, & OTHER DETAILS:** The add-on course to be run under this MoU & their respective fee, are detailed in Annexures 1, 2 & 3 respectively.

5. **FEE SHARING, REIMBURSEMENTS & CALCULATIONS:**

JMC shall collect and share the course fee receipts for the add-on courses with RKFMA in the following ratio:

JMC (30%) : RKFMA (70%)

JMC shall, on receipt basis, pay to RKFMA its complete fee share of 70% to meet out the expenses of advertising & publicity, lectures, tutorials & practical classes, teachers' honorarium(s).

6. **PRINTING AND STATIONARY:** JMC shall make available the admission forms for the students and retain its sale proceed with it. Any other printed material if requires, e.g. course information brochure shall be got printed by RKFMA at its option.

7. **RKFMA OBLIGATIONS:** As a part of its deliverables for the proposed association with Jesus & Mary College, RKFMA agrees to:

- 7.1. To design and develop the syllabus, curriculums, structure of the add-on courses.
- 7.2. To design and develop facilities for conducting studio practical classes at the premises of Jesus & Mary College at the cost of JMC. For this The JMC, upon its discretion, may exercise the option of utilizing the facilities already available at the Campus of RKFMA, New Delhi.
- 7.3. Support & assist JMC in designing the brochures, pamphlets, banners etc. for effective implementation of marketing and visibility drive and public relations programs for this initiative to generate awareness about the initiative amongst the target audience. RKFMA can release advertisement(s), news and press releases (in print, electronic, web media) for the promotion of the add-on courses at own discretion and costs.
- 7.4. Maintain student's records and confidentiality of the same.
- 7.5. To advise and recommend any needed additions in number of add-on courses, advise and recommend modifications and up-dation that may be required in the existing add-on courses and implement the same accordingly after the consent of JMC.

8. **JESUS & MARY COLLEGE OBLIGATIONS**

- 8.1. Allow use of College's logo, web-links, contact information, videos, photos or other creatives (whether in print or electronic forms) at/in RKFMA promotions materials, websites/online, activities and advertisements (whether in print or electronic forms).
- 8.2. Allot minimum one classroom in the JMC's premises with requisite furniture and fixtures, electricity, fans, lighting, instruction boards/ markers, almirah(s) etc exclusively to be used by RKFMA for the training of students enrolled in add-on courses.
- 8.3. Provide, on occasions, its College Auditorium along with audio/video/lights/power-backup and spaces within its premises for the promotion of the course to be done by RKFMA, at no extra costs.
- 8.4. Collect fee for the add-on courses and maintain proper record and account of its affair at the JMC.

for R.K. Films & Media Academy

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*Sr. Ronly m*  
Officialing Principal  
Jesus & Mary College  
Chaukypuri,  
New Delhi-110021

*[Signature]*  
Auth. Sign



- 8.5. Determine the timings of the classes of add on courses to be run by RKFMA, with mutual consent.
- 8.6. To ensure that the interest of RKFMA & its properties are not effected in anyway by the activities of any students and teachers unions operating in the vicinity.
- 8.7. To keep the peons/ gatekeepers/ guards/ electrical technicians, etc duly informed about the support that may be needed by RKFMA in smooth execution of the roles and responsibilities entrusted. To allow the entry of the enquiring/ admitted candidate for the courses to be run through RKFMA
- 8.8. To enforce upon students that no refund of fees, already paid by them, shall be entertained. Also not to allow/permit defaulting candidates to attend the classes. JMC is supposed to provide Identity cards to students.

9. RKFMA shall continue with its educational/ training activities elsewhere as well.

10. **VALIDITY AND DURATION OF AGREEMENT:** This MOU shall be effective immediate upon the signature of the parties and shall remain in force initially for a period of one year. The duration of this MOU can be extended for further similar duration provided a review is done by the parties after completion of this one year period.

11. **MODIFICATION TO THE MOU:** The MOU can be modified through mutual written consent of the parties to this MOU.

12. **FORCE MAJEURE:** Neither party shall be held responsible for non-fulfilment of their respective obligations under this MOU due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, War, Flood, Earthquakes, Strike, Lockouts, Epidemics, Riots, Civil Commotion etc. provided on the occurrence and cessation of the other party immediately after, but not later than one month of such occurrence and/or cessation. The period between the occurrence and cessation of such event will be excluded while calculating the period during which the part has to perform the obligations under this MOU. If the force majeure conditions continue beyond six months, the parties shall then mutually decide about the future course of action.

In witness whereof the parties hereto have signed this MOU on this 16<sup>th</sup> day of May 2017 mentioned herein before at New Delhi

For and On behalf of First Part

Sr. Ronky m  
Principal, Jesus & Mary College  
Jesus & Mary College  
Chandrapuri,  
New Delhi-110021

Witness(es):

Name:

Adress:

For and on behalf of Second Part

[Signature]  
Managing Trustee, RKFMA & Media Academy

Date: 16<sup>th</sup> MAY 2017

Witness(es):

Name:

Adress:



## Certificate Program in Advertising & Marketing Communications

### Course Overview

The Advertising & Marketing Communication course programme comprises application-based instruction by industry professionals. Designed to give working knowledge of Advertising and Marketing communication and how they inter-relate, the course comprises of modules, research projects and workshops.

Topics
<b>Lessons &amp; instructions about:</b> <ul style="list-style-type: none"> <li>- Marketing Principles &amp; Concepts</li> <li>- Understanding the Advertising Industry</li> <li>- Market Research</li> <li>- Direct Marketing</li> <li>- Advertising Campaign &amp; Strategy</li> <li>- Integrated Marketing Communication</li> <li>- Public Relations &amp; Client Servicing</li> </ul>

### Course Training methodology

Lecture and demonstrations

### Course Duration

Six months maximum

### Total sessions / Total Hours

Forty sessions / Sixty hours

### Course Fee

Rs.15,000/-

### Eligibility

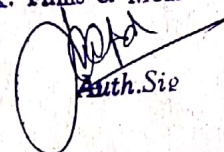
Minimum 10+2 qualified or equivalent.

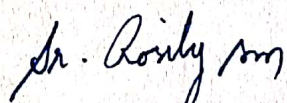
Candidates appearing the qualifying examinations may also apply and enroll.

Classes may be offered co-educational pattern as well.

Screening and shortlisting of the applicants for admissions to be conducted by the JMC & RKFMA, wherever found necessary.

For R.K. Films & Media Academy

  
Anshu.Singh



Officiating Principal  
Jesus & Mary College  
Chanakyapuri,  
New Delhi-110021



## Certificate Program in Media Studies

### Course Overview

This course will cover modules of Print Media, Photography & Aesthetics (to cover both indoor and outdoor shoots), Film Appreciation, TV Production, Anchoring and Radio Jockeying.

Topics
<b>1. Introduction to Media &amp; Journalism.</b> Discussions about related work profiles - (Indian context)
<b>2. Radio Program Production</b> 2.1. Voice Grooming, Diction & Presentation 2.2. Scriptwriting & Studio Training 2.3. Project Work
<b>3. TV &amp; Film Studies</b> 3.1. Film Appreciation, Camera Shots & Angels 3.2. Direction basics 3.3. Project Work - Group Activity
<b>4. Journalism (Print, Web, TV)</b> 4.1. News & Report Writing; 4.2. Photo Journalism 4.3. Basics of Internet Marketing 4.4. TV News Reading & Reporting

### Course Delivery

The sessions shall be planned with tutorials followed by bi-weekly project and academic assignment breaks to enable the students complete their projects and assignments before they progress to the next modules. Classes (theory and practical) can also be conducted at the campus of RKFMA.

### Course Duration

Six months maximum

### Total sessions / Total Hours (Theory + Practical)

Forty sessions / Sixty hours

### Course Fee

Rs.15,000/- in lumpsum

### Eligibility

Minimum 10+2 qualified or equivalent.

Candidates appearing the qualifying examinations may also apply and enroll.

Classes may be offered co-educational pattern as well.

Screening and shortlisting of the applicants for admissions to be conducted by the JMC & RKFMA, wherever found necessary.

*Sr. Anily m*

Officiating Principal  
 Jesus & Mary College  
 Chanakyapuri,  
 New Delhi-110021

for R.K. Films & Media Academy  
*[Signature]*  
 Auth. Sign. Director



## Certificate Program in Camera & Photography

### Course Overview

This course is designed to introduce the participant to the key elements of photography, both aesthetic and technical. It lets you be in control of the camera and not vice versa.

Topics
<b>Practical Instructions &amp; Activities</b> <ul style="list-style-type: none"> <li>- Basics of Photography</li> <li>- Composition, exposure, lighting, lenses, depth of field, macro photography, use of tripods, polarizing filters etc.</li> <li>- Development of cameras and accessories</li> <li>- Digital concepts and features of modern DSLR and bridge cameras.</li> <li>- Practical sessions covering               <ul style="list-style-type: none"> <li>- table tops</li> <li>- food photography</li> <li>- portraits</li> </ul> </li> </ul>

### Course Training methodology

Lecture demonstrations, special studio session, field trips (sports, architecture and street scenes), exhibition. Photo-walks, assignments, etc,

### Camera Required:

DSLR camera with manual adjustments for Aperture & Shutter

### Course Duration

Six months maximum

### Total sessions / Total Hours

Thirty six sessions / fifty four hours

### Course Fee

Rs.15,000/-

### Eligibility

Minimum 10+2 qualified or equivalent. Candidates appearing the qualifying examinations may also apply and enroll. Classes may be offered co-educational pattern as well. Screening and shortlisting of the applicants for admissions to be conducted by the JMC & RKFMA, wherever found necessary.

*Dr. Ravi Kumar*  
 Officiating Principal  
 Jesus & Mary College  
 Chankyapuri,  
 New Delhi-110021

Dr. R.K. Films & Media Academy

*[Signature]*  
 Auth. Sign. Director