



1st Floor, Datta Palace, Above Andhra bank,
Gandhi chowk, Amravati. (M.S.)
Tel./Fax : 0721-2567999
E-mail: adsquareamt@gmail.com

Date : 02/03/2015

To

The Principal

Shri Shivaji College,

Morshi Road, Amravati.

Subject: Willingness for MOU to start B. Voc. Course in Journalism and Media Management under UGC Scheme.

We hereby give willingness for MOU to conduct the **B. Voc. Course in Journalism and Media Management** under UGC Scheme in Shri Shivaji College, Amravati. Ad Square Advertising Agency will extend the support for conducting the course, and will provide service-learning and other opportunity for the course. Ad Square Advertising Agency (erstwhile- Ad Spot) is a Full Service Advertisement Agency. We are working in advertising field since 1996 and working in close association with various Commercial organizations and business houses for production of Advertisements, Information Brochures, leaflets, User guide, Advertisement Films, Hoardings etc..

It will be a great opportunity for us to make MOU which provides a service to your renowned institution.

Thanking you in anticipation,

For AD SQUARE Ad Agency

A handwritten signature in black ink, appearing to read 'Ravindra Ingle', is written over a horizontal line.

Ravindra Ingle

Director- Media Planning

For **AD SQUARE**

Memorandum of Understanding (MOU)

MEMORANDUM OF UNDERSTANDING (MOU)

Between

SHRI SHIVAJI COLLEGE, AMRAVATI

And

AD SQUARE, AMRAVATI

This is an agreement between Shri Shivaji College, Morshi Road, Amravati hereinafter called 'SSC' and Ad Square, Gandhi Chouk, Amravati, hereinafter called 'Industry Partner'.

I. PURPOSE AND SCOPE

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to the implementation of the **B.Voc. Programme in Journalism and Media Management** at SSC. The Ad Square is intended to help provide service, learning and other opportunities to SSC students through partnership. To support this goal, SSC and Industry Partner will work together to conduct service that meets needs of our communities.

Both SSC and Industry Partner should ensure that program activities are conducted in compliance with all applicable UGC laws, rules, and regulations.

In particular, this MOU is intended to establish clear guidelines regarding the service work that will be conducted at SSC and if required at the site of the Industry Partner.

II. BACKGROUND

This Industry Partner will provide service-learning and other opportunity for the course, Co-ordinated between Shri Shivaji College and Ad Square.

III. SHRI SHIVAJI COLLEGE RESPONSIBILITIES UNDER THIS MOU

Shri Shivaji College shall undertake the following responsibilities:

- To enrol the students.
- To verify hours completed by each SSC participant.
- To provide all the infrastructure facilities to the students.
- To prepare detailed curriculum of the course in consultation with all the industry Partners. Board of Studies and industry associations.
- To appoint the faculty and related staff.
- To function all other activities as per UGC rules and guidelines for the course.
- To give the credits and to evaluate the participants.


Principal



COMPANY PROFILE

NAME OF THE FIRM-

AD SQUARE ADVT AGENCY

Nature of the Firm-

Partnership Firm

Partners Name-

1. Mrs Rajshri C Kawale, Amravati (Mob No- 9423621625)

2. Mr Ravindra Ingle, Amravati (Mob No- 9823170202)

3. Mr Suhas Bagde, Amravati, (Mob No- 9823014522)

4. Mr Ashvin Gujar, Amravati, (Mob No- 9860012820)


All the partners are veterans of Advertising Fields with more than 20 years experience.

ADDRESS-

2nd Floor, Above Andhra Bank, Datta Palace, Gandhi Chowk, Amravati

Phone-

0721-2567999


Principal
Shri Shivaji College,
Amravati

