

Sri Padmavati Mahila Visvavidyalayam (Women's University), an educational institution duly organized, with office address at Padmavati Nagar, Tirupati District, Tirupati, Andhra Pradesh, 517502, India represented herein by its Vice-Chancellor, **Prof. Depuru Bharathi**. A government state-level University recognized by University Grants Commission (UGC) under the UGC Act of 1956, and accredited by NAAC with 'A+' Grade. The University offers around 50 programmes in different disciplines and has around 6500 students on campus. The programmes are offered through 5 Schools viz School of Sciences, School of Social Sciences, School of Engineering & Technology, Institute of Pharmaceutical Technology & School of Nursing. The University has 5 incubation centres which were established with Federal Government funds.

and

SOUTHEAST ASIAN MEDIA STUDIES ASSOCIATION, an international, non-profit, non-government community of academics, researchers, media practitioners, and institutions who are actively committed to the study and research on the mass media of the Southeast Asian region, which is comprised of the countries Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor Leste, and Viet Nam. It is a virtual organization with the website at seamsa.org, represented by its Executive Director, **ALEXANDER J. KLEMM, PhD**.

II. PREAMBLE

To enhance relations between the two institutions and to develop academic cooperation in the area of education, research, and other activities of SPMVV (through its Department of Communication) and SEAMSA hereby agree to cooperate to establish a mutually beneficial partnership.

III. SCOPE

The areas of cooperation include any program or activity offered at either institution, which is determined to be desirable and feasible for the achievement of these objectives. Any specific program or activity is subject to the prior agreement of the institutions. The suggested areas of collaboration include the following:

- a) SEAMSA can provide publishing opportunities to the faculty members and students of the SPMVV through the Southeast Asian Media Studies Journal (SEAMSJ), i.e., its flagship publication.
- b) SEAMSA can provide presentation opportunities to the faculty members of SPMVV through its annual (hybrid) conference SEAMSC and its webinar series SEAMSW.
- c) SEAMSA members and the faculty members and/or students of the SPMVV collaborate on research projects and other activities agreed upon by the two institutions.
- d) SEAMSA members can provide academic support to the SPMVV.
- e) The SEAMSA website and SEAMSJ will feature SPMVV one of its institutional partners.
- f) The SEAMSC website has permission to feature SPMVV as an institutional partner.
- g) The SPMVV can host workshops, seminars, master class and other activities co-organized by SEAMSA members.
- h) The SPMVV can take the lead in joint publications.
- i) The SPMVV's website and/or social media channels will feature SEAMSA as one of its institutional partners for selected activities agreed upon by the two institutions.
- j) The SPMVV will collaborate with SEAMSA to seek funding from third parties for joint events strictly in terms of the agreement.

k) Other activities mutually agreed upon by the two institutions are possible.

The terms and conditions of such mutual assistance and cooperation shall be discussed and agreed upon in writing by authorized representatives of both parties prior to the implementation of any particular program or activity.

IV. ADMINISTRATIVE GUIDELINES

The term of this MOU shall be **five (5) years** from the date of signature. Either party may terminate this agreement by providing the other party **six (6) months** written prior written notice. Any current participants under this MOU will be allowed to complete the agreed-upon duration of their participation. During the six (6) months before the expiration of this partnership agreement, the two the parties may renew it for a mutually agreed-upon duration on mutually agreed terms shall notify the other party in writing of its intention to renew this agreement and this agreement may be renewed to that effect.

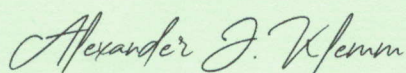
V. SIGNATURES

This agreement shall be effective from the date of signature indicated below.

In witness whereof, the parties hereto, through their respective representatives, have hereunto set their hands this _____ day of June 2024.

For: SEAMSA

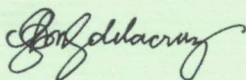
For: Sri Padmavati Mahila Visvavidyalayam



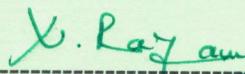
Dr. Alexander J. Klemm
Executive Director
SEAMSA

Prof. Depuru Bharathi
Vice Chancellor
SPMVV

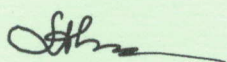
In the presence of:



Alonzo Dela Cruz
Secretary
SEAMSA



Prof. N. Rajani
Registrar
SPMVV



Dr. Le Thu Mach
External Relations Director
SEAMSA



Prof. P. Vijaya Lakshmi
Dean, Center for International Relations
SPMVV