

4 Feb, 21

# Memorandum of Understanding

Between

**MCM DAV College,**  
Chandigarh,

and

**Public Relations Council of India**  
Chandigarh Chapter

This agreement is made this 18<sup>th</sup> day of December 2020 between **MCM DAV College, Chandigarh,** and **Public Relations Council of India Chandigarh Chapter (PRCI).**

In the spirit of friendship and with mutual interest in bringing about excellence in the study and practice of public relations and communication, MCM DAV College and PRCI enter into this Memorandum of Understanding (MoU) to promote joint educational and cultural collaboration and agree as follows:

## ARTICLE 1: SCOPE OF COLLABORATION

1.1 Areas of collaboration may be proposed by either institution and may include, but are not limited to the following areas to begin with:

- a. Collaboration in all disciplines of communication management
- b. PRCI offers to provide communication professionals for guest lectures to the students;
- c. PRCI shall work with the College faculty for conducting workshops or interactive sessions for upgradation of skills and knowledge about latest trends in the field;
- d. PRCI shall conduct programmes for faculty and the students through invited guests, either online or on ground, viz, discussions, quiz programmes, competitions, case studies presentations, etc;
- e. PRCI shall help in setting up a Young Communicators Club and work with them in organizing various programmes and activities to inculcate leadership qualities and communication skills amongst students.
- f. PRCI shall organize a career counseling session in the field of media and entertainment industry
- g. For all these activities, PRCI shall expect MCM DAV College's full support and cooperation.
- h.

## ARTICLE 2: PRCI Young Communicators Club

2.1 MCM DAV College shall form PRCI Young Communicators Club and appoint a member/s of the faculty as Coordinator/s in the University to organize various activities.

- a. Each year every student in mass communication/advertising/journalism /electronic communication / events management / business management may be enrolled as part of the PRCI YCC
- b. The YCC shall chose one representative and for each of the activity/project, YCC can assign any student to head the project;
- c. Though YCC activities can be self-supporting and students can raise their own funds to organize activities in consultation with Chandigarh Chapter of PRCI
- d. Each YCC student shall be required to work on one social communication project and submit it to PRCI, for which every participant shall receive a certificate and winning three entries may get a prize too.
- e. YCC can suggest activities and keep the PRCI Chandigarh Chapter informed.

#### ARTICLE 3: USE OF NAME

MCM DAV College and PRCI may use the name, logo, image or other intellectual property of either of the other parties for any advertising, marketing, endorsement or any other material for public information. MCM DAV College may refer to the affiliation with PRCI in its brochures and other public information materials.

#### ARTICLE 4: ENTIRE AGREEMENT

This Agreement constitutes the entire agreement and understanding between the parties as to the subject matter hereof and supersedes all prior discussions, agreements and undertakings of every kind and nature between them, whether written or oral, with respect to such subject matter. This Agreement may subsequently be modified only by a written document executed by both parties.

Signed this day, the 4th February 2021.

For MCM DAV College *Nisha*

DR NISHA BHARGAVA

Name

Designation PRINCIPAL

for PRCI Chandigarh Chapter

*Vivek*

Vivek Atray

Chairman



# Mehr Chand Mahajan DAV College for Women

Sector 36-A, Chandigarh (U.T.)

## RUSA

(Rashtriya Uchcharat Shiksha Abhiyan)

*Sponsored*

Online Workshop-cum-Awareness Programme  
on

The Art of Official Communication:  
How **NOT** to Communicate

*organized by*

Young Communicators Club of

Mehr Chand Mahajan DAV College for Women, Chandigarh

Mark your calendar for **18 Feb 2021 at 12 Noon**



Resource Person

**Mr. Vivek Atray ex IAS**

Author, Motivational Speaker &  
Chairman, Public Relation Council of India  
Chandigarh Chapter

Click below to  
register yourself

[https://forms.gle/2by  
CEHJ6Ts7CqGKP9](https://forms.gle/2byCEHJ6Ts7CqGKP9)

**Dr. Nisha Bhargava**  
Convenor & Principal

**Ms. Neena Sharma**  
Institutional Coordinator (RUSA)

**Dr. Manjot Kaur**  
Institutional Counsellor (YCC)

**Dr. Preeti Gambhir**  
Institutional Coordinator (YCC)

**YOUNG COMMUNICATORS CLUB**  
OF  
**MEHR CHAND MAHAJAN DAV COLLEGE**  
**FOR WOMEN**  
SECTOR 36-A, CHANDIGARH, U.T  
IN COLLABORATION WITH

**PUBLIC RELATIONS COUNCIL OF INDIA**

*invites you to*

*Online Induction Day*

**“What to Say and How to Say”**

*Let's solve it for you!*



**SPECIAL SPEAKERS**



Mr. Vivek Atray  
Ex IAS, Author, Motivational Speaker &  
Chairman, Public Relations Council of India  
Chandigarh Chapter



Ms. Chinnmaye Praveen  
Public Relations Council of India  
Head YCC, National Council

**Date - 26th May 2021**  
**Time - 11 A.M. to 12 P.M.**

Dr. Preeti Gambhir  
Institutional  
Coordinator, YCC

Dr. Manjot Kaur  
Institutional  
Counsellor, YCC

Dr. Nisha Bhargava  
Convener & Principal

Google Meet Link - <https://meet.google.com/jxt-vtyx-wic>



R

RUSA\_MCM is presenting

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MAGDALINE UM... and 80 more



12:07



Mehr Chand Mahajan  
DAV College for Women  
Sector 36-A, Chandigarh (C.T.)



RUSA

(Rashtriya Uchchatar Shiksha Abhiyan)  
Sponsored  
Online Workshop-cum-Awareness Programme

The Art of Official Communication:  
How **NOT** to Communicate

Organised by  
Young Communicators Club of  
Mehr Chand Mahajan DAV College for Women, Chandigarh



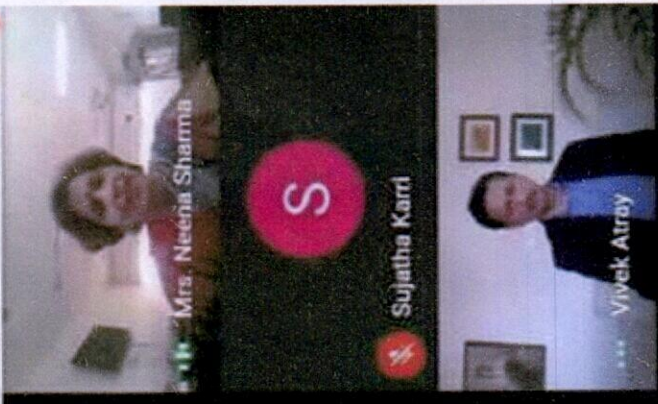
Resource Person  
**Mr. Vivek Atrey ex IAS**  
Author, Motivational Speaker &  
Chairman, Public Relations Council of India  
Chandigarh Chapter

Baburao Kuchulapati has left the meeting

Dr. Manjoti Kaur  
Institutional Coordinator

Ms. Neena Sharma  
Institutional Coordinator

Dr. Nisha Bhargava,  
Coordinator & Organiser



Turn on captions



RUSA\_MCM  
is presenting



Meeting details ^



**YOUNG  
COMMUNICATORS  
CLUB**  
of  
**Mehr Chand Mahajan  
DAV College for Women**

Sector 36-A, Chandigarh (U.T.)

in collaboration with

PRCI, Chandigarh Chapter

**WELCOMES YOU TO**

***Tale Flair***

**The World of Film-making and Story-telling  
on June 16, 2021 from 3 p.m - 5 p.m**

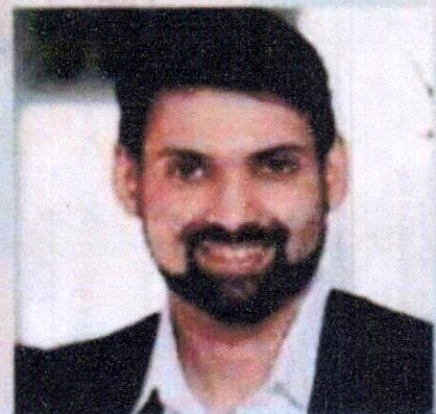
Resource Person :

**Ojaswwee Sharma**

Film Director

Producer

Screenwriter

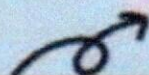


Dr. Preeti Gambhir

Dr. Manjot Kaur

Dr. Nisha Bhargava

Institutional Coordinator, YCC Institutional Counsellor, YCC Convener & Principal



[Click on the arrow to join](#)



**YOUNG COMMUNICATORS CLUB and MAVERICKS of  
MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN CHANDIGARH**

*is organising an*

**OPEN  
MIC**

**30 OCT | 10 - 11:30 am | CELEBRATION GROUND**

For queries contact,  
+91 88944 81036

To register,





# Mehr Chand Mahajan DAV College for Women Sector 36-A, Chandigarh (U.T.)

Department of Philosophy  
*in collaboration with*  
NSS Units and Young Communicators Club

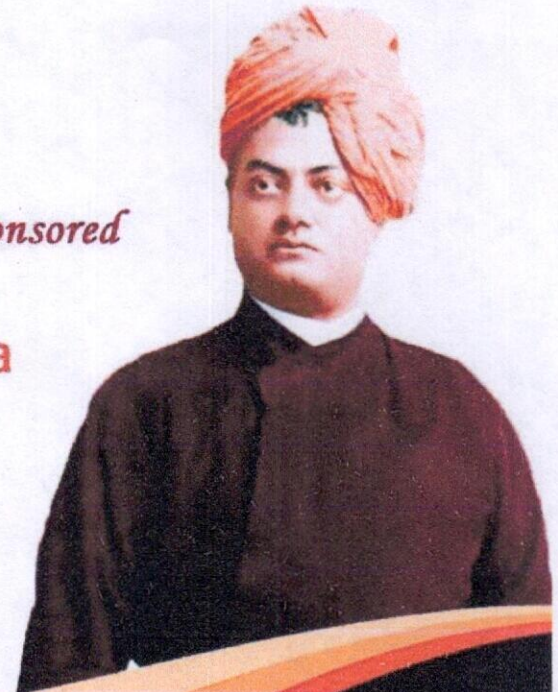
*Organize*

Indian Council of Philosophical Research *sponsored*  
Periodic Lecture on

**A Friend Request from Vivekananda**

*12 January 2022 at 10:00 am*

*To mark the celebration of*  
National Youth Day -  
Birth anniversary of Swami Vivekananda Ji



Resource Person

**Mr. Sudhir Baweja**

Coordinator

Department of Philosophy & Vivekananda Studies  
USOL, Panjab University, Chandigarh (U.T.)



Click the following link to join us on scheduled date & time

YouTube: [CLICK](#)

Google Meet: [CLICK](#)

Mrs. Suman Mahajan  
Head, Dept. of Philosophy

Dr. Nisha Bhargava  
Convener & Principal

Dr Preeti Gambhir

Dr Purnima Bhandari

Dr Pallvi Rani

Dr Manjot Kaur

Institutional Coordinator (YCC)

NSS Programme Officer

NSS Programme Officer

Institutional Counsellor (YCC)





Young  
Communicators  
Club  
Mehar Chand Mahajan DAV College  
for Women, Chandigarh



NARESH KUMAR MEMORIAL WEBINAR

# UNMASKING PUBLIC RELATIONS

THE HIGHS & THE LOWS

Join Us on Google Meet  <https://bit.ly/26feb22>



**Dr Archana R Singh**

Former Chair, School of Communication Studies  
Panjab University, & Author



**Jupinderjit Singh**

Author & Senior Journalist  
The Tribune, Chandigarh



**Kaveri Satija**

YCC Chair  
MCM DAV College

**SATURDAY . 26 FEBRUARY 2022 . 11:00AM**

HOST: Mehr Chand Mahajan DAV College for Women, CHANDIGARH . DR NISHA BHARGAVA, PRINCIPAL  
DR MANJOT KAUR & DR PREETI GAMBHIR, YCC COORDINATORS, ASHISH MOUDGIL PRO

VIVEK ATRAY CHAIRMAN | PROF JAYANTH PETHKAR VICE-CHAIRMAN | SUDEEP RAWAT SECRETARY  
C J SINGH SENIOR VICE PRESIDENT, NATIONAL EXECUTIVE | RENUKA SALWAN ZONAL HEAD NORTH



# MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN CHANDIGARH

Tale Flair: An Online Session on Film Making and Story Telling



**Dr. Nisha Bhargava**  
Principal



**Mr. Vivek Atray, Ex-IAS, Author,  
Motivational Speaker &  
Chairman, PRCI (Chd Chapter)**



**Mr. Ojaswhee Sharma,  
Award Winning Filmmaker,  
Producer & Screenwriter**

