



## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“MoU”) is made and entered into on 05th January 2025

### BETWEEN

**MarkHub24**, a marketing intelligence and learning platform, having its principal operations in India, represented by its Founder & CEO **Mr. Anurag Lala**, hereinafter referred to as “**MarkHub24**”,

### AND

**Rourkela Institute of Technology (RIT), Rourkela**, an educational institution located at Rourkela, Odisha, India, represented by its authorized signatory, hereinafter referred to as “**RIT Rourkela**.”

MarkHub24 and RIT Rourkela are hereinafter individually referred to as a “**Party**” and collectively as the “**Parties**.”

### 1. PURPOSE OF THE MoU

The purpose of this Memorandum of Understanding is to establish an academic–industry collaboration between MarkHub24 and RIT Rourkela to enhance students’ practical exposure, industry awareness, and strategic thinking in the domain of marketing, branding, business strategy, and allied management areas through structured **training sessions**, curated content, and continuous academic engagement.

### 2. SCOPE OF COLLABORATION

The collaboration under this MoU may include, but is not limited to:

- Industry-oriented **training sessions** (online/offline)
- Marketing case studies and campaign analysis
- Industry insights, tools, and frameworks
- Masterclasses, workshops, competitions, and challenges
- Student mentorship and academic engagement initiatives
- Co-branded academic and learning activities

### 3. DURATION OF THE MoU

- 3.1 This MoU shall remain valid for a period of **six (6) months** from the date of signing.
- 3.2 The MoU may be **mutually renewed** for further periods upon written consent of both Parties, subject to review and mutual agreement.

### 4. ROLES & RESPONSIBILITIES OF MARKHUB24

MarkHub24 shall:

- 4.1 Conduct **industry-aligned Marketing training sessions** for students of RIT Rourkela during the MoU period, either online or offline as mutually agreed.
- 4.2 Provide curated marketing learning resources including case studies, campaign analyses, industry trends, tools, and strategic frameworks.
- 4.3 Offer access to selected **masterclasses, workshops, and learning programs**, free or at subsidized rates, depending on program structure.
- 4.4 Provide **co-branded certificates** of participation/completion for eligible activities.
- 4.5 Offer **selective mentorship opportunities** to shortlisted or high-performing management students, subject to feasibility.
- 4.6 Recognize RIT Rourkela as an **Academic Partner** of MarkHub24 on its website, event materials, and digital platforms.
- 4.7 Nominate a MarkHub24 coordinator for effective communication and execution of activities.

### 5. ROLES & RESPONSIBILITIES OF RIT ROURKELA

RIT Rourkela shall:

- 5.1 Encourage and facilitate student participation in training sessions and collaborative initiatives conducted under this MoU.
- 5.2 Nominate a **Faculty Coordinator** as the official point of contact for coordination with MarkHub24.
- 5.3 Provide necessary academic and administrative support for smooth execution of joint activities.
- 5.4 Provide basic infrastructure support for offline training sessions, subject to availability.

5.5 Permit the use of the institution's name and logo for co-branding, announcements, academic communication, and promotional purposes related to this collaboration.

5.6 Permit MarkHub24 to display the RIT Rourkela logo under the "Academic Partners" section on:

- MarkHub24 website
- Event banners, posters, brochures Digital creatives, presentations, and social media
- Any MarkHub24-led events or collaborations conducted under its Academic Partner network

5.7 Support communication and promotion of joint activities through internal channels such as student groups, emails, notice boards, and social media, where applicable.

5.8 Facilitate basic audio/video/photography support during offline events, where feasible.

5.9 Share on social media about events/activities/collaborations which will be jointly conducted by MarkHub24 and RIT Rourkela.

## 6. STUDENT DATA & COMMUNICATION

6.1 RIT Rourkela agrees to share **basic student registration data** collected during workshops, training sessions, competitions, or events conducted under this MoU, including but not limited to:

- Student Name
- Email ID
- Contact Number
- Course / Year

6.2 MarkHub24 shall be permitted to use the above data **solely for academic and informational communication**, including:

- Event updates
- Training programs
- Learning initiatives
- Academic activities conducted by MarkHub24

6.3 MarkHub24 shall ensure that such communication remains **relevant, professional, and non-misleading**, and student data shall not be sold or misused for unrelated commercial purposes.

## 7. NATURE OF THE MoU

7.1 This MoU is **non-exclusive**, and both Parties are free to collaborate with other organizations.

7.2 This MoU does **not** create any financial, employment, agency, or legal partnership unless separately agreed in writing.

7.3 No monetary commitment is implied unless explicitly stated through a separate written agreement.

## 8. INTELLECTUAL PROPERTY RIGHTS

8.1 All intellectual property, including training material, content, frameworks, logos, and trademarks, shall remain the property of the respective originating Party.

8.2 Neither Party shall use the other's intellectual property for commercial purposes without prior written consent.

## 9. CONFIDENTIALITY

Both Parties agree to maintain confidentiality of any non-public or sensitive information shared during the course of collaboration. This obligation shall continue even after termination of the MoU.

## 10. TERMINATION

10.1 Either Party may terminate this MoU by giving **30 days' written notice** to the other Party.

10.2 Termination shall not affect activities already commenced unless mutually decided otherwise.

## 11. ENTIRE UNDERSTANDING

This MoU constitutes the complete understanding between the Parties and supersedes all prior discussions or communications relating to the subject matter.

## 12. SIGNATURES

IN WITNESS WHEREOF, the Parties have executed this MoU on the date mentioned above.

### For MarkHub24

**Name:** Mr. Anurag Lala  
**Designation:** Founder & CEO, MarkHub24  
**Signature:** Anurag Lala  
**Date:** 05/01/2025

### For Rourkela Institute of Technology (RIT), Rourkela

**Name:** Dr. Ipseeta Nanda  
**Designation:** Director, Rourkela Institute of Technology  
**Signature:** IPSEETA NANDA  
**Date:** 05/01/2026 IPSEETA NANDA on 5, 2026 11:14:22 GMT+5.5