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**Memorandum of Understanding
Between
Dr. Babasaheb Ambedkar Open University, Ahmedabad
And
NAC Communication Network LLP., Ahmedabad,
For
Media and Communication related services**

This Memorandum of Understanding (MoU) is made and entered into on 9th July, 2020 by and between Dr. Babasaheb Ambedkar Open University, Ahmedabad and NAC Communication Network Iip., Ahmedabad in order to promote, educate and support for Media and Communication related services

The first party,

Dr. Babasaheb Ambedkar Open University (BAOU), Jyotirmay Parisar, Sarkhej-Gandhinagar Highway-Chharodi, Ahmedabad-382481. here in after referred to as BAOU, was established by the Government of Gujarat in 1994 with head quarter at Ahmedabad. The University has 285 study centres across Gujarat with established Regional Centres at Rajkot, Kutch, Surat and Patan in Gujarat. The University has been established to provide the opportunities for higher education to a larger segment of the population irrespective of classes, castes, creed, religion or sex. With objective of advancement and dissemination of learning and knowledge by a diversity of means including use of any communication technology it has reached to the number of more than 6,00,000 learners as a cumulative enrolment.

BAOU offers more than 65 courses, ranging from certificate to post graduate level covering diverse disciplines like Humanities, Social Sciences, Commerce & Management, Information Technology and Foreign Languages. Doctoral Research Program (Ph.D.) in 26 subjects being offered at BAOU has added one more feather to its hat. It is the only Open University in India to successfully converge open education with conventional education through 149 Choice Based Credit System courses. BAOU has its own Quality Assurance Cell committed to the quality of the content of the programme as well as the delivery of the program. The association and communication of BAOU with the other study centres as well as other stake holders is exemplary.

Recognition

• BAOU is recognized by the University Grant Commission (UGC)/Distance Education Bureau (DEB) for offering distance education programme.



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- BAOU is recognized by the National Council of Educational Research and Training (NCERT) and Rehabilitation Council of India (RCI) for offering education and special education programme.
- BAOU is a member of Association of Indian Universities (AIU)

Awards and Achievements

1. BAOU has trailed a new path with its innovative and empowering vision in the field of education. In 2011 National Survey, BAOU ranked fifth in terms of "Performance and Output" in India as one of the leading open universities in India.
2. In 2012, BAOU, on invitation joined as one of the founder-anchor members of the UNESCO-funded international Open Educational Resources University (OERu). BAOU is the only Open University from Asia to have been invited by the OER University as one its founder-anchor member.
3. Kamdhenu is the first of its kind ICT enabled world's most advanced classroom on wheels. "Kamdhenu" project earned for BAOU, the prestigious Enterprise Driving Growth and Excellence (EDGE) award in 2012.
4. BAOU has won the "Best ICT Enabled University 2015" award in ICT4SD conference and awards. ICT4SD (Information and Communication Technology for Sustainable Development) is an International Conference held at Ahmedabad. In order to recognize and reward the extraordinary performance as well achievements by ICT and allied industries in India, ICT Award The Excellencia 2015 concurrent with ICT4SD Conference during 3 & 4 July 2015 is held at The Pride Hotel, Ahmedabad.
5. CCI Technology Education Excellence Awards 2015 is to recognize excellence in different aspects of working of technology Universities. The CCI Technology Education Excellence Awards 2015 was organized by Gujarat Technological University (GTU) and CMAI (Communication Multimedia Applications Infrastructure) Association of India. CMAI is India's largest ICT association with 48,500 members and 54 MoU partners across the globe. Dr. Babasaheb Ambedkar Open University was conferred with award in category Best University in Open & Distance Learning/ Satellite or TV or webinar-based Learning systems.
6. The Chartered Institute of Management Accountants (CIMA) organized World Education Congress Global Awards for excellence in education, leadership and teaching. The BAOU was conferred with 3 awards in following categories:
 - a. Innovation in Distance Learning
 - b. Award for Distance Learning Leadership
 - c. Best Government-Distance-Learning Institute/University
7. Dr. Babasaheb Ambedkar Open University was among three finalists for the FICCI Higher Education Awards 2015 in the category Excellence in Technology given by Federation of Indian Chambers of Commerce & Industry (FICCI).

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8. Dr. Babasaheb Ambedkar Open University, Ahmedabad was awarded with "Most Innovative Government University" at ABP News National Education Awards – 2019 on 4th July 2019 at Taj Lands End, Mumbai.

School of Humanities & Social Science, Dr. Babasaheb Ambedkar Open University:

The courses offered by the School of Humanities and Social Sciences aim at imparting and generating knowledge on emerging issues and problems of contemporary society, economy and polity. The course structure is choice based, flexible and is interdisciplinary. At the end of the course, a student would be equipped with analytical skills, social science theoretical knowledge based on empirical and field-based learning. Thus a student with this kind of learning can look forward to careers in teaching, management, research, policy making, development sector, media and administration. The School of Humanities comprises the disciplines of English and Hindi, as well as a Translation Cell. The School offers Doctoral Degree, Master's Degree (MA) and Bachelor's Degree (BA) Programmes in both English and Hindi apart from a number of Certificate, Diploma and Post-graduate diploma programmes. Included in the Bachelor's Degree Programmes are the 16 foundation courses in English, Hindi, Sanskrit and 11 modern Indian languages, 16 elective courses (in English and Hindi) and five application-oriented courses in English and Hindi.

The School of Humanities and Social Sciences (SHSS) is among the larger schools of studies at the Dr. Babasaheb Ambedkar Open University. SHSS offers academic programmes in Twelve(12) disciplines: English, Hindi, Gujarati, Sanskrit, Performing Arts, Journalism, Economics, History, Library and Information Science, Political Science, Public Administration, Sociology. The programmes offered by disciplines relate to core subject areas but at the same time straddle disciplines, in order to enlarge the canvas for academic pursuits. The School also links the development of courses to the ever-expanding socio-economic and political contexts in which School of Humanities and Social Science processes occur.. In view of the fact that BAOU is today the foremost Centre of open and distance learning and is adequately equipped with modern educational technologies, the School has consciously tried to assign a significant role to ICT tools in devising the learning programmes. The following features are a hallmark of its programmes:

- Basic programmes in various disciplines at the under-graduate and post-graduate levels have been strengthened with foundation and application-oriented courses.
- Short-term and long-term courses focused on vocational and professional needs.
- Programmes and courses geared to meet the requirements of groups located on the fringes of society.
- Programmes in areas of concern to society with a School of Humanities and Social Science perspective.

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The School has expanded its academic activities and has launched a research Programme that applies newer methodologies to elicit a more creative response, both from within a discipline and from interdisciplinary interactions.

At this juncture the School is in a position to comprehend the "new" social reality in a better light and give School of Humanities and Social Sciences a purposeful orientation. The key element in this strategy is the adaptation of Social Science study to the requirements of mass education. Thus modern educational technology including ICT is likely to determine the relevance of School of Humanities and Social Sciences and course development in the next decade. These additions will enrich and make them compatible and appropriate in the light of new developments in the discipline areas.

The Second Party,

NAC Communication Network Iip, a limited liability partnership incorporated under the Limited Liability Partnership Act 2008, having Identity No. : AAA-3854; PAN:AAIFN4243L; GST No. :24AAIFN4243L1Z5 and its registered office at 304/B, Silicon Valley, Shivranjani Cross Roads, Satellite, Ahmedabad 380015, Gujarat, India., hereinafter referred to as NAC.

NAC has excellent track record in Print, Electronic and Digital media for its wide range of activities. It has a strong network as well as long standing experience in the media and communication industry.

NAC is active in the field of publishing of books, coffee table books, periodicals, souvenirs in print media and making of corporate films, documentaries, short films, TV programmes, quickies in electronic media. Some of its books are regarded as reference books for readers, writers and historians.

Its web portal JAN MAN INDIA in digital medium intends to be a unique platform with people's participation.

'Jan Man India' is an online news portal with an innovative concept of the Portal that is FOR THE PEOPLE, BY THE PEOPLE and OF THE PEOPLE. It believes that People are Supreme in the democracy. So It inspires people to raise their voices and appeals to contribute their efforts to make Jan Man India a free and fair platform for better India.

Jan Man India is also for a specialized industry-specific portal leading onto a one of it's kind integrated media university and other development and research projects to be undertaken.

In recent times, there is a sphere of education with immense potential for growth is MEDIA AND COMMUNICATION STUDIES.



Jan Man India intends to educate and promote young Journalists, students of journalism from other educational institutions and universities through internships for practical training, education and guidance. During internships, interested students are planned to give training to develop their writing skill effectively, research, news reading as well as anchoring on TV and news portal with proper know how, views expression on screen, script writing, field reporting and overall media related communication skill for print, electronic, digital and other communication related media.

It also plans a strategy and execute the information and awareness campaign for various educational and welfare schemes, achievements by institutions and government departments.

The company has been able to expand its wings throughout the state and outside Gujarat too by its performance through perseverance and dedicated endeavours to achieve the goal of customer's satisfaction.

It's dream to be the company of commitment, the company of excellence and the company of performance is a missionary approach in real sense.

NAC is confident of creating strong synergy with BAOU for Media and Communication related services according to it's requirements time to time.

Nature of Business	Media and Communication
Additional Business	Educational services
Year of Establishment	2011
Ownership Type	Partnership
Annual Turnover	Approximate Rs. 4000000/-

This MoU is designed to encourage the collaborative activities on academics, training and research as following:

1. Faculty training and students training at the industry
2. Provision of Expert lectures of mutual interest
3. Research collaboration cum projects on the topics of mutual interest to be undertaken at the research center of this college as well as industry by students and faculty.
4. Exchange of information and technical literature related to teaching and research.
5. Involvement in organization of conferences/workshops/seminars on the topics of mutual interest.
6. Exchange visits of collaborating partners to promote the objectives of this MoU.
7. Live project/internship for final year under-graduate and post-graduate students.
8. Placement of the students at the company on performance basis.
9. To establish Research and Development centre for tool designing at the institute campus.

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This agreement of cooperation will become effective from the date of signing for an initial term of five years and will be subject to change, renewal and termination on mutual consent.

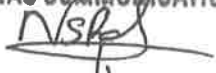
This memorandum of understanding is signed by Neeti Sudhir Raval, Partner on behalf of NAC Communication Network Iip. and Dr. Bhavin Trivedi, Registrar (I/c.) on behalf of Dr. Babasaheb Ambedkar Open University, Ahmedabad.

This MoU is signed subject to approval by the appropriate authorities on both sides.

Name of Signatory Authority	Neeti Sudhir Raval
Designation	Partner,
Name of the Company	NAC Communication Network LLP.
Place	Ahmedabad
Date: 09-07-2020	Date: 09-07-2020

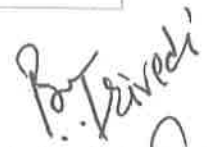
Name of Signatory Authority	Dr. Bhavin Trivedi,
Designation	Registrar (I/c.),
Name of the Company	Dr. Babasaheb Ambedkar Open University,
Place	Ahmedabad.
Date: 09-07-2020	Date: 09-07-2020

FOR, NAC COMMUNICATION NETWORK LLP.


Neeti Sudhir Raval
Partner

PARTNER




Dr. Bhavin Trivedi
Registrar (I/c.)

