MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) is entered into on 22nd March, 2026, by and between CII YI Yuva – Shaheed Sukhdev College of Business Studies (SSCBS) and MarkUs – The Marketing Society, Hansraj College (DU) for collaboration in promoting participation in competitions listed on Unstop.

1. Purpose of the Engagement

The purpose of this collaboration is to support participation in each other's competitions listed on Unstop, namely Impactathon 3.0 hosted by CII YI Yuva – SSCBS and Bidwiser 10.0 hosted by MarkUs – The Marketing Society, Hansraj College (DU) Both societies agree to support participation in these competitions and drive student involvement across institutions.

2. Roles and Deliverables

• Each society shall ensure a total of 60 registrations for the other society's competition listed on Unstop, to be completed wihin three (3) days from the date of signing this MOU.

• A shared Google Sheet will be maintained to track registrations with two tabs: 'Impactathon 3.0' and 'Bidwiser 10.0'.

For CII YI YUVA – SSCBS, DU

Signature: Neelesh

Name: Neelesh Gupta

Designation: Coordinator

For MarkUs – Hansraj College, DU

Signature: _____

Name: Anushka Agarwal

Designation: President