



UNIVERSITY OF ENGINEERING AND TECHNOLOGY ROORKEE

Post Box No. 27, 7 Km. on Roorkee - Haridwar Road,
Vardhmanpuram, Roorkee - (Uttarakhand) 247667, INDIA

Memorandum of Understanding

Brand building and Admission outreach campaign for University
of Engineering & Technology Roorkee

This MoU is being entered upon May 15, 2022 between:

✚ University of Engineering and Technology Roorkee,

and

✚ WE Viral (a unit of Perfect Solutions & Services)

Tenure of Contract : 1 year (starting from May 15, 2022)

The parties are collaborating to work on the Digital Reputation, Brand Management and Admission Outreach of UETR on a National Level

The specifics are:

- a) Focused brand building campaigns online with offline
- b) Admissions lead generation campaign for all programmes of UETR
- c) Social Media Outreach for the brand to build momentum
- d) Admissions collaterals for stronger brand communication
- e) Content Management
- f) Video production

A & B) Focused brand building campaigns online with offline Admissions and Lead Generation campaign

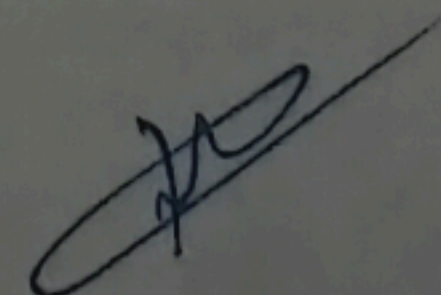
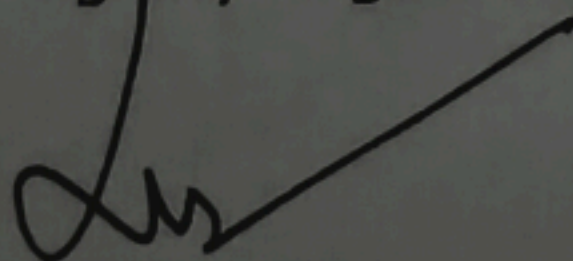
WE Viral to help UETR participate in:

- ✚ Focused digital ad campaigns- Facebook. Twitter and Google to get relevant leads
- ✚ Content, ideation, designing- WE-Viral is responsible for unfurling the entire gamut of campaign
- ✚ Strategize and execute Whatsapp campaigns, Open House meet campaigns, webinars (if budgeted and asked)
- ✚ Run Google ad words to come on Google search
- ✚ Run targeted ad campaigns in portals where students actually search
- ✚ Post lead generation to conversion campaigns- strategic communication
- ✚ In this retainer, WE-Viral will handle and manage ads within the ad budget of 15 Lacs. WE-Viral shall charge 10% on spend of any amount above and beyond 15 Lacs as ad management fee.

C) Social Media Outreach

Facebook Management

- ✚ Continue positioning news and engaging posts of UETR on the online space through social media portals. interesting, engaging campaigns and communication. The page shall house important updates and events of the school, its faculty and student achievements, alumni highlights, etc. to bring the institute professionally on the digital space. The deliverables are enlisted below:
- ✚ Posting regularly on the official account of UETR (upper cap- 30 posts per month)
- ✚ Creating new themes (Two theme / month) as per the page requirement and relevance to make stakeholders interact and engage
- ✚ Creating graphics and short videos
- ✚ Talking about the USPs of UETR and bringing forth- why join UETR.
- ✚ Designing and executing thematic activities for posts with the following stakeholders in mind: aspirants, current students, professionals and industry
- ✚ Continue improving the LIKES and FB statistics of the page steadily
- ✚ Monitoring any negative conversation on the FB page



- ✚ Creating ads during admissions season for FB promotion and outreach

Twitter:

- ✚ Activate Twitter page
- ✚ 8 posts/ week
- ✚ Follow latest practices using trending hashtags, @ guest lectures, @ industries, etc. to make the page reach higher audience pool

LinkedIN:

- ✚ Activate Twitter page
- ✚ 2 customised posts / week | 4 posts from Facebook
- ✚ Follow latest practices using trending hashtags, @ guest lectures, @ industries, etc. to make the page reach higher audience pool

Instagram:

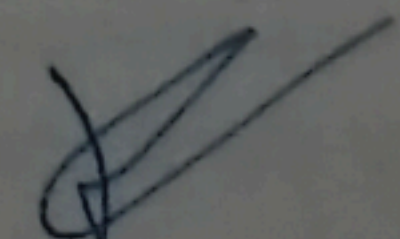
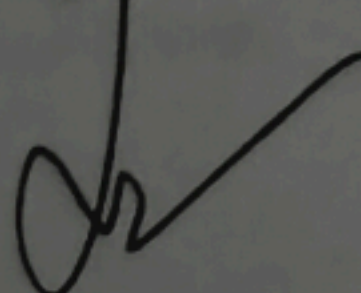
- ✚ Use Instagram for photographs and archive
- ✚ Use latest reels, stories, posts, polls features
- ✚ 8 posts/ week including- reels, stories, IGTV, Polls, and all latest practices

You Tube Channel Management:

- ✚ We Viral shall be maintaining the official Youtube page of UETR
- ✚ Will be posting short videos across the months to bring out USPs of the entire university and tell the stories via video. This does not include movies or elaborate films.
- ✚ Videos: 3/month

D) Proper well-designed Admission Collaterals

- ✚ These days how an university communicate with the outer world says a lot about the brand and its professional approach to educate students. In our brand building initiative for UETR, we will assist the brand with the following designs whenever needed:
- ✚ Designed Ad artworks - 10/month with clear Call-to-action buttons which will further be used when lead gen campaign is activated by WE-Viral team
- ✚ Drip campaign artworks as required - deadline banners, good luck banners, scholarship message, etc.



message, etc.

- ✚ News Paper Advt, Hoardings, Brochure (20-25 pages), Leaflet
- ✚ Landing Pages of the website
- ✚ Emailer: 8/month across courses for lead gen or lead engagement

E) CONTENT MANAGEMENT

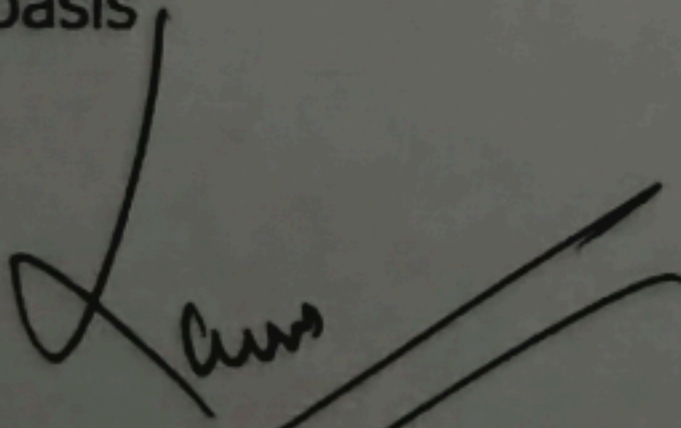
- ✚ Maintain the UETR blog with relevant articles, Press notices and more
- ✚ Blog articles: 4/ month

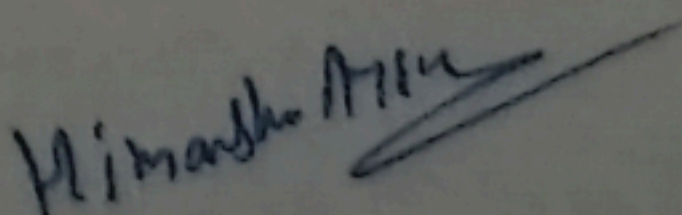
F) VIDEO PRODUCTION

- ✚ Within this retainer, WE-Viral shall be doing interview videos or USP videos, etc in order to engage the audience with visual content. Videos are being grossed better than static communication today. WE-Viral team will conduct video shoot (maximum 3 in a year) and bring all relevant photo shoot and video stock to create these videos as and when campaign and social media plan keeps unfolding.
- ✚ Total videos within this retainer: 4/ month

Financials:

- ✚ For the above set of services, WE Viral shall charge a sum of Rs. 1, 10,000 (plus applicable service taxes) per month for first Six Months.
- ✚ After six month performance will be reviewed and if it's found satisfactory than charges will be Rs 1,25,000 (plus taxes)
- ✚ UETR shall be sent monthly reviews by WE Viral to gauge Progress (if asked)
- ✚ WE VIRAL shall raise the bill within 30th of every month and payment has to be cleared within 7 working days by UETR
- ✚ To begin, WE-Viral shall be charging 50% advance on the first month of the project retainer
- ✚ UETR will be given a dedicated Social Media/ Client Manager to handle its outreach on daily basis


Dr Manish Kumar
Registrar


Himanshu Agarwal
CO-FOUNDER WE VIRAL

Tax Invoice

Perfect Solutions & Services C-7/115, GROUND FLOOR, YAMUNA VIHAR DELHI-110053 GSTIN/UIN: 07AALFP3813B1ZJ State Name : Delhi, Code : 07 E-Mail : himanshu@we-viral.com	Invoice No. 328	Dated 13-May-22
	Delivery Note	Mode/Terms of Payment
Consignee (Ship to) University of Engineering & Technology Roorkee 7 th KM On Roorkee (NH 58), Rehmadpur Vardhmanpuram, Hairdwar Road, Uttarakhand 247667 State Name : UK, Code : 05	Reference No. & Date.	Other References
	Buyer's Order No.	Dated
Buyer (Bill to) University of Engineering & Technology Roorkee 7 th KM On Roorkee (NH 58), Rehmadpur Vardhmanpuram, Hairdwar Road, Uttarakhand 247667 State Name : UK, Code : 05	Dispatch Doc No.	Delivery Note Date
	Dispatched through	Destination
Terms of Delivery		

Sl No.	Particulars	HSN/SAC	Quantity	Rate	per	Amount
1	Service Charges (Retainer for design and marketing for the month of 15 May – 14 June 2022)	998311				1,10,000.00
	Output lgst @ 18%			18 %		19,800.00
Total						₹ 1,29,800.00

Amount Chargeable (in words)

E. & O.E

Indian Rupees One Lakh Twenty Nine Thousand Eight Hundred Only

HSN/SAC	Taxable Value	Integrated Tax		Total Tax Amount
		Rate	Amount	
998311	1,10,000.00	18%	19,800.00	19,800.00
Total	1,10,000.00		19,800.00	19,800.00

Tax Amount (in words) : **Indian Rupees Nineteen Thousand Eight Hundred Only**

Remarks:
TAX-261
Company's PAN : **AALFP3813B**

Company's Bank Details
A/c Holder's Name : **Perfect Solutions & Services**
Bank Name : **Kotak Mahindra Bank C/a**
A/c No. : **02112090000530**
Branch & IFS Code : **YOJNA VIHAR DELHI & KKBK0000211**
SWIFT Code :

for Perfect Solutions & Services
Himanshu Aggarwal

Authorised Signatory

This is a Computer Generated Invoice