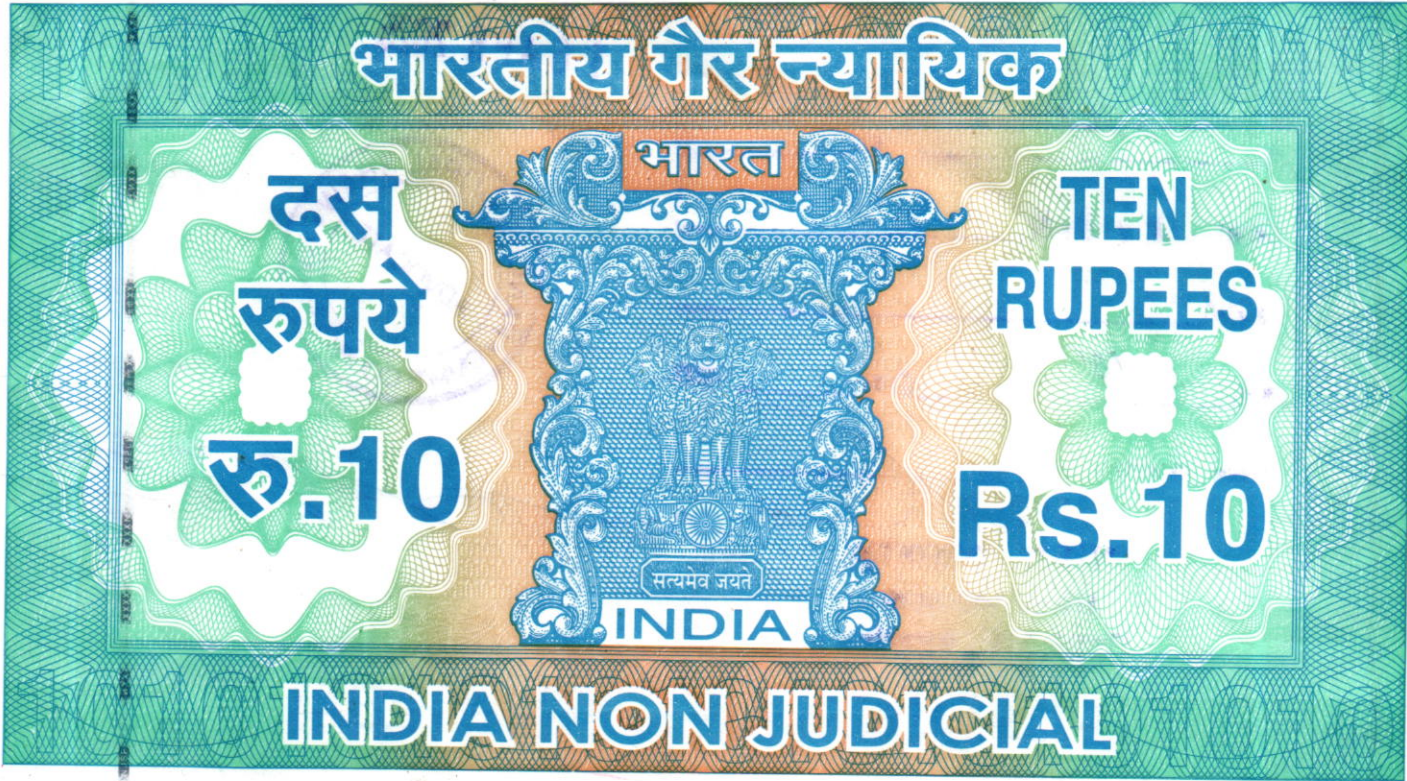


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पश्चिम बंगाल पश्चिम बंगाल WEST BENGAL

06AC 237061

Memorandum of Understanding (MoU)
Between



New Alipore College
L Block, New Alipore, Kolkata - 700053
West Bengal

&



Vama Studio
Vama Studio

1st Floor, 23A, 29N/2, Diamond Harbour Rd, opp. India Government Mint, Block A, New Alipore,
Kolkata, West Bengal 700053



06 MAY 2023



VAMA
Udai Madan

Proprietor
Sriji Adhikari

Tajinderjit
Anjan Kumar

16 APR 2025

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নং _____ তারিখ _____
ক্রেতা - শ্রী / শ্রীমতী _____
ঠিকানা _____
বলা _____ টাকা _____
হাসান ডেভারের নাম _____



[Handwritten signature]

অরুণ সন্ন্যাসী
হাওড়া আদালত
হাওড়া কোর্ট কমপ্লেক্স

Memorandum of Understanding (MoU)
Between



New Airport College
1 Block, New Airport, Kolkata - 700053
West Bengal

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Vams Studio
Vams Studio
20A, 20N 2, Diamond Harbour Rd. opp. India Government Mint Block A, New Airport
Kolkata, West Bengal 700053

22 APR 2025

Memorandum of Understanding (MoU)

This Memorandum of Understanding (MoU) is made and entered into on this 3rd day of May, 2025, between **New Alipore College**, located at L Block, New Alipore, Kolkata - 700053, West Bengal, hereinafter referred to as the **First Party**, and **Vama Studio**, a creative and Chief Digital Marketing Firm 1st Floor, 23A, 29N/2, Diamond Harbour Rd, opp. India Government Mint, Block A, New Alipore, Kolkata, West Bengal 700053, herein referred to as the **Second Party**.

Whereas:

- i) The First Party is an institute of Higher Education affiliated with the University of Calcutta, offering undergraduate courses in BA, BCom, and BSc degrees since its establishment in 1963.
- ii) The Second Party is a professional organization offering services in digital marketing, content creation, branding, design, and strategy, and is actively engaged in training, internships, and creative project collaborations.

Objective of the MoU:

This MoU aims to provide students of New Alipore College with opportunities for:

- Internship and project-based learning in fields like digital marketing, content writing, graphic design, branding, UI/UX, and video editing.
- Add-on courses and skill development workshops.
- Live projects and mentorship sessions.
- Portfolio-building assistance and soft skills training.

Scope of Activities:

The Second Party will offer:

- Internship programs (minimum 30 hours) in:
 - Business Development
 - Technical Support
 - Photography & Videography
 - Content Creation & Copywriting
 - Digital Marketing & SEO
 - Social Media Management
 - Branding & Visual Design
 - Motion Graphics & Video Editing
 - UI/UX Design
 - Campaign Strategy
- Add-on certificate courses
- Expert talks and portfolio reviews
- Opportunities for students to assist in real-world client projects

The First Party will provide its college campus space for:

- Hosting **placement drives**
- Conducting **workshops and seminars**

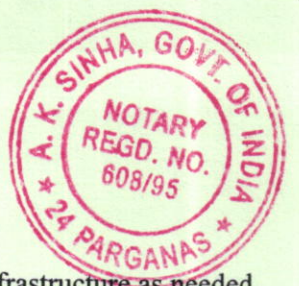
All such uses will be mutually decided upon and formalized through written agreements ahead of time for each engagement. This collaborative access will ensure smooth execution and alignment with both academic schedules and professional requirements.

06 MAY 2025

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Internship Modality:

- The internship and courses can be delivered in both **online and offline** formats.
- Vama Studio will assign mentors and provide necessary digital tools and briefings.
- New Alipore College will facilitate student participation and provide access to college infrastructure as needed.



Certification:

- Upon successful completion of the internship/add-on course, participants will receive a certificate jointly signed by both parties.
- Live projects completed may be included in the students' final academic portfolio (if applicable).

Validity of MoU:

This MoU will remain valid for **two (2) years** from the date of signing unless renewed or terminated earlier by mutual agreement. Either party may withdraw from the agreement with a written notice of **Two months**.

Financial Liabilities:

- The internship programs will be offered **free of cost**.

Data & Records:

The internship/add-on courses may be both in in-persons and online modes. Both the parties will provide requisite infrastructure like classrooms, computers, internet facilities, as and when required. The resource persons/trainer will be provided by the Second Party. The Second Party will arrange for industrial visits for doing live projects and writing project reports as required for fulfilling internship criteria for the students of the First Party. However, both the parties will have at least one designated staff/person each to provide and store data and information of enrollment, completion of internship/add-on course and issuing certificates.

Signatories

First Party For New Alipore College

L Block, New Alipore, Kolkata - 700053

Name: Dr. Jaydeep Sarangi

Designation: Principal, New Alipore College
New Alipore College
Block-L, New Alipore
Kolkata - 700 053

Signature: Jaydeep Sarangi
Date: 03/05/2025

Second Party For Vama Studio

1st Floor, 23A, 29N/2, Diamond Harbour Rd, opp. India Government Mint, Block A, New Alipore, Kolkata, West Bengal, 700053

Name: Vidhi Madan

Designation: Founder & CEO, Vama
VAMA

Signature: Vidhi Madan
Proprietor

Date: 03.05.2025

Witness:

First Party For New Alipore College

L Block, New Alipore, Kolkata - 700053

Name: ANUPAM KARMAKAR

Designation: Associate Prof.

Signature: Anupam Kar

Date: 06 MAY 2025

Signature Attested
on Identification

[Signature]

A. K. Sinha, Notary

Alipore Judges/Police Court, Cal-27
Regd. No. 608/1995 Govt. of India

Second Party For Vama Studio

1st Floor, 23A, 29N/2, Diamond Harbour Rd, opp. India Government Mint, Block A, New Alipore, Kolkata, West Bengal, 700053

Name: Sanju Adhikary

Designation: Co-Founder & CTO, Vama

Signature: Sanju Adhikary

Date: 03/5/25

Identified by me
[Signature]
Advocate