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

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Post(s) applied for : Festival Coordinator; Head, Public Relations

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1. Discuss when you made a lasting impact on an event/activity you were engaged in.   
   (200 words)

To say the least, it has been a great experience being involved in Antaragni for the past three years. I will share an experience from Antaragni’13. Because of my previous experiences in marketing I was entrusted with the responsibility of fetching sponsorship for Antaragni’13. Only 3 weeks were remaining and yet Antaragni didn’t have a Title sponsor and was short of cash. I stayed back in the Mid Semester recess and approached Red Chief. In spite of being refused for sponsoring Antaragni ’13 by the brand managers back in summers I arranged a meeting with the President of the organization. It came to my notice that they had already spent their sponsorship budget on other festivals even before we could present our proposal. This was surely a very troubling issue as they were assumed to be one of our last hopes. I made a personalized proposal for their brand connecting it to the youth visiting our festival and presented it to their president along with the board of directors to lure them in. They praised my ideas very much which made us close the deal and Red Chief agreed to fund us with a sponsorship amount of INR 3 Lacs.

Red Chief was the co title sponsor of Antaragni’13.

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 (atleast 5) constrains/bottlenecks that might hinder your quest for your 'Dream Antaragni'?

(400 words)

If entrusted with the responsibility of being the Festival Coordinator, I shall strive to make Antaragni’14 an event truly befitting the magnitude and grandeur of this occasion. The essence behind Antaragni is essentially that of celebration. I perceive it as a confluence of youthfulness and enjoyment. Having a carnival where people can just express themselves without any inhibitions would just set the right example.

I wish to see the outlook of my festival bubbling with creativity. It is what speaks out loud during the festival through the ambience and the diversity of events. I aspire to promote newer and creative thought process in my team. A mutual feeling that ‘this is my festival’, should not only trickle down to the workforce, but also to the participants as well.

In my perception, Antaragni should primarily be a platform to showcase, compete and elevate the cultural skills of the students, along with providing meaningful entertainment and learning avenues for even those who are not actively involved in

Either participating or organizing.

* Antaragni being the festival of “Students’ Gymkhana”, it is vital to upscale the ‘Fun Factor’ associated with the festival. For this I will take the following initiatives:
* **Antaragni on streets** - To enrich the festivity of the occasion I envision to hold various events and competition bringing the campus junta on the streets
* **Glamour** – Bringing famous celebs and artists to perform in the festival surely will be very appealing for both the outstation participants as well as IIT Kanpur junta.
* **Shows –** Shall go forward with an objective of 4days-4 shows that should mesmerize the residents and change the campus into an arena of joy and celebration
* **Informals** – Is the most important aspect for the overall success of the festival. To ensure their conduction with perfection, I shall focus on small, innovative and impromptu events.
* Antaragni as a brand to be reckoned by both sponsors and artists associated with the festival
  + To achieve the said character it is essential to ensure that all the terms and conditions promised to the sponsors are properly worked upon.
  + I would strive hard to make Antaragni more hospitable and amicable to Artists and would try my best to make this experience a exulting memory in their lives.

Team Spirit:

* While work goes along with the profile of every team member, it should not come as an obligation or duty.
* Antaragni for its team should be an excursion with friends, filled with joy and fun.
* The major constrains which would be a challenge to overcome would be: (in no particular order)
* Geographical disadvantage for artists and embassies
* Budget constraints
* Last minute logistical issues
* Shifting the event to New Sac
* Security issues

1. 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 involved with Antaragni for the past 3 years at all the 3 organizational levels has given me a good insight at the working structure of this festival. At a more personal level I have been engaged and handled many different aspects like Marketing, Public Relations and Professional Shows which has definitely added a lot to my skill set and has helped me develop a holistic overview of the festival in general and am pretty sure that my experience combined with my vision would add a lot of value to the team.

I believe that I have the zeal and vision to work for yet another edition of Antaragni and my involvement will definitely be of great value to it. Whatever I have accomplished in my life, however significant or insignificant, has all been courtesy to the fact that I am self-driven and motivated. While working as a team, I make sure that everyone working under me learns and grows as an individual as well as a team player.

With this self-belief of bringing out a new face of Antaragni entirely, I present my nomination for becoming the Festival Coordinator of Antaragni’13.

Contributions:

* Brought in sponsorship worth INR 4.3 Lacs by roping in Investors like Red Chief and BHEL.
* Confirmed cashless deals worth INR 1 Lac.
* Organized the Campus and National Prelims of Antaragni Leadership initiative in New Delhi.
* Successfully managed the hospitality of delegates and panelists involved in talks and India Inspired.
* Handled in pre/in/post fest branding of sponsors by being in touch with MnP, Events and Competition cells.
* Successful conduction of International Film Festival on behalf of Delegation of the European Union in India.

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