



LETTER OF INTENT

Between Devi Ahilya Vishwavidyalaya (DAVV), and the UNITED NATIONS CHILDREN'S FUND

This LETTER OF INTENT is entered on 17 February, 2020 by and between:

- i. Devi Ahilya Vishwavidyalaya (DAVV), formerly University of Indore, is the First State University of Madhya Pradesh which has been accredited with "A" grade by NAAC. It was established in 1964, by an Act of Legislature of Madhya Pradesh. DAVV is an affiliate State University whose jurisdiction includes seven tribal dominated districts of Indore division.
- ii. THE UNITED NATIONS CHILDREN'S FUND (herein referred to as "UNICEF"), an international inter-governmental organization established by the General Assembly of the United Nations, having its office Headquarters at UNICEF House, Three United Nations Plaza, New York, New York 110017 and represented by the UNICEF India Country Office located at 73, Lodi Estate, New Delhi -110003, India.

UNICEF and DAVV are referred to individually as a "Party" and collectively as "Parties". Both Parties have reached the following intent:

1. BACKGROUND

- 1 **Devi Ahilya Vishwavidyalaya (DAVV)**, formerly University of Indore, is a premier University in Central India, has completed **54th** years of establishment, educational commitment and services. It is the First State University of Madhya Pradesh which has been accredited with "A" grade by NAAC. It was established in 1964, by an Act of Legislature of Madhya Pradesh. DAVV is an affiliate State University whose jurisdiction includes seven tribal dominated districts of Indore division It is catering to the educational needs on one hand to the most industrially developed district of MP, Indore and on the other hand to the tribal and rural districts of the State.
- 2 There are 33 teaching departments and centres offering undergraduate, post-graduate and research programs in sixteen Faculties. It is amongst the first few Universities in the country to introduce innovative and integrated courses in the area of science, engineering, technology, management, law and media. University has 294 affiliated colleges in addition to University teaching departments and centres. All Schools/Institutes have complete academic autonomy and flexibility. Teaching is imparted to 10,500 students in regular courses and nearly 1,000 students through distance education mode.
- 3 University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public relations, Electronic Media, New Media, Computer Applications Media management and Communication Research.

3.1 UNICEF Background

UNICEF, an integral part of the United Nations, works with governments, communities, civil society organizations, the private sector, and other partners worldwide to advance children's rights, and is guided by the Convention on the Rights of the Child. In Madhya Pradesh it

works with the Departments of State Government, UN Agencies, civil society organizations, academia, media institutions, youth and adolescent groups.

Purpose

This partnership will systematically and coherently create a sustainable impact on issues affecting children by tightly integrating Child Rights course in the curriculum and sustainably building capacities of media students. It will also strengthen and reinforce media students' comparative advantage and leverage on child centric reporting as well as enhance increased quality coverage of child rights issues in the media which inevitably has necessitated the need for strategic partnership between School of Journalism and Mass Communication, DAVV and UNICEF.

The focus will be on increasing informed discourse on child rights and engagement with media to promote priority efforts of the State, UNICEF, CSOs and youth groups in addressing child deprivation and vulnerabilities.

2. AREAS OF COLLABORATION

The Parties have agreed to engaging with each other for various areas of collaboration as mentioned below:

- 2.1 Incorporating child rights in media studies and others course – School of Journalism and Mass Communication, DAVV, with technical support from UNICEF will identify courses where it can incorporate child rights either in full or elements of child rights so that students learn about the same in their subjects. One such area is media studies, being run by the School of Journalism and Mass Communication of the University.
- 2.2 School of Journalism and Mass Communication, DAVV, with technical support from UNICEF will jointly organize sessions on child rights and media in the University, to help build capacity of students of University and faculty of the University on child rights, social media and use of data for journalism and communication.
- 2.3 School of Journalism and Mass Communication, DAVV, with technical support from UNICEF jointly organize sessions on child rights and media in the University, to help build capacity of media professionals on child rights particularly nutrition, new born health, immunization, child protection, use of social media and data for journalism and communication. This will include in strengthening capacity of media laws which affect children and need to be respected, particularly on child protection.
- 2.4 Digital Citizens on social media: School of Journalism and Mass Communication, DAVV, with technical support from UNICEF will organize sessions of students, faculty, social media influencers and journalists who are active on social media to support UNICEF key priorities on stunting, child marriage and violence against children.
- 2.5 World Children's Day: School of Journalism and Mass Communication, DAVV and UNICEF will work together to create a discourse during World Children's Day and its yearly theme.
- 2.6 School of Journalism and Mass Communication, DAVV, with technical support from UNICEF will bring out journal and newsletter on theme of child rights and media to document work being done in media to raise discourse on child rights particularly child survival and protection.

2.7 School of Journalism and Mass Communication, DAVV, with technical support from UNICEF may support in evidence generation, knowledge management, process documentation and also may undertake research on issues of child rights, and submit a report.

3. SCOPE

The Parties acknowledge and agree that the Areas of Collaboration set out in Article 2 are not exhaustive in nature and the Parties shall in good faith, negotiate to elaborate upon the Areas of Collaboration, including additional areas of collaboration as may be mutually agreed and the rights, responsibilities and obligations of each Party in relation to each of the Areas of Collaboration. The Parties may, from time to time, execute addenda or modifications to this letter to incorporate such additional scope of collaboration or discussions in accordance with Clause 5.3 of this letter. If any clarification is required from either party as to the areas of collaboration for the scope thereof, parties agree to mutually discuss and come to a mutually agreeable solution.

4. DURATION AND TERMINATION

This letter shall be valid after its signature from the date of signing till the completion of the SDF, i.e. 31st December 2020. The Parties may further extend the letter with mutual written consent.

This letter may be terminated without liability to either Party by providing the intent to terminate in writing with a prior notice period of 1 month.

5. TERMS

5.1 Costs and Expenses -

Both Parties shall be responsible for meeting their own expenses in connection with all matters related to this letter including for the avoidance of doubt, any activities set out in the areas of collaboration.

5.2 Assignment -

Neither of the Parties shall assign any of their duties under this partnership to any other person or institution without prior approval of other party.

5.3 Amendments -

No alterations, additions or modification hereto shall be valid and binding unless the same are reduced to writing and signed by both the Parties.

5.4 Non-Exclusive Discussions -

The Parties acknowledge and agree that the Areas of Collaboration under this letter are being undertaken on a non-exclusive basis and either Party shall be free to enter into or consummate transactions similar to the Areas of Collaboration with other parties in India or elsewhere.

5.5 Confidentiality and Public Announcement -

5.5.1 "Confidential Information" means the confidential, proprietary, and trade secret information of the disclosing party to be disclosed by the disclosing party under this letter, and comprises (a) information in tangible form that: (1) bears a

Confidentiality Legend, or (2) does not bear any Confidentiality Legend, if the receiving party knew, or reasonably should have known under the circumstances, that the information was confidential and had been communicated to it in confidence, and (b) discussions about that information that may occur before, at the same time, or after disclosure of the information. This letter and all confidential information exchanged between the Parties pursuant to this letter shall be held to be confidential.

5.5.2 Neither Party nor any of their affiliates or personal shall make any public announcement about the letter and /or the scope of proposed engagement, without the prior written consent of the other Party. Any public announcement so made, shall be in line with the scope of collaboration in the abovementioned areas of collaboration.

5.6 Conflict of Interest -

5.6.1 Neither of the parties believes that the collaboration contemplated by this letter raises any actual or potential conflicts of interest. The parties agree that this letter and the negotiation of the same (and any other agreements entered into in connection herewith) are independent of any past, present or potential future arrangements, and are not connected to an existing business relationship between either of the parties.

5.6.2 All commercial opportunities are considered separate and distinct from this collaboration.

NOTICES

All communications hereunder shall be in writing and shall be deemed given if delivered personally or mailed by registered or certified mail (return receipt requested) to the Parties at the address specified below:

If to THE UNITED NATIONS CHILDREN'S FUND ("UNICEF"),
Attention of: Michael Steven Juma
Address: 41-42, Polytechnic Colony, Bhopal

If to the
Attention of:
Address: Indore

For and on behalf of

UNICEF	
By:	By: Devi Ahilya Vishwavidyalaya (DAVV)
Print Name: Michael Steven Juma	Print Name: Anil Sharma
Title: Chief, UNICEF, Madhya Pradesh	Title: Registrar
Date: February 18, 2020	Date: February 18, 2020