

**MEMORANDUM OF UNDERSTANDING
BY & BETWEEN
REDIFFUSION
&
UNIVERSITY OF LUCKNOW**

THIS AGREEMENT, entered by and between Rediffusion Brand Solutions Pvt Limited, Mumbai and the University of Lucknow, Lucknow on behalf of its Department of Business Administration on 3rd June, 2023 at Mumbai. This MOU is a voluntary agreement between Rediffusion and University of Lucknow as a part of their involvement in setting up The Bharat Lab.

Purpose

The 21st century has been referred to as India's century. Naturally, an understanding of India is critical to businesses, governments and even for populations all over the world.

However, existing intelligence around India is predominantly urban-centric, focussed on shifts, challenges and insights emerging from India's metros and top cities which constitute only 35% of India's population.

Consequently, the aspirations and outlook of non-urban residents who account for the remaining 2/3rds of India are not accurately tracked, documented or addressed.

We call this invisible majority Bharat.

Bharat is not a silent passive mass but an active flourishing ecosystem home to innovations, entrepreneurship and disruption. At the same time, Bharat also faces its own unique and diverse set of challenges that merit consideration.

The Bharat Lab is our endeavour to unlock interest, intelligence and investments for Bharat. We believe that understanding Bharat holds the key to unlocking growth and prosperity in the coming decade and beyond.



Scope

The Bharat Lab will be focussed on understanding the consumer who lives in Bharat.

This includes but is not restricted to –

- What are their hopes, ambitions, dreams and aspirations?
- What are their preferences and triggers?
- What challenges do they face and how do they navigate them?
- How has the family dynamics evolved in Bharat and how does it impact the consumer behaviour of Bharat?
- What relationship do residents of Bharat have with technology and the internet?
- Who are the heroes and role models of the people of Bharat?
- What are the attitudes of different cohorts within Bharat – youngsters, mothers, artists, entrepreneurs?
- What entertains Bharat – what do they read, watch & enjoy?

The Bharat Lab will unlock fresh understanding and actionable insights by investigating these hitherto unexplored facets of life in Bharat.

The aim is to present a real and representative picture of the consumer landscape in Bharat that will be useful to brands looking to unlock new markets, businesses looking to develop new offerings, policy makers looking to serve the needs of citizen living in Bharat.

Terms of Engagement

It is mutually agreed that;

1. **Scope of Agreement** – This agreement shall provide collaborative opportunities for faculty and students of the University to exchange knowledge with industry, and promote research to explore, understand and investigate the consumers of today.
2. **Period of Agreement** – The effective period of this MoU begins on the date of execution and shall continue until either party decides to discontinue and gives a written notice to do so at least three months in advance before termination or withdrawal.

3. **Activities under the Agreement** - The purpose of this collaboration is to research, create and disseminate knowledge on consumers and citizens of Bharat. Activities such as seminars/workshops, research projects, internships, field studies and similar initiatives shall be conducted for the said purpose. The data created shall be applied for better informed consumer insights in the decision-making of brands.
4. **Support System** – A Lab “**THEBHARAT LAB**” shall be established in the Department of Business Administration of University of Lucknow towards furtherance of the activities.
5. **Non-Financial Agreement** - This MOU does not include obligations or commitments of any sort or description in financial terms for either party and involves no financial liability on either party. Any financial involvement shall be incurred only after due approval from competent authority.

IN WITNESS WHEREOF, Rediffusion and University of Lucknow executed this Agreement as of the date first written above.

Signing for University of Lucknow Signing for Rediffusion



Prof. Alok Kumar Rai
Title: Vice Chancellor
Date: 03-06-2023.



Dr. Sandeep Goyal
Title: Managing Director
Date:

Witness: 

Prof. Purnima Zandari
Dean, Academic

Witness: 
3/6/23

Witness: 

Head,
Department of Business Administration

Witness: 