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Purchased By:
HAMED
S/o SAYEED
R/o HYDERABAD
For Whom
SELF AND OTHERS



Chaitanya Bharathi Institute of Technology,
Osman Sagar Road,
Kokapet, Gandipet,
Hyderabad - 500075

MSY BX 288376
M S RALYANI

LICENSED STAMP VENDOR
Lic. No. 15-27-016/2015
Ren.No. 15-27-038/2024
PLOT NO.242, TEACHERS
COLONY, BOBILLI DAMODAR
REDDY GARDENS, ROAD
BESIDE B N REDDY NAGAR
KARMANGHAT
SAROORNAGAR MANDAL
RANGAREDDY DISTRICT
Ph: 9849124708



Public Relations Society of India,
Hyderabad Chapter,
Dr CVN Reddy Land Mark,
View Towers, Lakdika Pul
Hyderabad- 500004

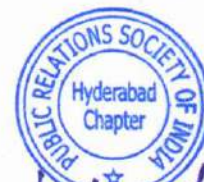
MEMORANDUM OF UNDERSTANDING

This MoU is made and entered into this, the 22nd day of June month, Two Thousand and Twenty Six at Hyderabad

BETWEEN

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY, Osman Sagar Rd, Kokapet,
Gandipet, Hyderabad, Telangana - 500075

(Hereinafter referred to as the FIRST PARTY)



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AND

Public Relations Society of India, Hyderabad Chapter, View Towers, Lakdikapul, Hyderabad herein after referred to as the SECOND PARTY for imparting knowledge, skill development, training, internships, placement assistance and other related activities.

THE FIRST PARTY represented herein by Dr CV NARASIMHULU Principal and THE SECOND PARTY represented herein by Dr Yadagiri Kambhampati, Chairman, PRSI, Hyderabad Chapter witnessed as follows:

Whereas the first party, Chaitanya Bharathi Institute of Technology (CBIT), Hyderabad, is one of the most prominent and well-established engineering colleges in Telangana. Founded in 1979, it is located in Gandipet, Hyderabad and is affiliated to Osmania University, with autonomous status for academic flexibility and curriculum design.

CBIT was established by the Chaitanya Bharathi Educational Society with the objective of providing quality technical education and producing skilled engineers, innovators and professionals who can contribute to industry and society. Over the years, it has earned a strong reputation for academic excellence, discipline and campus culture.

The institute offers a wide range of undergraduate, postgraduate and doctoral programmes in engineering, technology and management. Popular branches include Computer Science Engineering, Electronics and Communication, Electrical and Electronics, Mechanical Engineering, Civil Engineering and Information Technology, along with MBA and M Tech programmes.

CBIT is known for:

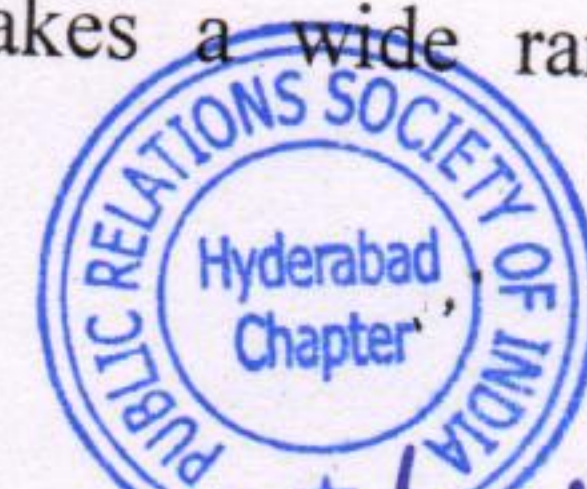
- Strong academic curriculum with industry-oriented learning
- Experienced faculty and well-equipped laboratories
- Active placement cell with reputed recruiters
- Emphasis on innovation, research and entrepreneurship
- Vibrant campus life with technical fests, cultural events and student clubs

The campus environment encourages not only academic growth but also holistic development through extracurricular activities, leadership opportunities and professional skill-building. Its flagship events and student-driven initiatives attract participation from institutions across the country.

Overall, CBIT, Hyderabad stands as a reputed engineering institution in South India, known for producing competent graduates who contribute significantly to IT, core engineering industries and public and private sector organizations.

WHEREAS, the Second Party, the Public Relations Society of India, is the premier national professional association of public relations and corporate communication practitioners in India. Established in 1958, PRSI is dedicated to promoting excellence, professionalism and ethical practices in public relations, strategic communication and stakeholder engagement.

Through its network of Chapters across the country, PRSI undertakes a wide range of professional, educational and community-oriented initiatives, including:



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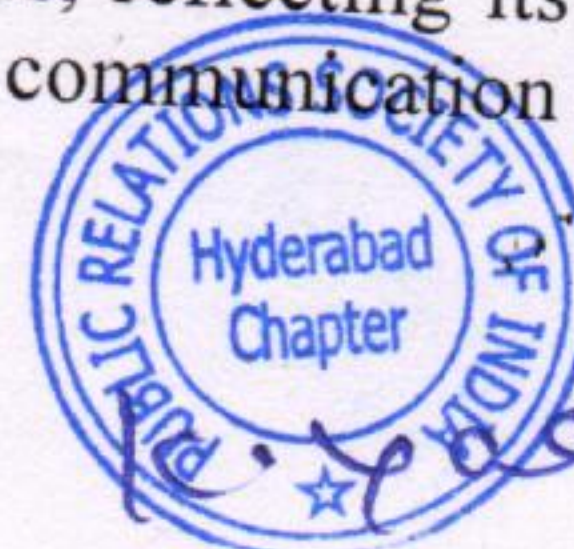
1. organising the All India Public Relations Conference, bringing together communication professionals, academicians and industry leaders from across the country;
2. celebrating National Public Relations Day every year on 21st April to promote awareness about the role and significance of public relations;
3. celebrating World Public Relations Day every year on 17th July to promote awareness on the importance of public relations in every organisation;
4. celebrating National Public Relations Education Day every year on 6th August to promote awareness about the role and significance of public relations education;
5. conducting seminars, conferences, workshops, lectures, panel discussions and webinars on contemporary communication issues;
6. offering Certificate Courses, Faculty Development Programmes and Skill Development Initiatives in collaboration with educational institutions;
7. facilitating student internships, mentoring opportunities and industry exposure programmes;
8. organising Students' Congresses, quizzes, debates, public speaking competitions, essay contests and communication-related events;
9. promoting research, publications and knowledge-sharing in public relations and corporate communication;
10. recognising excellence through PRSI National Awards and Chapter Awards;
11. conducting programmes on emerging trends and technologies, including the responsible use of Artificial Intelligence in communication;
12. undertaking social awareness and public education campaigns, including voter awareness, civic responsibility and community outreach initiatives; and
13. creating platforms for networking, professional development and ethical leadership among communication practitioners.

PRSI presently functions through its Chapters located across India, providing professional support, continuing education and opportunities for collaboration among public relations and communication professionals.

As part of its contemporary outreach initiatives, PRSI has launched the concept of "PRSI Student Forums" in educational institutions with the objective of preparing young people to become effective communicators, socially responsible citizens and future leaders in the communication profession. These Student Forums function under the guidance of faculty coordinators associated with PRSI and facilitate interaction between students and communication professionals through workshops, mentorship, practical exposure and skill enhancement activities.

PRSI has also launched the concept of "Public Relations from Board Rooms to Class Rooms" in High Schools with the objective of inculcating in the students the basic gesture of public relations.

The Hyderabad Chapter is one of the oldest and premier chapters of PRSI having been launched in 1971-72. It has emerged as one of the most vibrant and accomplished Chapters. It has consistently organised conferences, professional development programmes, National Public Relations Day celebrations, student engagement initiatives and community outreach activities. The Chapter has pioneered several innovative programmes, including voter awareness campaigns, AI-oriented upskilling initiatives and a dedicated Women's Wing, unique among PRSI Chapters, to encourage the participation and advancement of women professionals and girl students. The Hyderabad Chapter has also earned national recognition for its excellence, securing the prestigious PRSI Best Chapter Award in successive years, reflecting its sustained contribution to the advancement of the public relations profession and communication education in India.



1. PURPOSE OF THE MoU

- a. To Form a Students' Forum in the Campus of the First Party under the aegis of the Second Party by name and style "PRSI – CBIT Student Forum.
- b. To Enhance a public relations and communication specific mind-set among the students of the Public Relations and Corporate Communication etc courses.
- c. To Conduct practical trainings on the subjects related to Public Relations and Corporate Communication modules for the students.
- d. To Generate internship opportunities for students and assist them with placement opportunities.
- e. To Organize classes, seminars, workshops etc to assist those students interested in self-employment, establishing communication agencies / start-ups and/or freelancing.

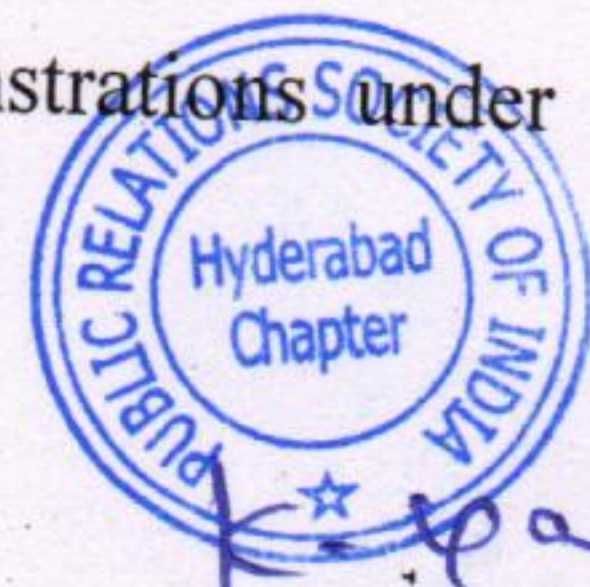
NOW, IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH IN THIS MOU, THE PARTIES HERETO AGREE AS FOLLOWS:

2. GENERAL

- a. There shall be a minimum of 15 Students to form the Students' Forum for the Students pursuing their study in Public Relations, Journalism, Advertising, Mass Communication, Corporate Communications, Marketing Communication, Business Management etc related courses.
- b. Organizing Committee of the Students' Forum will be constituted by the First Party with 1 Student Convener, 1 Student Co-Convener and 3 Student Coordinators from among the students.
- c. First Party will be setting-up the Organizing Committees for every batch/program of the Students' Forum.
- d. First Party shall organize lectures, competitions and encourage participation of students at the National level platforms.
- e. Second Party shall provide professional and other supports to the Students' Forum.
- f. Best Students' Forum will be awarded by the National Council of Public Relations Society of India at the All-India PR Conferences held every year.
- g. First Party may take Corporate Annual Membership of the Second Party.
- h. Faculty Members of the First Party may take Associate Life Membership of the Second Party.
- i. First Party may advise the students to enrol themselves as Associate Members of the Second Party.

3. CO-OPERATION

- a. Both the First Party and the Second Party are united by common interests and objectives, and they shall establish channels of communication and co-operation that will promote and advance their respective operations.
- b. The parties shall keep each other informed of potential opportunities and share all the information that may be relevant to secure additional opportunities for one another.
- c. The co-operation between First Party and Second Party will facilitate effective utilization of resources for a creative and collective response to their respective organizational missions.
- d. First Party will engage resource persons for lectures or demonstrations under prior intimation to the Second Party.



4. SCOPE OF THE MoU

- a. First Party will nominate a Professor/Lecturer as Forum Coordinator of the Students' Forum and the Second Party will nominate 1 PR professional as Chapter Coordinator.
- b. The Forum Coordinator and the Chapter Coordinator so nominated are responsible for the smooth functioning of the Students' Forum and will be reporting to the College administration and the Chapter leadership, respectively.
- c. Both parties believe that close co-operation between the two would be a major benefit to the student community to enhance their skills and knowledge.
- d. Both the parties to jointly create a calendar of events with a minimum 6 lecture events and 3 master class sessions per academic year.
- e. The First Party will conduct 6 lecture events per academic year through the faculty suggested by the Second Party or through the faculty approved by the Second Party.
- f. The Second Party will organize 3 Masterclass Sessions per academic year to offer valuable inputs that will benefit the students of the First Party in furthering the objectives and values of Public relations and Corporate Communications to the student community.
- g. The interaction between Industry and the Institutions shall give an insight into the latest developments / requirements of the media & communication industry;
- h. The Second Party to permit the Faculty and Students of the First Party to visit Corporate Members of the Second Party as part of Industrial Visit Programs of the First Party.
- i. The industrial training and exposure provided to students through this association shall build confidence and prepare the students for a smooth transition from academics to working careers.
- j. The First Party will provide physical space to the Student Forum within the campus for the events that will be organized in cooperation with the Second Party. The events will be as per Calendar of Events jointly approved by both the Parties.
- k. The Second Party may permit the use of their logo on the First Party's bill boards, posters, websites, stationery, social media etc as a mark of collaboration and a gesture of association.
- l. The Second Party will endeavour to help in the placement of students of the First Party into PR related internships/jobs.
- m. The Second Party will endorse the Public Relations and Corporate Communication course (Certificate / Diploma), if any, offered by the First Party, by way of issuance of a certificate under the joint signature of representatives of both the parties.

5. VALIDITY

- a. The validity of this Memorandum of Understanding is for 2 years initially from the date of signing and is renewable for every 1 year thereafter, under the same terms and conditions or upon mutually agreeable terms and conditions arrived at by both the parties.
- b. Both Parties may terminate this MoU upon 45 days' notice in writing. In the event of Termination, both parties have to discharge their obligations.
- c. Any dispute arising with regard to any aspect of this MoU shall be settled through mutual consultations, negotiations and mediations by the parties to this MOU.

6. NOTICE

- a. Neither party has the authority to act on behalf of the other except as provided in this MoU. No other authority, power, partnerships, use of rights are granted or implied, except for those outlined in this MoU.



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- b. Neither party may incur any debt, obligation expense or liability of any kind against the other without the other's express written approval.
- c. Intellectual Property developed if any by the joint efforts would be the joint property of the Parties and any financial benefits or otherwise arising out of it shall be shared proportionately by the parties in consonance with the efforts / inputs given by them.
- d. The respective Coordinators of both the parties shall be responsible for all the communication between the two institutions and the implementation of the enumerated objectives of the MoU.

7. AGREED:

For & on behalf of First Party

Signature 

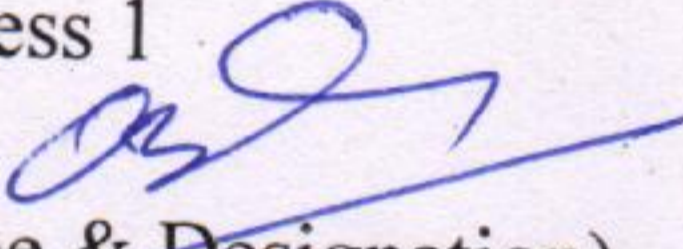
(Dr CV NARASIMHULU),
Principal,
Chaitanya Bharathi Institute of Technology Osman
Sagar Rd, Kokapet, Gandipet, Hyderabad, Telangana
500075

Mob: _____ LL: _____

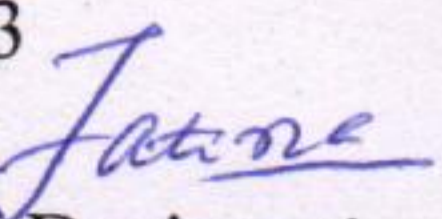
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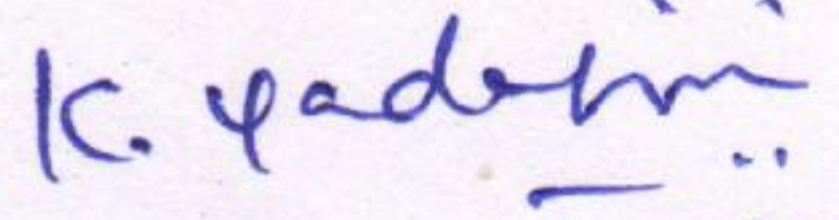
Signature of
Witness 1

(Name & Designation)
D.V. BARLA

Mobile No. 7094784518

Signature of
Witness 3

(Name & Designation)
Dr. Fatima Raheem
SC Member, PRSI
Mobile No. 9550037008

(The draft MoU was authored by Y Babji, Legal Advisor, National Council, PRSI: 21-10-2021)

For & on behalf of Second Party

Signature  22/6/2026

(Dr Yadagiri Kambhampati)
Chairman, PRSI, Hyd Chapter,
c/o Sravya Grafics, View Towers,
Lakdikapul, Hyderabad - 500004

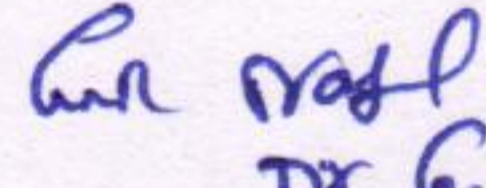
Mob: 9849321641

E-mail: prsihydchap@gmail.com

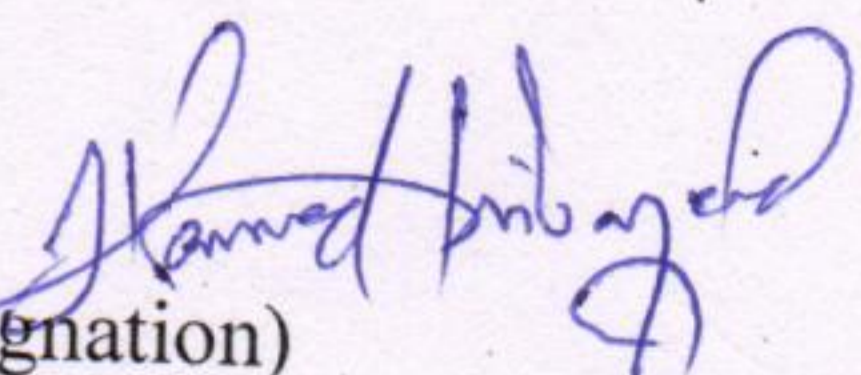
Website: www.prsi.org.in



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Signature of
Witness 2

(Name & Designation) Dr. G.V.R. PRASAD
Public Relation Officer, CBST
H.no. 9885191685

Mobile No.

Signature of
Witness 4

(Name & Designation)
HAMED BIN SAYEED
LIA. PRSI
Mobile No. 9849868256