



**Memorandum of Understanding  
Between  
Dyal Singh Research and Cultural Forum, Lahore  
And  
Department of Mass Communication, Superior University Lahore**

Keeping in view mutual interests, the Dyal Singh Research and Cultural Forum, and Superior University Lahore are agreed to collaborating in the field of research, in shaping the social structure and spreading awareness about cultural understanding. Therefore, this Memorandum of Understanding (MoU) is drawn up to establish cooperation between department of Mass Communication, Superior University Lahore and DSRCF (hereafter referred to individually as "Party" and collectively as "the Parties") on the terms and conditions as set forth.

**ARTICLE (A): AIM & PURPOSE:**

This co-operation programme aims to foster advancement in research, spreading awareness about cultural understanding through:

1. Media assignments and productions.
2. Joint conferences, seminars, workshops.
3. Access to research material e.g. books, periodicals, gazetteers.
4. Sharing of academic data, publications.
5. Further levels of common interest.

**ARTICLE (B): BASIS & SCOPE OF CO-OPERATION:**

**1. Media assignments and productions**

Under this agreement, both the Parties shall explore the possibilities for the students of mass communication of Superior University to produce media projects /assignments centered on the projects of DSRCF, with a view to promote and spread awareness about research & cultural understanding and the image of both institutions.

- 1.1 Both the Parties shall utilize the produced projects, media assignments, documentaries, reports and interviews etc. for their social media platforms.
- 1.2 Both the Parties shall settle relevant details of such collaboration on a case-by-case basis.

**2. Joint Conferences, Seminars, Workshops**

- 2.1 Both the Parties shall arrange mutually agreed joint conferences, workshops, seminars and similar events frequently.

**3. Access to Research Material**

- 3.1 The Parties shall make their libraries and other relevant material accessible to faculty at postgraduate students or further programmes of mass communication on mutual basis, as and when possible.
- 3.2 Sharing of ideas in seminars and lectures, and access to cultural programmes shall be furnished by the Parties for joint and collaborative research projects.
- 3.3 The relevant details shall be agreed upon in a separate thorough procedure with mutual consent on a case-by-case basis.

**4. Sharing of Academic Data and Publications**

- 4.1 Both institutions shall work to share didactic material such as books, case studies, research reports, working papers, audio-visual material, and relevant software for mutual benefits.
- 4.2 Intellectual property rights shall not be violated while exchanging the material.
- 4.3 Confidentiality regarding data will be strictly maintained by the Parties.
- 4.4 Close liaison will be maintained to share the contacts of resource persons.

**5. Further Levels of Common Interest**

- 5.1 Under this agreement, both the Parties shall explore the feasibility of working together on other projects deemed to be mutually beneficial and viable for the Parties.

**ARTICLE (C): COMPETENT AUTHORITIES:**

- 1. The competent authorities in the fulfillment of this Memorandum of Understanding shall be the Director of Dyal Singh Research and Cultural Forum, Lahore and the Chairman, Faculty of Mass Communication, Superior University, Lahore respectively.

**ARTICLE (D): DURATION:**

- 1. This MoU shall be enforced from the date on which the Parties signed it and shall be effective for duration of five (5) years from the date of execution thereof.
- 2. Any modification regarding the MoU in force shall always be made through mutual consent in writing of both the Parties.
- 3. This MoU may be terminated by either Party by giving ninety (90) days prior written notice of its intention of termination.
- 4. The renewal of this MoU shall be subject to both the Parties expressing in writing their intention in this regard.

This Memorandum of Understanding is written and executed in English in two copies, and each copy has equal force; either Party shall receive one copy.

**(Asim Manzoor)**  
Chairman, Department of Mass Communication  
Superior University, Lahore.

**(Ihsan H. Nadiem)**  
Director,  
Dyal Singh Research & Cultural Forum,  
Dyal Singh Trust Library Campus,  
25- Nisbet Road, Lahore.

**(Haseeb Khan)**  
Advisor Department of Mass Communication,  
Superior University, Lahore  
Director, Communication, Superior Group.