



The Gujranwala Chamber of Commerce & Industry

گوجرانوالہ ایوانِ صنعت و تجارت

Chamber Plaza, Aiwan-e-Tijarat Road, Gujranwala-Pakistan.

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MEMORANDUM OF UNDERSTANDING

BETWEEN

Gujranwala Chamber of Commerce and Industry (GCCCI)

and

GIFT University, Gujranwala



This Memorandum of Understanding is made on the 10 February, 2022

Between

Gujranwala Chamber of Commerce and Industry (GCCCI)

(here in after referred to as

“Partner Organization”)

and

GIFT University, Near GIFT University chowk, Sialkot bypass, Gujranwala, Punjab,
Pakistan

The purpose of this MOU is to define a working relationship between Partner Organization and GIFT University to collaborate in cultural education, research, commercialization, industry visits and placements of GIFT University students, graduates and faculty.

1. Mutual Agreements

The partner organizations agreed as follows, based on mutual consultation:

Page 1 of 3



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1. Internship opportunities for suitable students of the GIFT University, Mass Communication Students/graduates at various organizations/industries
2. Joint research and development projects
3. GCCCI to sponsor research on industrial need-based projects
4. GIFT University will facilitate partner organization in training for local industrialists on publicity, promotion advertising and public relations.
5. Mass Communication department to facilitate partner organization in documentaries, short films, publicity and PR content.
6. Cooperation in business, research and sharing of resources for the uplift of business activities inside the country
7. Joint efforts to mobilize resources for promotion of quality cultural and industrial education at the University.
8. Mass Communication department will facilitate the financially weak students on the recommendation of GCCCI president.
9. GIFT University will invite GCCCI member companies to its job fairs, seminars, workshops, training programs and other important events that would help them in business promotion.
10. Financial and/or funding consideration shall become the subject of specific discussion and agreement within the framework of separate implementation agreement.
11. No financial commitment, on the part of either signatory, is intended in or to be implied from this general document.

2. Focal Persons from GIFT University and Art Council

In case of any change in name or the designation of the contact persons, the concerned organization will inform immediately: -

GIFT University/Department of Mass Communication

Chief Focal Person: Dr Shahid Minhas (HoD Mass Communication)
Focal Person: Aysha Anwer (Coordinator Mass Communication Department)

Partner Organization

Chief Focal Person: Muhammad Shuaib Butt, President GCCCI
Focal person: Muhammad Burhan, Secretary, GCCCI

3. Period of Validity

This MOU is effective till Date, July, 31, 2024 (It can be further extended with mutual consultation of partner organization and Department of Mass Communication GIFT University Gujranwala). Sign on 10th of February, 2022



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4. Modification of Clause and Article

Upon bilateral negotiation between head of partner organization and Head of department, the MOU can be modified, revised, postponed or appended.

5. Confidentiality Data

The partner organization and Department of Mass Communication must keep confidential any and all unpublished information made known during the course of the MoU and not disclose/published any reports or paper on the basis of information obtained from partner organization and Department of Mass Communication except with the written approval and authorization of partner organization and Department of Mass Communication.

6. Dispute

In case of any dispute / conflict for the implementation of this MOU, Head of Mass Communication and Media Studies department, GIFT University, Gujranwala and head of Punjab Council of the Arts, Gujranwala Division shall be the arbitrator.

Signatories:

This MOU issued in duplicate and signed by the partner organization and Department of Mass Communication, GIFT University, Gujranwala.

Signature:

Dr. Shahid Minhas
Head of Department, Mass Communication and Media Studies
GIFT University Gujranwala

Signature:

Mr. Muhammad Shuaib Butt
President
Gujranwala Chamber of Commerce and Industry