



# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC Act.  
Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi  
ISO 14001:2015 & 21001:2018 Certified  
Approved by AICTE & Affiliated to G.G.S. Indraprastha University, New Delhi

September 5, 2022

Mr. Anil Kumar, Manager  
Praise Construction Pvt. Ltd.  
34/C-8, Sector-8,  
Rohini New Delhi- 110085

**Subject: Proposal for Consultancy Services**

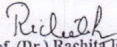
Dear Sir,

This is with reference to our meeting on September 1, 2022 at your office regarding consultancy services.

As discussed, we are submitting proposal for consultancy services along with information brochure of IITM Consultancy Cell for your kind consideration.

Looking forward for your favorable response at the earliest.

With Warm Regards,

  
Prof. (Dr.) Rachita Rana  
Director -IITM

Encl- 1) Information Brochure  
2) Proposal-Consultancy Services

  
Dr Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi

D-29, Institutional Area, Janakpuri, New Delhi-110058  
Tel. 011-2852 5051, 2852 5882, 2852 0239  
E-mail: [director@iitmipu.ac.in](mailto:director@iitmipu.ac.in), Website: [www.iitmjanakpuri.com](http://www.iitmjanakpuri.com)



# Memorandum of Understanding

Between

Institute of Information Technology and  
Management  
(Hereinafter referred to as IITM)

And

Praise Construction Pvt. Ltd.  
(Hereinafter referred to as Praise Construction)

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



This Memorandum of Understanding is entered into between the “**Institute of Information Technology and Management**” (IITM) having its registered address as D-29, Institutional Area Janakpuri, New Delhi-110058 and affiliated to Guru Gobind Singh Indraprastha University, Dwarka, New Delhi represented by its Director, Prof. (Dr.) Rachita Rana hereafter referred to as party no. 1

And

“**Praise Construction Pvt. Ltd.**” having its registered address as 34/C-8, Sector-8, Rohini, New Delhi-110085 represented by Mr. Rakesh (Director) hereafter referred to as party no. 2.

Whereas IITM and Praise Construction shall be herein after jointly referred as the “parties” and singularity as “Party no.1” and “Party no.2” respectively. The parties have entered into this agreement established industry-academic collaboration in mutual interest and in accordant the terms and conditions set forth in this memorandum of Understanding (MOU) whereas party no. 1 is one of the top reputed college affiliated to GGS Indraprastha University, New Delhi. For the past 19 years, IITM is functioning as a Centre of Excellence imparting value based quality education in the field of Business Administration & Information Technology and whereas party no.2 has accepted this offer and both the parties entered into this agreement of the following terms and conditions:

**Now therefore the parties, IITM and Praise Construction, agree to collaborate as follows:**

**1. Objective:**

The objective of this MoU is to provided Consultancy and development service for development of their website.

**2. Period of MOU:**

This MoU shall come into force & effect from the date of execution and shall remain valid for the period of Six Months from such date.

**3. Roles & Responsibilities of the IITM (Party no.1):**

- a) It will provide Consultancy Services for the development of their website
- b) It will carry out planning, designing, development, testing, deployment, launch of website, and post launch maintenance.
- c) It shall be responsible to complete the consultancy and development services within the stipulated time period.
- d) It shall be responsible for confidentiality of the data and information provided by the party no. 2.
- e) It will provide the progress report to the party no.2

*Rachita Rana*  
Dr Rachita Rana  
Director  
**Institute of Information Technology &  
Management New Delhi**

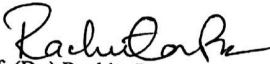


**4. Roles & Responsibilities of the Praise Construction Pvt. Ltd. (Party no.2):**

- a) It shall be responsible to provide access to all the information related to consultancy services.
- b) Provide all the support for timely and smooth conduct of research activity.
- c) It will make a total payment of Rs. 1,00,000/- (Rupees One Lakh only).
- d) It shall however be competent to monitor the performance through progress report.

This MoU is executed at New Delhi on 10<sup>th</sup> day of December, 2022 in good faith hoping for a long term tie-up between the two parties.

**Witness:**



Prof. (Dr.) Rachita Rana  
Director  
For Institute of Information Technology and Management  
D-29, Institutional Area, Janakpuri,  
New Delhi-110058



Rakesh  
Director  
For Praise Construction Pvt Ltd.

Place-Delhi  
Date- 10.12.2022

*Rachita Rana*  
Dr Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi





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March 15, 2023

Mr. Anil Kumar, Manager  
Praise Construction Pvt. Ltd.  
34/C-8, Sector-8,  
Rohini New Delhi- 110085

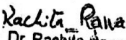
**Subject: Release of Payment for consultancy Services**

It is to inform you that as per the MoU for Research and Consultancy services, the research work is complete and ready for hand over

You are kindly requested to release final payment of Rs. 1,00,000/- (One Lakh Only) towards the research and consultancy services.

Thanks and regards

  
Prof. (Dr.) Rachita Rana  
Director

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



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Tel. 011-2852 5051, 2852 5882, 2852 0239  
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June 20, 2023

To  
Mr. Anil Kumar  
Praise Construction Pvt. Ltd.  
34/C-8, Sector-8  
Rohini, New Delhi-110085

Sub: Proposal for Consultancy Services

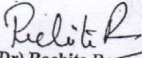
Dear Sir,

Please refer to our meeting regarding Consultancy services held on 13.06.2023 at your office.

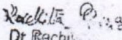
In this connection, we are forwarding our proposal for consultancy services regarding Digital Marketing alongwith information brochure for your kind consideration.

We are awaiting your favorable response at the earliest.

With Warm Regards,

  
Prof. (Dr) Rachita Rana  
Director

Encl: 1) Information Brochure  
2) Proposal – Consultancy Services

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
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Mr. Anil Kumar  
Praise Construction Pvt. Ltd.  
34/C-8, Sector 8  
Rohini, New Delhi-110085

**Subject: Proposal for Digital Marketing Services**

Dear Sir,

I hope this letter finds you well. Based on our recent discussions and understanding of your current challenges, we have crafted a customized digital marketing strategy designed to enhance your online presence, drive traffic, and increase conversions. Below is an overview of the services we propose:

**1. Digital Marketing Strategy**

1. **Market Research:** In-depth analysis of your industry, competitors, and target audience.
2. **Brand Positioning:** Defining your unique value proposition and market positioning.
3. **Campaign Planning:** Detailed marketing plans with timelines, budgets, and KPIs.

**2. Search Engine Optimization (SEO)**

1. **On-Page SEO:** Optimization of website content, meta tags, and structure.
2. **Off-Page SEO:** Building high-quality backlinks and improving domain authority.
3. **Technical SEO:** Ensuring optimal site speed, mobile-friendliness, and technical health.

**3. Content Marketing**

1. **Content Creation:** Development of engaging content, including blogs, videos, and infographics.
2. **Content Strategy:** Planning and managing content to attract and retain your target audience.
3. **Content Distribution:** Promoting content through social media, email, and other channels.

**4. Social Media Marketing**

1. **Social Media Management:** Creating and managing profiles on key platforms.
2. **Social Media Advertising:** Running targeted ad campaigns to boost visibility and engagement.
3. **Community Engagement:** Building and nurturing a loyal online community.

**5. Email Marketing**

1. **Email Campaigns:** Designing and executing email newsletters and promotional campaigns.
2. **List Management:** Segmenting and managing your email lists for targeted messaging.

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



3. **Performance Tracking:** Analyzing campaign performance and optimizing for better results.

6. **Analytics and Reporting**

1. **Performance Monitoring:** Using tools like Google Analytics to track campaign success.
2. **Data Analysis:** Gaining insights from data to inform strategy adjustments.
3. **Reporting:** Providing regular reports with key metrics and actionable insights.

7. **Website Development and Optimization**

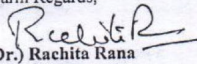
1. **Website Design:** Creating user-friendly and visually appealing websites.
2. **Website Optimization:** Ensuring fast load times and mobile responsiveness.
3. **Conversion Rate Optimization (CRO):** Enhancing the website's ability to convert visitors.

We believe that our expertise and tailored approach will significantly benefit your company by driving measurable results and achieving your marketing goals. We are excited about the opportunity to work with you and help your business thrive in the digital landscape.

Please review the attached detailed proposal for more information on our services, timelines, and pricing. We look forward to discussing this further and answering any questions you may have.

Thank you for considering IITM, Janakpuri, as your digital marketing partner.

With Warm Regards,

  
Prof. (Dr.) Rachita Rana  
Director  
IITM Janakpuri

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
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Director  
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And

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**1. Objective:**

The objective of this MoU is to provided Consultancy for digital marketing.

**2. Period of MOU:**

This MoU shall come into force & effect from the date of execution and shall remain valid for the period of Six Months from such date.

**3. Roles & Responsibilities of the IITM (Party no.1):**

- a) It will provide Consultancy Services for the digital marketing of their projects
- b) It shall be responsible to create and manage social media profiles on key platforms
- c) It shall be responsible for confidentiality of the data and information.
- d) It will provide the progress report and deliver the services to the party no.2

*Rachita Rana*  
Dr Rachita Rana  
Director

Institute of Information Technology &  
Management New Delhi

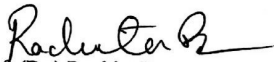


**4. Roles & Responsibilities of the Praise Construction Pvt. Ltd.**

- a) It shall be responsible to provide access to all the information related to consultancy services.
- b) Provide all the support for timely and smooth conduct of research activity.
- c) It will make a total payment of Rs. 5,00,000/- (Rupees Five Lakh only).
- d) It shall however be competent to monitor the performance through progress report.

This MoU is executed at New Delhi on 23<sup>rd</sup> day of August, 2023 in good faith hoping for a long term tie-up between the two parties.

**Witness:**

  
Prof. (Dr.) Rachita Rana  
Director  
For Institute of Information Technology and Management  
D-29, Institutional Area, Janakpuri,  
New Delhi-110058

  
Rakesh  
Director  
For Praise Construction Pvt Ltd.

Place-Delhi  
Date- 23.08.2023

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



