MEMORANDUM OF UNDERSTANDING (MOU)

Between

K.R. MANGALAM UNIVERSITY

Sohna Road, Gurugram (Haryana)-122103

And

PURPLE WINGS

ENTERTAINMENT

B-107, near Botanical Garden Metro Station, B Block, Sector 44, Noida, Delhi, Uttar Pradesh 201303

MEMORANDUM OF UNDERSTANDING

The Memorandum of Understanding is executed on 30 day of January, 2025.

BETWEEN

K.R. Mangalam University, Sohna Road, Gurugram – 122103, Haryana, India (Delhi NCR Region), a state private university established under the Haryana Private Universities Act 2006, (08 of 2013) and under section 2f of the UGC Act, 1956 and empowered to award degrees as specified under section 22 (C), through its **Registrar**, presently **Dr. Rahul Sharma** duly authorized to enter into and sign an MOU on behalf of K.R. Mangalam University (hereinafter referred to as KRMU), PARTY **OF THE FIRST PART**.

AND

Purple Wings Entertainment Private Limited (hereinafter referred to as the Purple Wings), with its office located at B-107, near Botanical Garden Metro Station, B Block, Sector 44, Noida, Delhi, Uttar Pradesh 201303, is a video production agency that definitely knows how to add that 'x-factor' to your videos, which can elevate and redefine your visual appeal to the next level. Purple Wings Entertainment specializes in creative marketing solutions, delivering impactful campaigns to elevate brands' visibility and engagement, digital Marketing Empowering brands to dominate the digital landscape with cutting-edge marketing strategies that fuel growth and resonate with the modern consumer.

Purple Wings through its Founder Naved Khan, widely recognized as RJ Naved, an acclaimed Indian radio host who rose to prominence with his show "Dr. Love," where he cleverly tackled people's issues with humor and insight. He later hosted several other successful shows like "Sunset Samosa," "Bumper to Bumper," and "Total Filmy," but it was "Dilli ka Don" that truly captivated audiences. Over the years, Naved has received numerous prestigious accolades, including the New York Radio Award for Best On-Air Humorous Personality, the National Television Award for "2G," the Indian Icon Award, the Golden Mic RJ of the Year Award, and the Best Radio Sparkler: IRF Award. With an immense online following, Naved boasts over 8.9 million Facebook followers, 3.85 million subscribers on YouTube, and 6.4 million Instagram followers. He's cherished as an internet sensation that effortlessly brings laughter to his audience.

Purple Wings through its founder Mr. Naved Khan, duly authorized to enter into and sign an MOU on behalf of Purple Wings, **PARTY OF THE SECOND PART**

1. SCOPE OF THIS AGREEMENT

The scope of collaboration on academic and Industry collaboration activities in this Memorandum of Understanding includes the following categories:

(i) Academic and Industry collaboration in the areas of mutual interest. It is expected that this collaboration will in due course lead to collaborative Content creation projects, Joint Podcasts, Audio and Visual, Digital marketing activities, seminars, radio programmes.

(ii) Joint collaborations on Content Creation, Influencer Marketing, Branding and Identity, Digital Images and Videos.

(iii) Joint supervision of UG/PG/ students in the areas of interest, Faculty Training

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programs, Student collaboration Programmes, Internships and placement to students at Purple Wings entertainment.

(iv) Training and collaborating students and faculty Members on different aspects of content creation, Influencer Marketing, Branding and Identity and Visual podcasting.

2. INDUSTRY COLLABORATION

Faculty from both Institutions will collaborate in the joint collaborative projects in disciplines of mutual interest. All such joint research activities will be governed by the terms as given below:

(i) Proposals for collaborative research and content creation project work under this Memorandum will be submitted with the prior approval of the Head of each institution, or his/her nominee.

(ii) Each institution will nominate one of its members as its representative in charge of the cooperative programmer. Individual programmer of work under this Memorandum will be jointly planned and conducted by the nominees of both parties.

(iii) Procedures followed in any activity under MOU will be reviewed and approved by designated authorities of both parties.

(iv) Neither K.R. Mangalam University nor Purple Wings will be held responsible for any liability to the party, and neither party shall be required to purchase any insurance against loss or damage to any property due to activities to which this agreement relates.

(v) Every collaboration will have its own agreement / contract which addresses issues such as IPR, funding pattern, usage policies of research facilities, disclosure of information etc.

(vi) SJMC and Purple Wings will collaborate on practice based content creation projects and studies related to journalism, media, and mass communication.

(vii) Both parties will share Content creation, findings, data, and resources to enhance the quality and depth of their research endeavors and collaboration endeavors in audio and visual art.

3. FACULTY COLLABORATION

(i) Pursuant to the agreement for academic exchange, K.R. Mangalam University and purple wings may invite Industry partners to deliver guest lectures, organize FDPs and engage in joint guidance of content creation projects according to the terms mutually agreed by both parties.

(ii) Participants will be subjected to the rules and regulations of the host institution.

(iii) The scope and duration of the collaboration may be amended and/or extended through the joint agreement further with the consent and approval of both the parties. SJMC, KRMU and Purple Wings will engage in faculty exchange programs, allowing professors and experts to share their knowledge, experiences, and best practices. Faculty and industry members from both institutions may participate in workshops, seminars, and training programs to foster professional growth and academic excellence.

Registrar
K R Mangalam University

COMMENCEMENT, RENEWAL, TERMINATION AND AMENDMENT

This MoU will come into force upon affixing of the signatures of the representatives of the partner institutions and will remain in effect for three years subject to the condition of renewal at the end of each year. This MoU will be renewed each year, with the agreement of both the partner institutions. If either partner institution wishes to terminate the MoU, it must notify the other institution not less than two months prior to date of termination.

This MoU or its renewal and the actions taken under it may be reviewed at any time. Modifications may be made by mutual agreement and any amendment or extension to the agreement may be formalized by the exchange of letters between the two parties.

5. CONTACT DETAILS AND PERSON:

For K.R. Mangalam University	**For Purple Wings Entertainment Pvt Ltd**
Dr. Amit Chawla	Mr. Naved Khan
Dean, SJMC,	Founder – **Purple Wings Entertainment Pvt Ltd**
K.R. Mangalam University	B-107, near Botanical Garden Metro Station
Sohna Road, Gurugram	B Block, Sector 44
Haryana-122103	Noida, Uttar Pradesh, India (201303)
dean.sjmc@krmangalam.edu.in	info@purplewingsentertainment.com &
	info.rjnaved@gmail.com

6. FINANCIAL ARRANGEMENTS

The Parties acknowledge that in the absence of any specific agreement in writing to the contrary, each Party will be responsible for its own costs and expenses in establishing and conducting programmes and activities contemplated under this MOU, including without limitation its own costs and expenses in travel and accommodation.

7. ARBITRATION CLAUSE:

This MoU is a statement of intent of the parties to cooperate and it is not legally binding upon the parties under any circumstances whatsoever. This MoU will not create legally enforceable write, claim, interest, duty and obligation in favour of either party as against the other party.

8. DISPUTE RESOLUTION:

Any disputes arising out of or in connection with this MoU shall be resolved through mutual consultation and negotiation between the parties.

9. CONFIDENTIALITY:

The parties will enter into case-specific non-disclosure agreement to honour confidentiality of any sensitive/proprietary information which may be shared.

Registrar
K R Mangalam University

IN WITNESS WHEREOF, the parties hereto, each acting under due and proper authority, have executed this mutually binding Memorandum of Understanding as of the date written above. This Memorandum of Understanding is prepared in two duplicate copies; each party will hold one original duly signed.

This MOU is to become effective when both representatives of each institution have signed below, respectively.

For K.R. Mangalam University

Registrar
K R Mangalam University
Sohna Road, Gurugram (Haryana)

Dr. Rahul Sharma
Registrar,
K.R. Mangalam University
Sohna Road, Gurugram-122103

For Purple Wings Entertainment

Mr. Naved Khan
Founder – Purple Wings Entertainment

1. WITNESS:

DEAN
School of Journalism &
Mass Communication (SJMC)
K.R. Mangalam University
Sohna Road, Gurugram Haryana 122103

Prof. Dr. Amit Chawla
Dean, SJMC,
K.R. Mangalam University
Sohna Road, Gurugram
Haryana-122103

1. WITNESS:

Ankita Chamoli

2. WITNESS:

TUSHAR RAI

2. WITNESS:

Dr. Aaqib Anwaar Butt
Assistant Professor (SJMC)
K.R. Mangalam University
Sohna Road, Gurugram
Haryana-122103

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Dr. Amit Chawla	Mr. Naved Khan
Dean, SJMC,	Founder – **Purple Wings Entertainment Pvt Ltd**
K.R. Mangalam University	B-107, near Botanical Garden Metro Station
Sohna Road, Gurugram	B Block, Sector 44
Haryana-122103	Noida, Uttar Pradesh, India (201303)
dean.sjmc@krmangalam.edu.in	info@purplewingsentertainment.com &
	info.rjnaved@gmail.com

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Sohna Road, Gurugram (Haryana)

Dr. Rahul Sharma
Registrar,
K.R. Mangalam University
Sohna Road, Gurugram-122103

For Purple Wings Entertainment

Mr. Naved Khan
Founder – Purple Wings Entertainment

1. WITNESS:

DEAN
School of Journalism &
Mass Communication (SJMC)
K.R. Mangalam University
Sohna Road, Gurugram Hary. 122103

Prof. Dr. Amit Chawla
Dean, SJMC,
K.R. Mangalam University
Sohna Road, Gurugram
Haryana-122103

1. WITNESS:

Aulita Chamoli

2. WITNESS:

TUSHAR RAI

2. WITNESS:

Dr. Aaqib Anwaar Butt
Assistant Professor (SJMC)
K.R. Mangalam University
Sohna Road, Gurugram
Haryana-122103