# Students Gymkhana, IIT Kanpur Nominations: Core TeamAntaragni’14

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Post(s) applied for : Festival Coordinator

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1. Discuss when you made a lasting impact on an event/activity you were engaged in.   
   (200 words)  
     
   As a marketing executive of Antaragni’13, I got various opportunities to test and prove my abilities.

* I successfully roped in Tata Steel as the Title Sponsor of Antaragni’13. This was after months of deliberation with the concerned company. Considering competition due to proposals from other college festivals, I took several initiatives to convince them. I offered them online social media integration, shared the media plan of action for their publicity and sent regular pre-fest reports. I even convinced them to give the entire amount pre-fest, unprecedented in Antaragni. This was the first time that an executive had roped in the Title sponsor.
* I went on a ten day trip to Delhi to contact sponsors. Always being on the lookout for potential sponsors, I contacted the National Commission for Women, women empowerment being the social campaign of Antaragni’13. Within a span of two hours I managed to meet the Joint-Secretary herself. I got the permission to sit after office hours in her office and submitted the proposal the same day. Two days later, the deal was sealed, with the entire amount being given pre-fest.
* Two days prior to Antaragni, I was given the responsibility to get either one of BMW or Mercedes to sponsor, as required by Sonu Nigam. I contacted both, made innovative offers and successfully convinced both of them to sponsor. This saved Antaragni a huge amount at the last minute.

1. How do you envision conducting Antaragni? Your essay should include the basic principles on which you want to organize the festival and the changes you intend to bring about from the previous years? According to you, what are the major (at least 5) constrains/bottlenecks that might hinder your quest for your 'Dream Antaragni'?

(400 words)

I envisage Antaragni as a celebration of talent, culture, vibrant vitality and free expression. If entrusted with the responsibility of the Festival Coordinator, I shall do all within my power to make it a festival of befitting grandeur. My vision for Antaragni is to make it an enriching experience for all the stakeholders involved:

1. **Participants**: My biggest vision for Antaragni is to have the finest level of competition, that it becomes a status symbol to win the individual trophies. It should be a platform for the best teams to compete, and grow in the process.
   1. Antaragni goes National: To get the best teams from across the country, Antaragni must go national. In the long run, I envision all competitions to have national presence and will surely take the first step in this process.
   2. Dream On Campaign: Great performers deserve great opportunities to live their dream. I plan to bring all competitions under the purview of the Dream On campaign. I will try for more performance-based incentives, like having a performance of all the winners in an auditorium and direct entry into national/international competitions.
2. **IIT-K junta**: The basic motto of Antaragni being the encouragement of the spirit of competition and participation amongst students of IIT Kanpur and their recreation, I plan to take various initiatives to put it into action.
   1. Pre-fest initiatives: Antaragni must not remain restricted to just the four days of the festival. I plan to strengthen the association with the cultural council to ensure Antaragni’s year round interaction with the students through Galaxy, Fresher’s Night, DE, ME. Mr. and Ms. Fresher’s will be organized by Antaragni.
   2. Antaragni on Streets: To give a carnival feel to the festival, street performances and fun outdoor games will be organized.
   3. New events: My Dream Antaragni will be realized only if I am able to get the students to come out, enjoy and witness culture. I plan to organise events like “4 Days 4 Records” and “Afternights” to provide them recreation.
   4. Informals: This is the heart of the festival. I will focus on organising innovative mass events and impromptu events like “49 seconds of fame” to pump in much needed dynamism into Informals.
   5. Unconventional workshops: Conceptualising new workshops will be an attraction for everyone.
3. **Professionals**: Awe them with our high standards, planning and hospitality.
   1. Unconventional Performers: To expose the students to a variety of art forms, I will focus on calling unconventional performers to Antaragni and will organise multiple performances during the four days.
   2. 4 Days 4 Pronites: I believe this is the next level for the professional shows at Antaragni. We must adhere to the changing tastes of the student community and serve accordingly.
4. **Organising Team**: I aspire to push the entire team to the limit of their planning and execution ability and learn from the whole process. Professionalism in all dealings and skill development of the entire team will be my top priority.
5. **Sponsors**: Provide value to sponsors and embassies and develop lasting relationships, because we need to think beyond the present Antaragni and set the stage for the years to come.

Major hindrances that could occur are:

1. Scheduling of events due to shifting to New SAC
2. Transportation and Shuttle service issues
3. Budget constraints
4. Clashing of dates with other college festivals
5. Lack of rooms to accommodate the increasing number of sponsors and artists
6. Discuss what makes you suitable for the post(s) applied for. Also mention your contribution/involvement in domain of work in Antaragni till now.

(200-words)  
  
Having been associated with Antaragni since my first year in IIT Kanpur, I have gained valuable insight into the functioning of the festival, across different cells, and also developed a strong feeling of attachment to it. During these three years, I have had the good fortune to interact with majority of the cells in Antaragni, at different levels. I was a Hospitality volunteer in Antaragni’11 and Marketing Executive in Antaragni’12 and ’13.

I am a goal oriented person, with a passion for new ideas. I believe I can lead from the front, set an example and take the team forward. My creativity and management abilities will help me organise a successful Antaragni. Sincerity and dedication are the backbone of my success. Equipped with my experience and abilities, combined with my vision for Antaragni, I am sure I have the passion to take up this challenge and take it to greater heights.

Contributions:

1. Roped in Tata Steel as the Title Sponsor of Antaragni’13, even convincing them to give the entire amount (INR 5 Lakhs) pre-fest.
2. Secured various new sponsors for Antaragni’13 like NPCIL, National Commission for Women, Oakley, Ruchi Nutrella, NTPC, Gelato Vinto, Ticketplease, Frontier Alloy (total sponsorship in excess of INR 10 Lakhs)
3. Associated with BMW one day before the festival on a tight deadline, resulting in huge monetary savings for Antaragni (approximately INR 80,000)