



MEMORANDUM OF UNDERSTANDING

BETWEEN

DOORDARSHAN (DD)

AND

**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(AICTE)**

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is signed at New Delhi on this 14th day of March, 2018.

BY & BETWEEN

Doordarshan (DD), an Indian public service broadcaster, a division of Prasar Bharati (Broadcasting Corporation of India) and having its office at Doordarshan Bhawan, Copernicus Marg, New Delhi-110001 (Here-in-after to referred to as Doordarshan which expression unless repugnant to the context or meaning shall include its Successors(s), Administrators (or Permitted assignees and being represented through its Authorised signatory **Ms. Supriya Sahu, Director General, Doordarshan** of its First Part.

AND

All India Council for Technical Education (AICTE), New Delhi, a statutory body under Ministry of Human Resource and Development, Office at Nelson Mandela Marg, Vasant Kunj, New Delhi. AICTE apex governing body for Technical Education in India. (Here-in-after to referred to as AICTE which expression unless repugnant to the context or meaning shall include its Successors(s), Administrator(s) or Permitted assignees and being represented through its authorised signatory **Prof. Anil D. Sahasrabudhe, Chairman, All India Council for Technical Education (AICTE), New Delhi** is Second Part.

Whereas

"Smart India Hackathon 2018" (SIH 2018) is an event/competition, which will bring Innovations by youth for New India, enhance employability skills, open ideas for start-ups, and connect to Hon'ble Prime Minister's vision for **Digital India** and **Make in India**.



In order to work towards PM's vision for Digital India; MHRD, AICTE, i4C, and Persistent Systems are proud to propose the 2nd edition of this initiative – "**Smart India Hackathon 2018**". More than 28 Union Ministries & Departments, and 18 State Governments have provided various problems for solutions through Smart India Hackathon-2018.

The event "Smart India Hackathon 2018" (SIH 2018) is having two segments, Software and Hardware. The software competition is being conducted on 30th and 31st March, 2018. Hardware competition may be conducted in the month of June/July 2018. Software competition will be conducted at 28 Nodal centres in 23 cities of country. Venues for Hardware competition will be decided in due course of time.

2. **Period of Partnership:** The period of partnership shall be from the date of signing of this MoU till the 31stDecember, 2018.
3. **Purpose of Partnership:** Both the parties agree to partner for the event Smart India Hackathon 2018. Software edition on 30th and 31stMarch, and Hardware edition in the month of June/July 2018. The event will be conducted at various locations in the country.
4. **Deliverables from AICTE:**
 - a. "TV Partner" Status for Doordarshan (DD) with logo integrated in the sponsor panel for print advertisements, digital promotions, social media, on-ground activities, and on website of SIH2018.
 - b. Placement of DD Logo at the venue branding.
 - c. Partnership acknowledgment announcements during the event.
 - d. Integration of DD Logo with title in all marketing and branding communications.
 - e. Integration of DD Logo in invitations.
 - f. AICTE will give Doordarshan access to the venues (all nodal centres) of the event to Doordarshan for recording all programmes scheduled under SIH 2018.
 - g. AICTE will make available to Doordarshan any of the participants they wish to interview on best effort basis.
 - h. AICTE will get necessary permissions and requirements for Doordarshan to record these programmes.

- j. AICTE will permit Doordarshan to repeat telecast these programmes that come under SIH 2018.
- k. Festival calendars listing all events will bear the logo of Doordarshan appropriately.
- l. All hoardings in the municipality area will bear the logo of Doordarshan as a television partner (if so/subject to availability).
- m. Each hall of the venue which display, several generic signage's that will carry the logo of Doordarshan.
- n. To provide all logistical and other required support for the coverage of the event.
- p. AICTE will provide content/text/literature/data/facts of SIH 2018 at no cost, subject to the consent of the copyright holder (if any).

5. Deliverables from Doordarshan:

- a) DD to carry, on best effort basis, the promos of the SIH 2018 daily, to create a buzz around the festival, and to enhance its value so that subsequent telecasts of the event will also draw more viewers.
- b) To telecast programmes based on the content of the event SIH 2018 and interviews with the Chairman, AICTE, other dignitaries and participants at the event.
- c) Doordarshan will arrange to record, edit and telecast the programmes of SIH 2018 at its own cost.
- d) Sharing/promotion of information/ slides (provided by SIH 2018 social media team) on DD Social media pages.
- e) In case Doordarshan manages to market the content, SIH 2018, AICTE will get no share of the revenue generated

6. Jurisdiction: All disputes relating to the terms of the MoU, shall be subject to the exclusive jurisdiction of Courts at New Delhi

7. Amendment of the MOU: The obligations of the partners have been specifically outlined in this MOU. However, during the operation of the MOU, if any circumstances arise which call for alteration or modification of the terms of the MOU, the modified alterations shall be mutually discussed and agreed upon in writing only.

8. **Indemnity:** Both the parties agree to maintain the indemnity arising due to this partnership.
9. **Termination of the agreement:** This partnership agreement shall automatically come to an end on the expiry of the period as stated in Clause 2.
10. **Arbitration:** any dispute arising with regard to any aspect of the MOU shall be settled through mutual consultations and agreements by the partners in this MOU.

In witness whereof, both the parties have set their hands unto this Memorandum of Understanding on this 14th day of March, 2018.

On behalf of **DOORDARSHAN**

On behalf of **AICTE**

Signed:



Name: Supriya Sahu
Designation: Director General
Date: 14.03.2018

Signed:




Name: Anil D. Sahasrabudhe
Designation: Chairman
Date: 14.03.2018

Witness 1:

Signature:


Name & Address


PK Subhas
Additional Director General
Doordarshan

Witness 2:

Signature:

Name & Address:


GIRHARI LAL SARY
Assistant Director
AICTE.