



Memorandum of Understanding

**Institute of Tourism and Hotel Management
Dr. Bhimrao Ambedkar University, Agra**

and

Glamour Live Films , B-6 M.K.Tower Sanjay Place Agra-282002

Introduction :

Glamour Live Films Agra is the fastest growing event management & entertainment company in the glamour industry; providing solutions for every need in corporate event management, trades show & films industry too. It provide people the talent, ideas and technology for a full range of entertainment and trade show planning services to business houses and associations throughout the nation. While Institute of Tourism and Hotel Management Dr. Bhimrao Ambedkar University Agra (formerly Agra University, Agra), one of the premier institute in India is committed to provide quality education in different streams including tourism, hospitality and allied industries.

Objectives of the MOU:

Institute of Tourism and Hotel Management (ITHM) Dr. Bhimrao Ambedkar University, Agra and Glamour Live Films Agra (GLFA) have many areas of common interest in various fields for their future growth. ITHM and GLFA are

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entering into a Memorandum of Understanding (MoU) for mutual cooperation in the interest of both organizations.

The objectives of this Memorandum of Understanding, interalia is:

- To promote interaction between ITHM and GLFA in mutually beneficial areas including organising event in travel, tourism, film industry and allied field.
- To promote value added engagement from both parties
- To enhance the internship opportunities for the students in the field of event management organisation, line production management in films.
- To promote the tourism sites with the help of shooting films through Glamour Live Films.
- Joint event organizing project may be proposed by both.

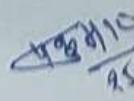
PROPOSED MODES OF POTENTIAL COLLABORATION

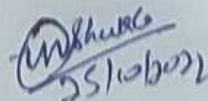
ITHM and GLFA may collaborate through one or more of the following projects or any such other projects as may be mutually agreed in between the parties:

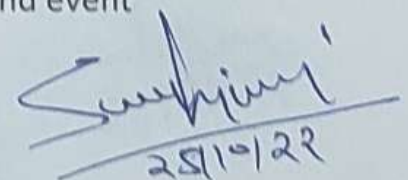
(a) Explore opportunities for joint event organisation undertaken by ITHM and Glamour Live Films Agra in the identified areas.

(b) Visits of faculties of ITHM and film producers of GLFA for study,talk sessions, film fellowsips and discussions or delivering guest lectures on subjects of mutual interest.

(c) Organising Workshops, conferences, seminars, masterclasses and symposia with joint participation of the faculty and students of ITHM and event organisers of the GLFA.


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(d) Internship opportunities for the students in organising events such as Film Festivals etc.

(e) Training / education through education programmes conducted in areas of common interest.

(f) Any other appropriate mode of interaction agreed upon between ITHM and GLFA.

INTELLECTUAL PROPERTY:

Nothing contained in this MOU shall, by express grant, implication, estoppels or otherwise create in either party any right, title, interest or license in or to the intellectual property (including not limited to know how, inventions, patents, copy rights and designs) of the other party.

NON-EXCLUSIVITY

The relationship of the parties under this MOU shall be non- exclusive and both parties, including their affiliates, subsidiaries, and divisions, are free to pursue other agreements or collaborations of any kind.

AMENDMENT TO MOU

No amendment to this MOU shall be valid unless the same is made in writing jointly by the parties hereto or their authorized representatives and specifically stating the same to be an amendment to this MOU.

TERM AND TERMINATION

(a) This MOU shall be valid for a period of three years from the date of the signature and can be terminated by either party with a prior written notice of three months served on the other party.

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(b) Despite termination, the parties shall abide by the usual professional ethics and normal code of conduct to maintain the confidentiality of the information and intellectual property rights.

(c) In the event of expiry or termination of this MOU (irrespective of the reason for such termination), the following shall apply:

ITHM and Glamour Live Films, Agra shall submit to each other all the supporting documents, working papers, research information gathered pursuant to any collaboration under this MOU.

However, the commitments, made before the date of termination of MOU will continue to be operative.

RELATIONSHIP

Nothing contained in this agreement shall be deemed or construed as creating a joint venture or partnership between the parties except as expressly set forth in this agreement. No party is by virtue of this agreement authorized as an agent, a partner, employee or legal representative of the other party, and the relationship of the parties is, and at all times will continue to be, that of independent parties.

ASSIGNMENT

It is understood by the parties herein this MOU is based on the professional competence and expertise of each party and hence neither party shall not transfer or assign this agreement, or rights or obligations arising hereunder, either wholly or in part, to any third party.

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DURATION:

The MOU shall remain in force for a period of three years from the date of signing. The MoU may be terminated or extended by mutual agreement of both the organization, namely; ITHM and GLFA in writing. The time of notice of any type from any party will be three months.

The MoU signed at ITHM, Agra..... (place) on 25th Oct. 2022 (Date) .

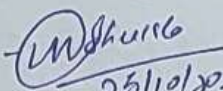
For:

Institute of Tourism and Hotel Mgt.

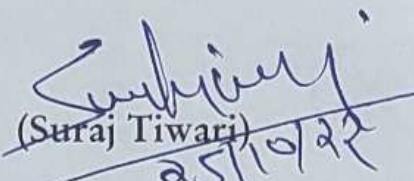
Glamour Live Films


Dr. Bhimrao Ambedkar University,

Agra


25/10/2022
(Prof U N Shukla)

Director


25/10/22
(Suraj Tiwari)
Director


25/10/22

Counter Signed by Dy. Registrar / Asstt Registrar

Witnesses:

Name & Designation

Signature:

1. Ravikant Tiwari (Member)

2. Amit Kumar Sahu (faculty member)

