



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



## Outreach Cell End-Term Report (2021-22)

Date: 22<sup>nd</sup> May 2022

The Outreach Cell consists of 3 wings:

- Alumni Relations Wing
- Campus Wing
- Creatives Wing

These wings will be led by Overall Coordinators, subordinated by Managers and Secretaries of their respective wings.

### Alumni Front:

#### 1. Future Alumni Database:

- Timeline:  
3rd week of May to 2nd week of June: Connected with Y15 students
- The alumni databasing was done on an ad-hoc basis.
- Groundwork of creation of a database by sending invitations to all Y15 UG alumni available on LinkedIn completed.
- We have used the LinkedIn premium account of the outreach cell to send the connection request to a large set of alumni present on LinkedIn.
- The database was created of the alumni for both the alumni buddy program and the mock en joy interview series.

#### 2. Destiny of Her Own:

- Started a new interview series with the Alumnae of the institute “Destiny of Her Own” and conducted five interviews for the same.
- These blogs/video interviews were released from the Outreach Cell and DoRA’s social media handles and website.
- The series consists of 5 video interviews of IITK Alumnae: Sudheshna Sinha, Sonal V. Mishra, Prof. Jayathi Murthy, Amrita Chawdhary, and Sandhya S. Visweswariah.
- We required the Students’ Gymkhana’s Zoom Account for the same.

#### 3. Mock-en-Joy:

- Aim: To help students applying for internships with their interview preparation where Alumni of IITK will take a series of mock interviews.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- Timeline:
  - i. 3rd week of June: Connected with Alumni.
  - ii. 4th week of June: Released poster & video; call for participation.
  - iii. 1st week of July: Launched the program and mapped the students.
  - iv. 2nd week of July: Conduction of the program.
- 320 Students responded to the initial call for the interview process, later followed by 220+ students confirming their participation by providing necessary documents and were finally mapped for the interview process.
- Created a database of 500+ Alumni, primarily of Y12, Y13, Y14, and Y15 batches through LinkedIn and Social Media Posts and Emails.
- Other alumni were also informed through Social Media Posts and Emails.
- 120+ Alumni responded to the initial call to fill out the form for participation and confirmed their slot preference for taking the interview.
- A feedback form was later floated for students as well as the alumni.
- Awarded social service certificates to the Alumni who participated in the event.
- Requirement: LinkedIn Premium (Rs. 2400/ per month) for 2 months.

#### 4. Alumni Buddy Program:

- Aim: To help students applying for internships with their interview preparation, where Alumni of IITK will take a series of mock interviews.
- Timeline:
  - i. 2nd week of December: Connected with Alumni.
  - ii. 3rd week of December: Release of Poster and call for Participation.
  - iii. 4th week of December: Launched the program and mapped the students.
  - iv. 1st week of January: Conduction of the program.
- Groundwork of creation of a database by sending invitations to all Y15 UG alumni available on LinkedIn completed in May-June.
- Students and alumni are matched according to common career interests and branch/department as significant factors, among other factors, for an efficient match.
- After one week, a feedback form was floated to get to know the campus junta and the alumni's issues, reviews, and feedback.
- **Phase 2:** Assigning alumni buddies to students whose allotted buddies were not responsive.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- Awarded Social Service certificates to the Alumni who participated in the event.
- Budget Required: LinkedIn Premium for 2 months(Rs. 2400/ per month).

## 5. Senior Class Gift Program 2021:

- Around 200 graduating batches agreed to donate for the SCGP 2021, which should generate Rs. 10 lakhs
- Designed and sent T-shirts to all the donors participating in the program
- The Graduating batch voted to renovate a section of the library, but this could not be accomplished due to some logistic issues. Link to the proposal:  
<https://docs.google.com/document/d/1rcAa9vaEKeiUIULrM2UxoCx9OjdQtmZ2FkbtDl8NPzg/edit?usp=sharing>

## 6. Giving Back Interview Series:

Worked on the Giving back series, Conducted interviews with the Top Donors of the Institute in collaboration with the DoRA office:

- Mr. Narayan Murthy
  - Mr. Ranodeb Roy
  - Mrs. Chandralekha and Mr. Jeremy Singh
  - Dr. Joneja
  - Vartika Shukla
  - Prof. Levy and Mr. Micky Pant
- Videos for the same were released from the social media pages of the Outreach Cell and DoRA.

## 7. New Chapter Blog series:

- The 'New Chapter' motivation was to focus on our young alumni pursuing higher studies in universities abroad.
- Through the interviews, we wish to inspire our IITK students and broaden their outlook on studying in a multicultural environment, challenges faced both academic and non-academic, and how a global environment can enrich them personally and professionally.
- Worked on the networking of the alumni and forming questionnaires for alumni for the blog series: New Chapter.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- Collaborated with the DoRA office to work on the blogs of 2 Alumni to be released on the DoRA website and social media handles of the Outreach cell:
  - i. Sharbatanu Chatterjee(BT/CSE/2016)
  - ii. Drishti Wali(BT/CSE/2017)

## 8. Distinguished Alumni Interview Series:

- Collected contact information and other relevant data about these alumni through exhaustive online searching on LinkedIn, Wikipedia, and their personal or university profile pages and created a questionnaire after receiving a list of awardees from the DoRA Office.
- The process consists of contacting alumni, coordination, preparation and background study, questionnaire preparation and verification, interview, transcription, formatting, and video editing.
- List of the alumni interviewed under this initiative:  
Prof. Vijay Mittal, Mr. Rajesh Kumar Gupta, Prof. Abhay Deshpande, and Mr. Saurabh Chandra.
- We plan to release these interview series in the subsequent tenure.

## 9. Core Talks:

- Timeline:
  - i. 2nd week of September: Connected with Alumni.
  - ii. 3rd week of September: Finalization of Dates and slots.
  - iii. 4th week of September: Posters Released and links sent.
  - iv. 1st week of October: Conduction of Talks.
- We conducted all the talks on 30th September, 1st, and 2nd October.
- The idea behind conducting Core Talks by alumni for each department in the academic session 2021-22 was to help students know more about their departments and the opportunities each department provides to its students.
- The Outreach Cell team firstly prepared a list of potential speakers and established contact with them by the third week of September.
- We tried to reach the alumni of all the departments currently working both in the corporate and research fields of Y10 and older.
- 27 alumni of the 14 different departments accepted our invitation as speakers.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- All the talks were organized, and an excellent response from the people of all the departments was seen as they attended talks in large numbers.
- After the sessions, all the talks' meetings and slides were forwarded to the student community, and a thank you note was sent to all the speakers.

## 10. Alumni Reunions:

- Assisted DoRA Office in organizing Virtual Alumni Reunion of Class of 1971
- Ideated and executed the entertainment session and student-interaction session in reunions
- Coordinated with the Media and Culture Council to organize student entertainment sessions during the reunions
- Organized students' presentations in the Virtual Reunion, in collaboration with the MnC Council of HSS, ELS, Humour House and Music Club.

## 11. Hall Alumni Secretary:

- We have prepared a proposal to introduce the new post of Hall Alumni Secretary for each hall, which shall work directly under the Overall Coordinators of the Outreach Cell, which is planned to be fulfilled by the subsequent tenure, 2022-23.
- The link to the proposal is as follows:  
[https://docs.google.com/document/d/1DED6BEloj\\_1eUAse6LlBFmKc3vHrVdMVPqU3VgDxYXo/edit?usp=sharing](https://docs.google.com/document/d/1DED6BEloj_1eUAse6LlBFmKc3vHrVdMVPqU3VgDxYXo/edit?usp=sharing)

## Campus Front:

### 1. IIT Konnect Newsletter:

- Interviewed Mr. Dhruv Mittal, an IIT Kanpur Alumni of batch 2016 who identifies himself as a musician. He graduated from IITK in 2020 with a B.Tech. in Materials Science and Engineering.
- He is currently pursuing an Associate of Arts in Drum Performance at Musicians Institute (MI), a college of contemporary music in Hollywood, LA, California.
- Coordinated with the DoRA office for the final production, which DoRA released on their social media handles.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



## 2. LinkedIn BootCamp:

- Conducted a session on the importance of Networking and optimizing the use of LinkedIn for the campus community.
- The session saw a great response from the student community.
- We plan to conduct more such sessions by alumni and professionals to encourage networking among the student community in the upcoming tenures.

## 3. Tips From The Top:

- Organized and publicized virtual and offline sessions throughout the term for current students of IIT Kanpur, taken by alumni who have had varied and diverse career paths in online-offline mode.
  - Coordinated the sessions and did QnA for the campus junta.
  - List of speakers:
    - Saumya Shanker [ B.Tech MSE, 1991-95 ] - 29th May 2021
    - Rajan Singh [ B.Tech EE, 1991-95 ] - 30th May 2021
    - A. G. Ramakrishna [ B.Tech CE, 1994-1998 ] - 20th June 2021
    - Rajiv Jain [ B.Tech CE, 2004-09 ] - 15th August 2021
    - Mukesh Bansal [ B.Tech CSE, 1993-1997 ] - 2nd November 2021\*
    - Mr. Mohit Sharma [ B.Tech CSE, 2011-2015 ] - 23rd March 2022\*
- \*Offline event*

## 4. Know Your Professor Videos:

- To bridge the gap between the student community and the faculty, we planned to start the Know Your Professor Video Series.
- During your stay at IIT Kanpur, and throughout your stay, the professors play the most significant role, may it be your academics, future guidance, career opportunities, learning from the classroom, labs, and projects.
- This initiative aims to enhance the connection of the professors with the prospective students and display the rich academics and research opportunities at IIT Kanpur. Such videos can play a significant role in providing relevant information to prospective students and help them make an informed decision for their future.
- The proposal for the video series is as follows:
  - [https://docs.google.com/document/d/1d4Hi8qe7GPG\\_BJ1huE9MSi7-bZ5KvBABooY-Hv1LxXA/edit?usp=sharing](https://docs.google.com/document/d/1d4Hi8qe7GPG_BJ1huE9MSi7-bZ5KvBABooY-Hv1LxXA/edit?usp=sharing)



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- We plan to start the video series in the subsequent tenure, as this tenure mainly was in online mode, which did not enable us to shoot the videos.

## 5. That's IITK Blog on Quora:

- We have created a comprehensive report on revamping the Quora blogs and plan to publish more articles for prospective students by reaching out to the campus students and the Alumni.

## 6. Y21 Counseling Campaign:

- Timeline: Mid-October after the Jee Advance and before the result.
- Initiatives:
  - Counseling forums managed by the managers of the Outreach Cell.
  - Publicized the future students' website and ThatsIITK quora page
  - Campaigned the #AskIITK and #ThatsIITK hashtags through the forums.
  - Open house sessions were conducted in various coaching centers.

## 7. Convocation:

- We designed and installed a Photo Booth in front of the auditorium. Students used the photo booth to click and share pictures with their classmates.
- Created a Sign Booth alongside the Photo Booth to prompt the graduating class to reflect on their memories. Students of the graduating class wrote their nostalgic memories and testimonials on the wall.
- Batch Snaps was created; it was the compilation of the graduating batch memories, released through Facebook and the youtube channel of the cell.

## 8. BatchSnaps:

- This event was organized for the graduating batch Y17.
- The motivation behind the event was to give the graduating batch a chance to walk down memory lane again, where they made their best memory or maybe something that changed their life forever.
- Entries were taken in the form of short videos and photographs by floating the google form to the graduating batch junta.
- The creative team then compiled the shots and made them into the form of a video to be released through FB and the youtube channel of the cell.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



## 9. Departmental Videos:

- The motivation behind departmental videos is to depict various departments at IIT Kanpur, the facilities provided to students, and other things of interest using video graphics and conversations with multiple professors.
- Departmental videos can play a significant role in providing relevant information to prospective students and helping them make informed decisions for their future.
- We have created a detailed proposal for the departmental videos with the details and logistics necessary to conduct the same.
- The proposal for the departmental videos is as follows:  
<https://docs.google.com/document/d/1DKeHopxYoWBCkpIZctBSuscNvRzbH1l-b8nzYz8eG38/edit>

## 10. Foundation Day:

- Helped DoRA in the conduction of the 62nd Institute Foundation Day.
- Provided volunteers to receive the alumni from the airport and accompanied them throughout the day for the smooth conduction of the event.  
Some volunteers were selected to host the event and sing the National Anthem.
- Organized the very first offline events of the tenure:
  - Panel Discussion by Distinguished Alumni Awardees, followed by QnA. We had 7 DAA awardees on the panel.  
This was conducted in the Outreach Building Auditorium and saw a great response being the first offline mode panel discussion.
  - Tips from the Top session with Mr. Mukesh Bansal, Founder of Myntra and CureFit, followed by QnA.

## 11. Fireside Chat:

- Collaborated with E-Cell to celebrate World Entrepreneurship Day on 21st August 2021 by organizing an event around start-up careers. Here we talked about the alums' experiences through their journey. We had talks with the following start-ups:
  - Masai School
  - Kristnam Technologies



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



## **12. Ideation Accelerator Program for Pre-seed Startups:**

- Assisted the DoRA office in launching and promoting the Ideation Accelerator Program for Pre-seed startup ideas at IIT Kanpur.
- It aims to promote entrepreneurial culture by awarding 1 lakh to each qualifying team for Pre-Seed Startup Ideas.

## **Social Media and Website:**

### **1. Forbes 30 under 30 list publicity:**

- With the IIT Kanpur having a robust alumni network comes our responsibility to make our student community and the outside world aware of our alumni's success stories and achievements.
- From campus halls to Forbes 30 under 30, our alumni never cease to add to our pride through their splendid triumphs. As the glory of our institute breathes in their success, we proudly present IIT Kanpur's seven young achievers who have made it to Forbes 30 under 30 list for the years 2020 and 2021.
- Outreach Cell congratulated them on their accomplishments and wished them all the luck for their future endeavors! And released a poster for the same through the social media pages.

### **2. Open house for the Y21:**

- Every year, a new batch of students knock on our doors, ready to take on one of the most experience-driven journeys of their lives.
- And with the same motivation, we organized the open house for the upcoming Y21 batch.
- It was a way to make the upcoming batch familiar with the academic culture of IIT Kanpur; seniors conducted 30-40 minute sessions in their respective coaching centers and guided the prospective candidates on the teaching patterns, academic behavior, insights on what their preferred department has to offer, and the life at IIT Kanpur campus.
- Around 30 people signed up for the event, but we were only successful in taking 15 such sessions in different coaching centers in various major cities like Delhi, Kota, and Chandigarh in the first and second week of October; we plan to increase the number of such sessions more in number even in offline mode.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



### 3. Outreach Cell LinkedIn and Facebook pages:

- Publicized the events being conducted by Outreach Cell among the whole campus community.
- The Facebook page of the Outreach Cell currently has 2980+ likes and 3010+ followers.
- LinkedIn page of the Outreach Cell has 1460+ followers.

### 4. Revamped the website of the Outreach Cell:

- The website based on HTML5 and CSS was created for the Outreach cell. The website is online now and can be accessed by clicking on the following link- <http://students.iitk.ac.in/outreach-cell/>.
- The website highlights the events and initiatives of the Outreach Cell being organized in collaboration with different institute bodies such as the Science and Technology Cell, DoRA, etc.
- Further, the website was revamped with a new theme and template in this tenure and will be updated entirely in the subsequent tenure.

### 5. Future Students Website:

- The website was updated: <https://www.iitk.ac.in/futurestudents/>
- A detailed report is prepared on the current state of the prospective students' website and the updates required for the same.
- The details asked from various clubs/cells/hobby groups were updated in this tenure on the website.

### **Collaboration with DORA Office:**

1. Worked on spark cover with the design team:
  - Edition 1- October 2021
  - Edition 2- December 2021
  - Edition 3- April 2022
2. Covid Relief Fund:
  - Thanked the donors for supporting the covid in the covid relief funds when India was in the grip of a second deadly coronavirus wave.
3. Helped the DoRA office in conducting the Institute Lecture Series.
4. Conceptualized the idea for an interview series for IITK Alumnae, Destiny of her Own.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



5. Led the initiatives Gymkhana Corpus and Senior Class Gift Program, which were taken up by the team last year.
6. Informed students about the Pre-Seed ideation and publicized previous year's data
7. Helped in the conduction of Foundation Day, an offline event this year.
8. New Chapter:
  - Networking and forming Questionnaire for Alumni Blog series
  - Aided for two articles for Alumni who studied abroad for the "New Chapter" series of Drishti Wali and Jayashtishtha Debnath.
9. Created a video to be released on Women's Day
  - DoRA office and Outreach Cell, in collaboration, made a video highlighting the growth of girl students in IITK.
10. We developed the framework for incorporating Mock-en-Joy and the Alumni Buddy Program into the Alma World website.
11. RN Biswas Chair Campaign:
  - Helped the DoRA office with recording interviews and editing videos to be released to promote donations for the chair campaign.
12. Worked on a new interview series, "Top Donors Interview Series - Giving Back."
13. Worked on the DoRA Newsletter Cover Image along with the design team.
14. Conducted interviews of Distinguished Alumni Awardees.
15. Conducted interviews of Yash Maheshwari ( BT/EE/2021) and Abhuday Pandey (BT/CSE/2021), who were awarded in Convocation 2021-22.
16. Assisted in an offbeat article by Dhruv Mittal for the DoRA website and newsletter.

### Financial Aspects:

Activity	Expense
LinkedIn Premium Account	Rs. 2700
Google Drive	Rs.1300

\*As the semesters were conducted in Online mode due to Covid-19, offline TFTTs were not organized, which majorly contributes to the finances.



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



## **Recommendations for Team 2022-23:**

- **Alumni Front:**

- Future Alumni Database:
  - New avenues can be explored to extract the database of the alumni and maximum utilization of LinkedIn premium account needs to be done.
  - The focus should also be to update the database of Alumni from the older batches rather than just the newer ones.
- Senior Class Gift Program 2021:
  - Since due to some logistic issues, the SCGP program could not be held in this tenure, the team should start working on this Program effectively before the endsems of the graduating batch so the program can be conducted smoothly and effectively.
- Distinguished Alumni Interview Series:
  - Work should be done on the interviews conducted in this tenure.
- Core Talks:
  - A more effective way can be thought to conduct these talks on different weekends in different phases so as to avoid the number of talks occurring together in a hectic manner.
- Alumni Buddy Program and Mock-en-joy-
  - Social Service certificates should be continued.
  - Alumni Buddy Program: Effective ice-breaking activities for students and alumni need to be ideated and conducted and feedback should be effectively taken from both students and alumni side and the work should be done on it judiciously.
  - Mock-en-Joy: Scope of Mock-en-Joy can be expanded to students appearing for placement interviews too.
- Capitalizing Alumni Reunions:
  - The Hall Alumni Secretary initiative can enhance the perspective of the reunions.
- A video explaining current IITK Culture needs to be created every 2 or 3 years for alumni reunions-
  - New student bodies on Campus (eg. Academics and Career Council, Humor House IITK, Opinion Cell, Brain and Cognitive Society)



# Outreach Cell (2021-22) Indian Institute of Technology Kanpur Students' Gymkhana



- Recent Performance in Inter IITs
  - New structures/ buildings in IITK (eg. Army statue near Old ShopC, Students' Lounge)
  - Students' Festivals, Inter-Hall Competitions
  - Key campus events (1st year moving to Hall 1)
- **Campus Front:**
    - Legacy Hunt-
      - A different structure for conducting Legacy Hunt in the offline mode needs to be ideated.
    - Know Your Professor and Departmental Videos:
      - The proposal of the videos is also in place, the execution and proper conduction of these videos can surely give the prospective students' a better idea of the campus.
    - Y21 Counseling Campaign:
      - The forums should be actively managed by the team and bad and false information should be checked on these forums.
      - More Open House session, both in online as well as offline mode will give the boost to the counselling process.
    - Freshers' T-shirts-
      - Based on the huge response for Freshers' T-shirts, the initiative should be continued in the upcoming years.
  - **Team Management:**
    - Communication Skills-
      - As Outreach Cell work involves a lot of formal documentation and networking, all managers and secretaries must have strong communication skills, both written and verbal
    - Use of Grammarly within the team-
      - Use of Grammarly for polishing documents must be strongly recommended to all members of the team