



सत्यमेव जयते

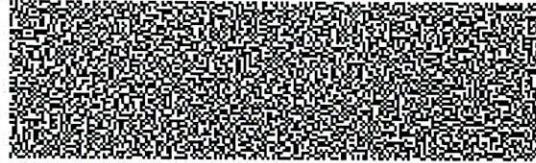
INDIA NON JUDICIAL

Government of Karnataka

Rs. 100

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Certificate No. : IN-KA43513102134716W
 Certificate Issued Date : 28-Feb-2024 03:22 PM
 Account Reference : NONACC (FI)/ kacrsfl08/ MYSORE21/ KA-MY
 Unique Doc. Reference : SUBIN-KAKACRSFL0849201384513341W
 Purchased by : MANGALORE CHEMICAL AND FERTILIZERS LTD BENGALURU
 Description of Document : Article 2(B) Administration Bond - In any other case
 Property Description : AGREEMENT
 Consideration Price (Rs.) : 0
 (Zero)
 First Party : UNIVERSITY OF MYSORE MYSURU
 Second Party : MANGALORE CHEMICAL AND FERTILIZERS LTD BENGALURU
 Stamp Duty Paid By : MANGALORE CHEMICAL AND FERTILIZERS LTD BENGALURU
 Stamp Duty Amount(Rs.) : 100
 (One Hundred only)



Please write or type below this line

Memorandum of Understanding

The Memorandum of Understanding is made on 29th February, 2024

Between

The University of Mysore, Mysuru having its registered office at Mysuru, Karnataka represented herein by its Registrar (here in after referred to as the *University of Mysore (UoM)*, Mysuru) of the one part:

And

The Mangalore Chemicals and Fertilizers Limited (MCF), Bengaluru, Karnataka now being represented by its Deputy General Manager (here in after referred to as *Mangalore Chemicals and Fertilizers Limited (MCF), Bengaluru*) of the two part:

[Signature]
29/2/2024
Registrar

University of Mysore

For Mangalore Chemicals & Fertilizers Ltd.,
[Signature]

Sathisha R
DGM-Technical Services & Marketing Development

1. The authenticity of this Stamp certificate should be verified at 'www.shcilestamp.com' or using e-Stamp Mobile App of Stock Holding.
2. Any discrepancy in the details on this Certificate and as available on the website / Mobile App renders it invalid.
3. In case of any discrepancy please inform the Competent Authority.

SHCIL
GOVERNMENT OF KARNATAKA

The University of Mysore, Mysuru and The Mangalore Chemicals and Fertilizers Limited (MCF), Bengaluru, (here in after referred to singularly as *the Participant* and collectively as *the Participants*)

Whereas the above-named institutions recognize that Knowledge Partner with Industry collaboration would be of mutual benefit and would strengthen, content creation, delivery and development and broadcasting as per the Ministry of Chemical and Fertilizers, Department of Fertilizers, New Delhi, Government of India for the vision of achieving the self-reliance in the fertilizer sector by engaging Radio Manasa 89.6 FM, Community Radio Station, University of Mysore, Mysuru for the purpose of Information, Dissemination, Education and Communication. The Radio Manasa 89.6 FM, Community Radio Station, University of Mysore, Mysuru, with the Mangalore Chemicals and Fertilizers Limited (MCF), Bengaluru as the Collaborating institute(s) it is agreed that:

This agreement witnesses as here under:

POINT 1: SPECIFIC PURPOSE OF AGREEMENT

The parties agree to cooperate in the following areas: -

1.1 Knowledge Partnership

1. The Mangalore Chemicals and Fertilizers Limited(MCF), will act as the sponsoring organization for creation, delivery and development of audio contents for the purpose of broadcasting in the Radio Manasa 89.6 CRS, Mysuru. Knowledge Support and Industry collaborator to help in sharing content delivery and development for the purpose of Radio transmission activity and shall have a focus on use of the radio for the purpose of Information, Dissemination, Education and Communication. The programmes related to PM-PRANAM, balanced use of fertilizers, soil nutrients management, soil health and sustainable agriculture etc. Programme that are of general interest to the public and farmers both in English and Kannada.

2. Each collaborative activity shall be significant from both scientific as well as societal benefit points of view.

1.2 Development of content in the form of Audio Modules

The Mangalore Chemicals and Fertilizers Limited (MCF), will act as the sponsoring organization for production of 180 programmes and broadcasting of 180 programmes (half an hour) audio contents in the Radio Manasa 89.6 CRS, Mysuru. The Radio Manasa 89.6 CRS,


Registrar
University of Mysore
Mysuru

For Mangalore Chemicals & Fertilizers Ltd.,

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team will be responsible for production of audio contents including script development, delivery of contents, editing etc. and broadcasting at the Radio Manasa 89.6 FM, Community Radio Station, The Radio Manasa 89.6 CRS, will record and edit for the purpose of Radio Broadcasting and Transmission in line with the Community Radio Station Guidelines issued by the Ministry of Information and Broadcasting, Government of India, New Delhi.

1.3 Needs-based Academic and Industry Collaboration

Based on mutual need, the Institutions shall explore additional ways of collaborating to improve and diversify the nature of the content and its delivery and development. The activities may include script development, identifying target audience, program feedback and audience engagement etc. for the purpose of broadcasting. The details of the above activities and arrangements shall be negotiated at the appropriate time on a case-to-case basis and shall be governed by the relevant approval processes of both the Institutions.

POINT 2: RESPONSIBILITIES

Both institutions acknowledge the mutual alignment of their institutional vision, mission and values. Both organizations commit themselves to jointly accomplish the goals of content delivery and development for the purpose of Radio Broadcasting and Transmission.

2.1. Sharing of information:

Equal rights to sponsored content will be shared by the sponsoring ministry/ department/ company and the concerned CR station. After the stipulated number of broadcasts, the programmes may be released into the public domain and should be freely sharable with other radio stations for rebroadcast with attribution.

2.2. Financial support:

Sl. No.	Activities	Amount (In Rs.)
1.	Production of audio contents- For 100 programmes across one year Rs. 5000/half hour programme including script development, delivery of contents, editing etc (100*Rs. 5000= Rs. 5,00,000.00)	5,00,000.00


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2.	Broadcasting and Transmission - For 180 programmes across one year Rs. 5,000/half hour programme (including broadcasting of programmes produced by other selected CRS) . (180*Rs. 5000= Rs. 9,00,000.00)	9,00,000.00
3.	Honorarium, TA & DA to the resource persons - As per the University order (Lump sum).	1,00,000.00
	Total	15,00,000.00

- Out of 180 programmes,100 programmes produced by Radio Manasa 89.6 FM, Community Radio Station, University of Mysore, Mysuru and remaining 80 programs will be produced by the other selected CRS, Karnataka.
- 180 programmes broadcasting at Radio Manasa 89.6 FM, Community Radio Station, University of Mysore, Mysuru at Rs.5000/program.

2.2.1. Mode of Payment

- About 50% of the amount to be released after signing of Memorandum of Understanding (MoU)
- About 30% of the amount to be released completion of 50% of the programme Broadcasted and Transmitted.
- Remaining 20% of the amount to be released last month of scheduled duration of Broadcasting and Transmission.

2.3. Focal Person(s):

Coordinator, Radio Manasa 89.6 FM, Community Radio Station, University of Mysore, Mysuru and Deputy General Manager (DGM), Mangalore Chemicals and Fertilizers Limited (MCF), Bengaluru are the designated nodal persons to provide all the necessary support to the tasks, whose duties include supporting the activities for the smooth and successful implementation under this MoU.

POINT 3: LANGUAGE

All written correspondence and activities relating to the tasks shall be transacted in Kannada and English Languages.

POINT 4: FORCE MAJEURE

No institution covered under this agreement shall be liable for any failure to perform its obligation where such failure is a result of Acts of God, which are here defined as force majeure.


 Registrar
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 Mysuru

For Mangalore Chemicals & Fertilizers Ltd.,

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POINT 5: DURATION AND TERMINATION

This AGREEMENT shall come into effect on the date of signature by the two Institutions and shall remain in force for an initial period of one (1) year, unless otherwise terminated by mutual consent, and with 30 days prior written notice to the other Institution.

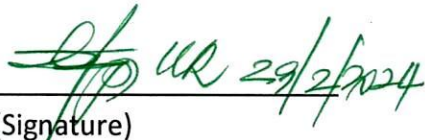
POINT 6: DISPUTE RESOLUTION

Institutions agree that if there is any dispute of difference between both arising out of the Agreement or in the interpretation of any of the provisions thereof, they shall endeavour to meet in an effort to resolve such dispute by discussion, within 30 days of such dispute arising, failing such resolution then the parties in dispute shall refer at their costs the dispute to a mutually agreed senior executive of the Institutions.

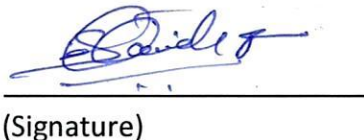
IN WITNESS WHEREOF, the undersigned being duly authorized by their respective Institutions, have signed this Agreement.

University of Mysore

Mangalore Chemicals and Fertilizers Limited (MCF)



(Signature)



(Signature)

Registrar
University of Mysore
Mysuru

For Mangalore Chemicals & Fertilizers Ltd.,


Sathisha R
DGM-Technical Services & Marketing Development

(Date)

(Date)

Witness

Co-Ordinator
Radio Manasa
Community Radio Station
University of Mysore
Senate Bhavan, Manasagangotri
Mysuru-06

Witness

29/12/2024
