



### CRITERIA-3

#### 3.5 Collaboration

#### 3.5.1: MoUs/Linkages/Collaboration 2021-22.

**MoU Department of Mass Communication, WMO Arts and  
Science College, Muttil - Wayanad vs. Brahmagiri  
Development Society of Wayanad**

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**MEMORANDAM OF UNDERSTANDING (MoU)**



This is an agreement among the Mass communication Department, WMO Arts and Science College Muttil, and Brahmagiri Development Society of Wayanad. The purpose of this educational internship is for Intern to learn about Organization's functioning and to gain valuable insight and experience.

The term of this internship will be from 28<sup>th</sup> March 2022 to 31<sup>st</sup> May 2023

**Conditions of the Agreement:**

- The internship is related to an educational purpose and there is no guarantee or expectation that the activity will result in employment with the Organization.
- The education received by the Intern from the internship is for the express benefit of the Intern.
- The Intern does not replace or displace any employee of the Organization.

**Dr. Muhammed Fareed T.P.**  
Principal  
W.M.O. Arts & Science College  
Muttil P.O., Wayanad - 673 122

*(1/10/2022)*  
Anu Seena  
General manager, BOS

No..... 5675  
Date..... 6/08/2022  
Issued to.....

SYAMALA P.  
Ad-hoc Stamp Vendor

Principal  
W.M.O Arts & Science College

DISTRICT TREASURY  
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- The Intern will receive direct and close supervision by an appropriate supervisor.
- The Organization does not derive an immediate advantage from the activities performed by the Intern.
- Intern is not entitled to wages or any compensation or benefits for the time spent in the internship.
- Organization is not liable for injury sustained or health conditions that may arise for the intern during the course of the internship.

The Intern specifically agrees to and acknowledges the following:


- This internship is educational in nature and there is no guarantee or expectation that the internship will result in employment.
- Organization may at any time in its sole discretion, terminate the internship without notice or cause.
- Intern will maintain a regular internship schedule determined by the Intern and their supervisor.
- Intern will demonstrate honesty, punctuality, courtesy, cooperative attitude, proper health and grooming habits, appropriate dress and a willingness to learn.
- Intern will obey the policies, rules and regulations of the Organization site and comply with the Organization's business practices and procedures.
- Intern will furnish his/her supervisor with all necessary information pertaining to internship, including related assignments and reports.
- Under no circumstances will Intern leave the internship without first conferring with Intern's supervisor.
- Transportation to and from the internship site is the responsibility of the Intern.


  
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 Principal  
 W.M.O. Arts & Science College  
 Muttill P.O., Wayanad - 673 122

  
 Anu Seena  
 General Manager  
 Brahmagiri

- While Intern is on the Organization premises, he/she is considered an employee or agent of Organization for any purposes, including but not limited to workers compensation.
- Intern assumes all of the risks of participating in the internship program. In consideration of the opportunity afforded to the Intern to participate in the internship program, Intern hereby agrees that he/she, his/her assignees, heirs, guardians, and legal representatives, will not make a claim against Organization or any of its affiliated organizations, or either of their officers or directors collectively or individually, or any of its employees, for the injury of death to Intern or damage to his/her property, however caused, arising from his/her participation in the internship program. Without limiting the generality of the foregoing. Intern hereby waives and releases any rights, actions, or causes or action resulting from personal injury or death to him/her, or damage to his/her property, sustained in connection with his/her participation in the internship program.

This MoU is signed on 28<sup>th</sup> day of March 2022 and valid till 31<sup>st</sup> day of May 2023.

  
**Dr. Muhammed Fareed T.P.**  
 Principal  
 The Principal W.M.O. Arts & Science College  
 Muttill P.O., Wayanad - 673 122  
 WMO Arts & Science College,  
 Muttill

  
**Anu Seena,**  
 General Manager  
 Brahmagiri Development Society of  
 Wayanad



# DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

## WMO Arts & Science College

“Education and some more”

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## Activity Report at Bramagiri Development Society



### INTRODUCTION

The Bramagiri Development Society, located in Pathiripalam near Sulthan bathery, organized its first internship program in collaboration with Mass communication department, WMO Arts and Science College, Muttill. The society was established in 1999 by Varghese Vythiyar with the primary objective of supporting local farmers and preventing their untimely demise, which had become a pressing issue in the early 90's. As part of the program, eight of our students had the unique opportunity to visit the

Bramagiri Development Society and gain valuable insights into its operations.

### ORIENTATION & LEADERSHIP

The entire internship program was led by Mr. Ajay Ghosh, the Marketing Director of the society. He began by providing a comprehensive overview of the society, highlighting its origins, mission & accomplishments over the years. This introduction served as an excellent foundation for our understanding of the society's objective and the context in which it operates.

### LECTURES & KNOWLEDGE SHARING

One of the highlights of the internship program was a lecture delivered by Mr. Madhu who works as the Digital Marketing Specialist in the society. Mr. Madhu shared his extensive experience and insights into the world of digital

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marketing. He discussed various techniques and strategies that could be employed to make advertising more effective and efficient through the use of digital platforms. This lecture not only broadened our understanding of marketing principles but also highlighted the potential for technological advancements in the field.

### INTERACTIVE SESSION

Following the lectures, an interactive session was held with Mr. Ajay Ghosh and Mr. Madhu. This session provided a platform for the interns to engage with the speakers and gain further knowledge about the Bramagiri Development Society. It was an excellent opportunity to ask questions, seek clarification, and discuss various aspects related to the society's operations, marketing strategies, and future plans. The interactive session fostered a sense of camaraderie and encouraged active participation from all interns.

### EXPLORING THE MEAT PRODUCTION UNIT

During our internship, we had the privilege of exploring the meat production unit of the Bramagiri Development Society.

This experience was truly enlightening as we were exposed to the entire process of meat processing, including packaging and marketing. The society's meat production unit showcased a wide range of products, such as ready-to-cook snacks and frozen meat of beef, chicken, and rabbit. It was impressive to witness the dedication to maintaining a clean and hygienic environment throughout the production process.

### WASTE MANAGEMENT

One aspect that deserves special recognition is the Bramagiri Development Society's waste management practices. The society has implemented an exemplary waste management system that deserves applause. Waste generated during the



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production process is efficiently managed and repurposed as fertilizer for plants. This sustainable approach not only minimizes environmental impact but also highlights the society's commitment to responsible and eco-friendly practices.

### CONCLUSION

In conclusion, the internship program at the Bramagiri Development Society was an incredibly informative and enriching experience for all the interns. We gained valuable insights into the society's history, operations, and marketing strategies. The lectures and interactive sessions facilitated a deeper understanding of the digital marketing landscape and its potential for the advertising industry. Exploring the meat production unit showcased the society's commitment to quality, hygiene, and innovation. Moreover, the society's commendable waste management practices further exemplified its dedication to sustainable and environmentally conscious practices. Overall, the internship program at Bramagiri Development Society was a remarkable opportunity that broadened our horizons and left a lasting impact on our understanding of rural development and agricultural initiatives.

### List of students completed internship

1. Sainath p
2. Dhanaraj
3. Aravind P M
4. Salmanul Fariz
5. Jyothi sandra
6. Rose P S
7. Adithya J

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