**Memorandum of Understanding**

THIS MEMORANDUM OF UNDERSTANDING (“MoU”) is made and signed.

**BY AND BETWEEN**

Bol De app is product of Bol De Research And Marketing Private Limited, is a Private incorporated, classified as Non-government Company, shall represent its authorised representatives. Bol De is an app for short surveys, rewards and a sales promotion platform for local B2C marketings. It has a dedicated blog space. BolDe aims to provide a relevant social media and is aspiring to democratise the business decisions through data based decision making process. It aspires to create an online Survey platform which brings democracy in the business decision making process for small/medium business owners in India by giving access to a pool of real time data and analysis for their complex consumer behaviour and other strategic business queries.

**AND**

1. ENCARTA is a tech fest organised by Computer Science Department of MBM University which has been held annually since 1997. This year being its 23rd version launch, the fest will feature both technical and non-technical events, which will eventually prove to be a pivotal opportunity for the youngsters striving for excellence in their respective career domains. The fest culminate in a vivid three-day event in our respective North Campus premises which will draw attendees from vicinities, including students, academia, corporates and the general public with an estimated footfall of around 3500+ . This festival has been solely put together by students. The core committee, which oversees all the festival's elements and events, is made up of coordinators, management teams, and POCs.
2. **OBJECTIVES OF THE MOU:**

In this document, ENCARTA and the Bol DE organisation lay out their mutually beneficial strategic partnership. This partnership's main goal is to assist ENCARTA in developing a top-notch talent pool in the technological domain. This will assist ENCARTA in finding the best ways for people to explore their talents and technological universe.

Now therefore, the parties to this MoU mutually agree on the following.

1. **Period of Validity:**

This agreement shall be initially valid till 25 DECEMBER 2022 from the date of signing of the MoU and to be renewed subsequently upon mutual consent of both the parties by making necessary changes.

1. **Arbitration:**

Any dispute arising with regard to any aspect of this Agreement shall be settled through mutual consultations and agreements by the parties to the Agreement.

1. **SIGNED IN DUPLICATE**

This MOU is executed in duplicate with each copy being an official version of the Agreement and having equal legal validity.

BY SIGNING BELOW, the parties, acting by their duly authorised officers, have caused this Memorandum of Understanding to be executed, effective as of the day and year first above written.

**TERMS AND CONDITIONS**

**Under this Memorandum of Understanding, both Parties agree to the following terms and conditions:**

**1. This MOU shall be effective from the date of signing at both ends.**

**2. The duration of the MOU shall be valid till 25 DECEMBER 2022 from the effective date. During its tenancy, the MOU may be extended or terminated by a prior notice of not less than six months of either party.**

**3. Any part of the MOU may be modified or amended by mutual agreement of Bol De organisation and ENCARTA. Any such modifications/addendum shall be in writing and signed by the parties here to and shall only after such execution be deemed to form part of this Memorandum.**

**4. Any Intellectual Property (IPRs) and/or Copyrights regarding publications, patents, royalty, ownership of software/design/product developed etc. under the scope of this MOU, shall be decided by the two parties by mutual consent.**

**5. Further both the parties shall out in place adequate and reasonable measures to keep and store confidential information secure so as to prevent any unauthorised use.**

**6. After This Agreement has been signed, all the preceding understanding/negotiations and correspondence pertaining to it shall become null and void.**