

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (MoU) is made on the

26 February, 2026

BETWEEN

ARKA JAIN University, Jharkhand, India, a private university established under *The ARKA JAIN University Act, 2017*, recognized by the University Grants Commission (UGC), having its campus at Mohanpur, Gamharia, District Seraikela-Kharsawan, Jharkhand – 832108, India, represented herein by its Registrar, **Dr. Amit Kumar Shrivastav**, hereinafter referred to as “**ARKA JAIN University**” or “**First Party**”;

AND

MarkHub24, a cognitive marketing intelligence and learning platform, having its principal operations in India, represented by its **Founder & CEO, Mr. Anurag Lala**, hereinafter referred to as “**Second Party**”.

The First Party and Second Party are hereinafter individually referred to as a “Party” and collectively as the “Parties”.

WHEREAS: -

ARKA JAIN UNIVERSITY was established by the JHARKHAND State Legislature under “The ARKA JAIN University Act” in the year 2017. AJU is recognised by UGC. ARKA JAIN University is promoted & managed by ARKA Educational & Cultural Trust (sponsoring body), a trust incorporated under trust act, registered under Registrar of Government of Karnataka, Registration No: BSG – 4 – 00138 – 2009 dated 21st November 2009.

Dr. Amit Kumar Shrivastav

Anurag Lala

The purpose of this Memorandum of Understanding is to establish an academic-industry collaboration between MarkHub24 and Arka Jain University, Jamshedpur to enhance students' practical exposure, industry awareness, and strategic thinking in the domain of marketing, branding, business strategy, and allied management areas through structured training sessions, curated content, and continuous academic engagement.

1. SCOPE OF COLLABORATION

- Industry-oriented training sessions (online/offline)
- Marketing case studies and campaign analysis
- Industry insights, tools, and frameworks
- Masterclasses, workshops, competitions, and challenges
- Student mentorship and academic engagement initiatives
- Co-branded academic and learning activities

2. DURATION OF THE MoU

This MoU shall become effective as of the Effective Date and shall continue in effect until:

2.1 A period of one (1) year from the Effective Date; or

2.2 The MoU may be mutually renewed for further periods upon written consent of both Parties.

3. ROLES & RESPONSIBILITIES OF MARKHUB24

- 3.1 Conduct industry-aligned marketing training sessions.
- 3.2 Provide curated marketing learning resources.
- 3.3 Offer access to masterclasses and workshops.
- 3.4 Provide co-branded certificates.
- 3.5 Offer selective mentorship opportunities.
- 3.6 Recognize Arka Jain University as an Academic Partner.
- 3.7 Nominate a coordinator for execution of activities.

4. ROLES & RESPONSIBILITIES OF ARKA JAIN UNIVERSITY

- 4.1 Encourage student participation.
- 4.2 Nominate a Faculty Coordinator.
- 4.3 Provide academic and administrative support.
- 4.4 Provide infrastructure support (subject to availability).
- 4.5 Permit use of name and logo for co-branding.
- 4.6 Support communication and promotion of joint activities.
- 4.7 Facilitate basic event support where feasible.

a.v.s. shrivastava

Anurag Chel



MARKHUB24



ARKA JAIN
University
Jharkhand



5. STUDENT DATA & COMMUNICATION

- 5.1 Share basic student registration data (Name, Email ID, Contact Number, Course/Year).
- 5.2 Data to be used solely for academic and informational communication.
- 5.3 Data shall not be sold or misused.

6. NATURE OF THE MoU

- 6.1 Non-exclusive collaboration.
- 6.2 No financial, employment, or legal partnership implied unless separately agreed.
- 6.3 No monetary commitment unless agreed in writing.

7. INTELLECTUAL PROPERTY RIGHTS

- 7.1 Intellectual property remains with the originating Party.
- 7.2 No commercial use without prior written consent.

8. CONFIDENTIALITY

Both Parties agree to maintain confidentiality of non-public or sensitive information shared during the collaboration.

9. TERMINATION

- 9.1 Either Party may terminate this MoU with 30 days' written notice.
- 9.2 Termination shall not affect activities already commenced unless mutually decided otherwise.

a.k. shrivastava

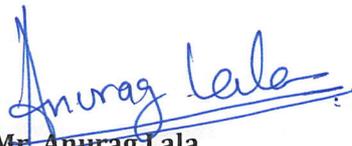
Anurag Lal

10. ENTIRE UNDERSTANDING

This MoU constitutes the complete understanding between the Parties.

11. SIGNATURES

IN WITNESS WHEREOF, the Parties hereto have caused this MoU to be duly executed on the day and year first above mentioned.

For and on behalf of ARKA JAIN University	For and on behalf of MarkHub24
 Dr. Amit Kumar Shrivastav Registrar ARKA JAIN University Jharkhand	 Mr. Anurag Lala Founder & CEO MarkHub24
In the presence of:  Dr. Charu Wadhwa Assistant Director Centre for Capacity Building and Human Resource Development ARKA JAIN University Jharkhand	