

MEMORANDUM OF UNDERSTANDING (MOU) FOR DIGITAL CONTENT CREATION

Between

Indian Institute of Public Administration, Delhi

and

Artha Media

This is an agreement between "*Party A*," hereinafter called *Indian Institute Of Public Administration* and "*Party B*," hereinafter called *Artha Media*.

I. PURPOSE & SCOPE

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to Develop the digital content for the IIPA's i-LAB.

To support this goal, *Artha Media* will create the digital contents in guidance of IIPA's Authorities.

II. BACKGROUND

IIPA was Indian Institute of Public Administration was created under the Societies Act of 1860. The Institute was formally inaugurated by the first Prime Minister of India, as the first resident of the Society, on March 29, 1954 in New Delhi. The Institute has been set up to equip the public servants with domain knowledge, functional skills, and behavioural competencies required for managing the task of governance. The institute provides technical skills of management, human skills for coordination roles and conceptual skills for taking up leadership roles in public policy planning and execution. In its effort to enhance the leadership, managerial, and administrative capabilities of the executives in government and public sector enterprises, the Institute works in close collaboration with national and international organisations.

Artha Media - We are a team of young individuals with fresh ideas and creativities minds. We have a customer-centric team to manage every project end-to-end. We develop digital content, broadcast episodes, and documentaries, and also provide Digital IT Services.

III. IIPA RESPONSIBILITIES UNDER THIS MOU

IIPA shall undertake the following activities:

- Provide basic content or refrence for each topic.
- Provide us work station and three PCs with following Configuration
 - **Ram DDR5 16GB**
 - **i5 11th Gen.**
 - **Graphics Rtx 3050 or 3050Ti**
 - **HD MONITORS**
 - **Headphones**
- Reimbursement for the external Premium software (Like Premium Ai Voice Generator), External Shoot (If Necessary) used in content development
- Allow us to work on holidays and weekends in campus.

IV. ARTHA MEDIA RESPONSIBILITIES UNDER THIS MOU

Artha Media shall undertake the following activity:

- Deliver Videos according to requirements every month.

V. COST OF DEVELOPING CONTENT WILL BE MUTUALLY DISCUSSED AND AGREED.

All payments for this project will have to be made in the account of *Artha Media*. i.e

Account No. :- 922020023270627

IFSC :- UTIB0001376

BANK NAME :- Axis bank

VI. IMPLEMENTATION

1. The Parties shall hold periodical consultations amongst themselves as deemed necessary for implementing this MoU.
2. For the implementation of this MoU, the Parties shall designate one nodal person each within one month of the commencement of this MoU to draw up the procedures, plan and strategy of recommended programmes of co-operation with a view to achieving the objective of the MoU.
3. The MoU will be valid for a period of 03 years from the date of execution, extendable on need basis and mutual agreement.
4. This MoU may be amended at any time by written mutual consent of both the parties subsequent to the 15 day's notice.
5. This MoU may be terminated by either party by the provision of written notice of termination not less than one months prior to the termination date.
6. The termination of this MoU shall not affect the rights or obligations of either party regarding any binding offer or firm obligations approved and agreed to either party prior to the termination date.

VII. SETTLEMENT OF DIFFERENCES

If any provision of this Memorandum is held by any court or other competent authority to be illegal, void or unenforceable or in part this MoU shall continue be valid as to the other provisions independent of the effected provisions. Any differences arising out of the interpretation, application and implementation of this MoU shall be settled amicably through consultations and negotiations among the Parties themselves.

VIII. AMENDMENT

This MoU can be reviewed or amended at any time by mutual written consent by the Parties. Such reviews or amendments shall come into force on such date as may be determined by the Parties and shall form an integral part of this MoU.



IX. ENTRY INTO FORCE & TERMINATION

1. This MoU shall come into force on the date of its execution.
2. Either Party may terminate this MoU at any time by giving written notification at least six months prior to the intended date of termination.
3. The Termination of this MoU shall not affect the validity and duration of any ongoing programmes or activities made prior to the termination of this MoU until the completion of such programmes or activities.

X. EFFECTIVE DATE AND SIGNATURE

This MOU shall be effective upon the signature of Parties A and B authorized officials. It shall be in force from _____.

Parties A and B indicate agreement with this MOU by their signatures.

Signatures and dates
IIPA


_____ Date

For ARTHA MEDIA

Artha Media


Director

27/02/2023 Date