# Students Gymkhana, IIT KanpurNominations: Core Team Antaragni’13

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Post(s) applied for : Festival Coordinator and Head Events (Competitions)

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

 I was Coordinator of Synchronicity'13 and effectively worked with along with my team for overall conduction and expansion of festival on the foundation laid by the past team. Our team of five coordinators approached with a vision of creating Synchronicity as a unique competition expanding its base to different parts of nation. We worked with a vision to extend its reach to every upcoming band in the nation by conducting prelims all over the country. The prime focus was to provide a good show for the rock music listeners in IIT Kanpur by ensuring a good live rock act as headlining act of the festival.
Our team expanded the festival to 6 prelims in 5 cities namely Delhi, Mumbai, Kolkata, Bangalore and Guwahati and over 50 bands from 14 different cities participated in Synchronicity National Round. It also ensured expansion of the parent festival, Antaragni. With a good marketing campaign with the support and supervision of marketing heads of Antaragni we ensured a good overall prize worth 6 Lacs and media deals for publicity of the festival by associating 6 sponsors and 8 media partners to the festival. The media and publicity of the event was ensured and Synchronicity became the first event of Antaragni to be live streamed on YouTube and the winner of the festival was given direct entry in a Hornbill Festival. Moreover, after contacting 100's of bands from 15 different countries we invited The Flying Eyes from USA as the headlining act to ensure a good show for the rock music listeners of IIT Kanpur.
I along with my team enforced our collective vision to extend the festival on the foundation laid down in past years and made a benchmark for the years to come.
(200 words)

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'?
As the overall coordinator of the festival, I will follow the principles based on three "V".
VISION, VARIETY and VIGIL.

Vision: My Vision for Antaragni is conducting a four day festival enjoyed by every student of IIT Kanpur along with providing a competitive platform for the students participating in the cultural activities and providing cultural & social exposure to the students of IIT Kanpur.

Variety: To achieve my vision, I will ensure covering all the major dimension of youth culture to provide enough variety in festival to enhance cultural exposure of students. A more open work culture will be introduced in the campus for conducting Antaragni where everyone can participate in conduction of festival and feel a sense of association towards it.

Vigil: I will ensure that the overall conduction on festival progress in a planned way by defining clear work domains and updating different cells on overall conduction plans and results. Proper procedural information will be transferred to the complete team for ensuring finance transparency and good execution of security plans.

Along with core team I will introduce the following points to pursue my vision for Dream Antaragni;
1. Antaragni will be strongly associated with a social campaign .

2. Festival ambience will be kept as a priority.
3. Pre-Fest Coverage will be stressed for publicity.
4. Proper Work Culture will be created by following the guidelines seriously.
5. Security will be top priority and plans will be made in collaboration with Gymkhana and institute committees.
6. Ensuring marketing satisfaction for sponsors.
7. Expanding the domain and competition quality of the festival by organizing competitions at National level.

The organization of an event always has constraints like last minute logistics failures, delaying of events, security issues etc. which can only be minimized by effective planning.

Laying the foundation of the festival on the principals of three "V" and to achieve the desired success, I along with my team will plan the overall layout of festival on guidelines laid down by Student Gymkhana and Festival Advisory Committee. I will also ensure that views from different sections of students can be incorporated in overall layout of the festival.

(400 words)

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)

**As an overall coordinator of the festival, you are expected to have leadership, decision-making , team-work and dedication. Moreover you need to have an overview of every cell of Antaragni as well as institute norms for effective planning and execution of festival.**

As **coordinator of Synchronicity'13**, I worked in different dimensions which include **marketing, media and publicity, designing & website and conducting national competitions** . I also assisted my team in contacting international bands, hospitality of the participants and conduction of the overall event. This exposure provided me an insight of the working of different cells and execution constraints lies in the conduction of an event. I worked in a team of 5 coordinators , 20 secretaries and 40 Volunteers for conducting **8 events of one of the biggest semi-professional rock band competition in 6 cities of India**. The desired success was achieved by team-work and dedication.

I was the **Hall Captain Rajputs Galaxy'13** where I worked in coordination with HEC in organizing the participants to compete in over 50 competitions(many of which are present in Antaragni). The work included **conducting workshops, representing the pool in cultural council, providing logistics**, conducting practice sessions and ensuring fair conduction of the competition. I actively planned for the event and motivated the team to pursue it which bagged us overall second position in Galaxy'13. Moreover, I was involved in conducting competition in Synchronicity which included calling, registration and conduction of competition in different cities. From these two experiences I have significant exposure to the competition cell.

I was senator of UG Y11 batch in the year 2012-2013 from where I have got a better insight of the norms and procedure to be followed while conducting an event of Student Gymkhana. I was also convener of the committee which proposed the forming of Council of Festival affairs **(COFA)**.

My past work experiences and credentials explains my vision and qualities which makes me a suitable person for the post of Festival Coordinator, Antaragni'14.

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