Memorandum of Understanding

The purpose of this Memorandum of Understanding (MoU) is to identify a framework of cooperation and partnership between the below-mentioned parties to work together and ensure the successful execution of the event Inceptra 2026.

Date: 23 April, 2026

Party 1: **Anthropos – HRD Cell**
Party 2: **TruScholar**

Party 1 shall provide the following deliverables to Party 2:

- **Social Media Promotion:**

Party 1 will publish one Instagram post and one LinkedIn post announcing TruScholar as the Official Digital Creative Partner / Credential Partner.

- **Reel Promotion:**

Party 1 will create and publish one Instagram reel promoting TruScholar's platform and its offerings.

- **Branding & Visibility:**

Party 1 will ensure the inclusion of TruScholar's logo on all event creatives, including posters, banners, and certificates.

- **QR Code Placement:**

Party 1 will place TruScholar Wallet QR codes on event banners, posters, and relevant promotional materials to encourage engagement.

- **On-ground Promotion:**

Party 1 will allow the placement of posters/standees and ensure visibility of TruScholar branding at the event venue and play the 90-second video during the live event.

- **Title Recognition:**

Party 1 will officially recognize TruScholar as the "Digital Creative Partner" (or "Official Credential Partner") across all event communications.

Party 2 shall provide the following deliverables to Party 1:

- **Credential Sponsorship:**

Party 2 will provide digital credential sponsorship worth up to INR 15,00,000 for the event participants.

- **Digital Certification Platform:**

Party 2 will facilitate issuance of all event certificates through its blockchain-powered platform, including customized credential designs.

- **Student Benefits:**

Party 2 will provide participants access to:

1. Smart Credential Wallet
2. AI-powered Career Coach
3. AI-based Interview Preparation Tool
4. TruResume (ATS-friendly Resume Builder)
5. Job & Internship Portal

- **Marketing & Design Support:**

Party 2 will provide support for promotional activities and assist in designing certificates and related creatives.

- **Technical & Platform Support:**

Party 2 will ensure smooth execution of certificate issuance and provide necessary backend support during and after the event.

- **Brand Promotion:**

Party 2 may feature the event and institution across its website, presentations, and promotional materials.

General Terms:

This MoU is intended to facilitate collaboration between both parties for the successful execution of the event. Both parties agree to coordinate effectively and uphold mutual responsibilities.

In case of non-compliance or inability to fulfill the agreed deliverables, the concerned party shall inform the other in advance. No penalties shall be imposed unless mutually agreed upon.

(Rohan President)
Anthropos HRDC

(Mr Mayur Harwani)
TruScholar