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: DR GAURAV TEJPAL PRINCIPAL AGC AMRITSAR

Second Party

: SHEETAL SOHAL PRESIDENT PHULKARI WOA

Stamp Duty Paid By

: DR GAURAV TEJPAL PRINCIPAL AGC AMRITSAR

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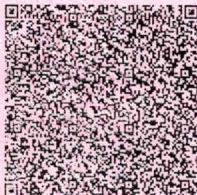
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MEMORANDUM OF UNDERSTANDING

BETWEEN



Phulkari, WOA

AND

A AMRITSAR
GROUP OF COLLEGES

NAAC Grade "A" 3rd Cycle
under Autonomous Category

Autonomous College
(Since 2014) Conferred by UGC

Certificate No. : IN-PB15377775725298X
Issued Date : 12th March, 2025
Unique Doc. Reference No. : SUBIN-P8PB705990429494437 243262X
Stamp Duty Amount (in RS.) : 100/- (one Hundred only)

MEMORANDUM OF UNDERSTANDING

This MEMORANDUM OF UNDERSTANDING (MOU) is executed at Amritsar on 12th day of March, 2025

1. **Amritsar Group of Colleges**, Amritsar (Punjab), represented by **Dr. Gaurav Tejpal (Principal)**, having office at 12 Km Stone, G.T. Road, Amritsar-143001 which term shall unless repugnant to the context or meaning thereof hereinafter be referred to as the **PARTY OF THE FIRST PART/AGC**.

AND

2. **Phulkari WOA (CAN Society) NGO** registered Under Societies Registration Act XXI of 1860 with registration no ASR/264, which term shall unless repugnant to the context or meaning thereof hereinafter be referred to as the **PARTY OF THE SECOND PART/ Phulkari WOA**;

Whereas the parties are desirous of entering into the instant Memorandum of Understanding for the purpose to collaborate on initiatives that sensitize faculty, staff, students, and the broader society about various societal issues. This partnership aims to promote awareness, foster inclusive discussions, and drive positive social change through education, outreach programs, and community engagement.

NOW THIS MEMORANDUM OF UNDERSTANDING WITNESSETH AS FOLLOWS:

1. SCOPE OF COLLABORATION

The scope of collaboration shall include, but is not limited to, the following:

1.1. Awareness and Sensitization Programs:

- Organizing seminars, workshops, expert talks, and panel discussions on key societal issues such as Gender Sensitization, Substance and Drug Abuse, Cervical Cancer Awareness, Mental Health and Hygiene, Nutrition and Dietetics, Menstrual Hygiene, Gender Equality and other relevant topics related to societal concerns and Women Empowerment.

PHULKARI – Women of Amritsar

Head Office: 317 Mukut House, 3 The Mall, Amritsar 143001, Email: info.phulkariorg@gmail.com

- Conducting awareness drives and campaigns through various digital and offline platforms to reach a wider audience.

1.2. Educational and Capacity-Building Initiatives:

- Integrating relevant topics into academic curricula, training modules, and faculty development programs to ensure long-term impact.
- Providing training sessions for faculty, staff, and students to equip them with knowledge and skills to address societal challenges effectively.

1.3. Community Engagement and Outreach

- Establishing partnerships with local communities, and NGOs to implement grassroots initiatives for social welfare.
- Encouraging students and faculty participation in community service projects, field visits, and social impact programs.

1.4. Cultural and Behavioural Change Initiatives

- Encouraging art and cultural programs as mediums for social awareness and behavioural change.
- Designing interactive activities like storytelling sessions, and exhibitions to engage people on critical social topics.

1.5. Digital and Media Outreach

- Utilizing social media, podcasts, webinars, and online platforms to spread awareness and initiate meaningful conversations.
- Creating informative content such as blogs, videos, and newsletters to disseminate knowledge on pressing social concerns.

1.6. Monitoring, Evaluation, and Sustainability

- Setting up mechanisms to assess the impact of collaborative initiatives and ensure continuous improvement.
- Exploring avenues for sustained collaboration and long-term partnerships for future projects.

2. ROLES AND RESPONSIBILITIES

2.1. Party 1: Amritsar Group of Colleges (AGC)

Amritsar Group of Colleges, as an academic institution, shall integrate societal awareness into education, skill development, and research. Its responsibilities include:

2.1.1. Academic Integration and Capacity-Building

- Incorporate social awareness topics into faculty development programs, and student training sessions.

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- Provide faculty, staff, and students with structured learning opportunities to enhance their understanding of social challenges.

2.1.2. Student and Faculty Engagement

- Encourage student participation in research, projects, and community service programs addressing societal issues.
- Facilitate student-driven clubs, initiatives, and competitions focused on creating innovative solutions for social challenges.

2.1.3. Infrastructure and Logistical Support

- Provide necessary resources, infrastructure, and event spaces for hosting awareness programs, seminars, and cultural activities.
- Offer financial or in-kind support as per mutual agreement to ensure smooth execution of initiatives.

2.1.4. Monitoring and Continuous Improvement

- Develop evaluation frameworks to assess the impact of collaborative initiatives.
- Ensure the continuity of awareness programs and scale up successful initiatives for greater social impact.

2.2. Party 2: Phulkari WOA

Phulkari WOA, as a social organization, shall take the lead in community engagement, advocacy, and outreach activities. Its responsibilities include:

2.2.1. Awareness and Sensitization Programs

- Organize and conduct awareness campaigns, workshops, and interactive sessions on key societal issues such as gender equality, women empowerment, mental health, environmental sustainability, and social justice.
- Arrange expert talks, storytelling sessions, and panel discussions with thought leaders and activists.

2.2.2. Community Engagement and Social Impact Initiatives

- Facilitate collaborations with NGOs, government agencies, and community groups to extend outreach efforts.
- Provide real-world exposure to students and faculty through field visits, volunteer programs, and hands-on community service projects.

2.2.3. Cultural and Behavioural Change Activities

- Promote the use of theatre, art, short films, and creative storytelling as tools to drive social awareness.
- Organize exhibitions, street plays, and cultural programs highlighting pressing societal concerns.

2.2.4. Digital and Media Outreach

- Lead social media campaigns and develop content such as blogs, newsletters, and video documentaries to disseminate knowledge.
- Engage digital influencers, media professionals, and public figures to amplify the message of social change.

2.2.5. Impact Assessment and Sustainability

- Monitor and evaluate the effectiveness of awareness programs and outreach efforts.
- Suggest improvements and ensure the long-term sustainability of initiatives through continuous engagement and feedback mechanisms.

Both parties shall work in coordination, leveraging their expertise, opportunity to participate in each other's events as resource persons, participants, or volunteers, and resources to create a lasting impact in sensitizing society about critical social issues.

3. LEGAL TERMS AND CONDITIONS

3.1. TENURE OF AGREEMENT

- This Memorandum of Understanding will be legitimate for a period of **five years** from the date of execution of this Agreement.
- The instant agreement may be mutually extended by mutual agreement between the parties.

3.2. CONFIDENTIALITY

- Both Parties agree to maintain confidentiality regarding proprietary information, course content, and other sensitive data shared during the collaboration.

- Confidential information may only be disclosed to authorized personnel and must not be shared with third parties without prior written consent.

3.3. INDEMNIFICATION

- Each Party agrees to indemnify the other for any losses, damages, or claims arising from its failure to perform its obligations under this MOU.

3.4. FORCE MAJEURE

- Neither Party shall be held liable for failure to fulfil its obligations under this MOU due to unforeseen circumstances such as natural disasters, government regulations, or other events beyond their control.

3.5. TERMINATION

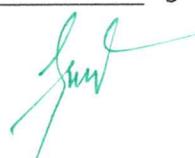
- Either party may terminate the instant MOU in advance of its normal expiration by providing the other party with **three-months written notice** subject to fulfilment of commitments already agreed upon under the provisions of the instant MOU.
- The instant MoU shall continue to apply to the ongoing activities until their completion regardless of any termination.

3.6. DISPUTE RESOLUTION

- Any disputes arising from this MOU shall be resolved amicably through mutual discussion.
- If unresolved, disputes will be referred to arbitration as per the Arbitration and Conciliation Act, 1996, with the arbitration venue at Amritsar.

3.7. VARIATION

- No variation of this Agreement shall be valid unless it is in writing and signed by or on behalf of each of the Parties to this Agreement



IN WITNESS WHEREOF, the undersigned Parties have hereby executed this
MEMORANDUM OF UNDERSTANDING as of the day and year first written above

By: **FOR PHULKARI WOA SOCIETY**

Ms. Sheetal Sohal, **Authorised Signatory**

President,

Phulkari WOA,

Amritsar-143001, Punjab

Date 12/03/25

Witnesses:

By

Minakshi Khans

Name:

Phulkari WOA,

Amritsar-143001, Punjab

By: **Principal**
Amritsar Group of Colleges

Prof. (Dr.) Gaurav Tejpal

Principal,

Amritsar Group of Colleges (AGC),

Amritsar – 143001, Punjab

Date 12/3/25

Witnesses:

By

Binod Kaur

Name: **Binod Kaur**

Amritsar Group of Colleges (AGC),

Amritsar – 143001, Punjab

By

Priyanka Goyal

Name: Ms. Priyanka Goyal
Phulkari WOA,
Amritsar-143001, Punjab

By

Namita

Name: Dr. Namita Kad
Amritsar Group of Colleges (AGC),
Amritsar – 143001, Punjab