Memorandum of Understanding (MoU)

Between APICS, SSCBS and StudyIn
For ASCEND'26

About ASCEND'26

ASCEND'26 is an initiative by APICS, Shaheed Sukhdev College of Business Studies (SSCBS), aimed at fostering problem-solving, innovation, and industry exposure among students through case competitions, sessions, and collaborative engagements. The event provides a platform for students to learn, network, and explore growth opportunities.

Deliverables from APICS, SSCBS

1. **Study Abroad Seminar (Offline):**
   Conducting one dedicated **Study Abroad Seminar Session** for final and pre-final year students at SSCBS (Duration: ~1 hour).
2. **Online Participation Promotion:**
   Facilitating and promoting student participation for **StudyIn's Europe Study Abroad Online Session** scheduled in late April.
3. **Logo Promotion:**
   Display of StudyIn's logo across all official ASCEND'26 marketing creatives, including banners, posters, and digital content.
4. **Online Marketing:**
   Active promotion across APICS SSCBS platforms including **LinkedIn, Instagram, WhatsApp, and relevant student networks**, including posts, stories, and event promotions.
5. **Student Database Sharing:**
   Sharing of **database of attendees/participants** from relevant sessions/events, subject to applicable data-sharing norms and student consent.

Deliverables from StudyIn

1. **Sponsorship Amount:**
   StudyIn agrees to provide a fixed sponsorship of **₹16,000 (Rupees Sixteen Thousand Only)** to APICS, SSCBS.

Confidentiality

1. Any information shared between the parties, whether written or verbal, shall be treated as confidential and shall not be disclosed without prior consent.

2. Either party may disclose general aspects of the collaboration for promotional purposes, subject to prior approval from the other party.

Miscellaneous

1. Neither party shall be liable for delays or failure in performance due to causes beyond reasonable control (force majeure).
2. This MoU supersedes all prior agreements between the parties related to ASCEND’26.
3. Any amendments must be made in writing and signed by both parties.

Validity

This MoU shall come into effect upon signing by both parties and shall remain valid until completion of ASCEND’26 and fulfillment of all agreed deliverables, unless terminated earlier by mutual consent.