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

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Post(s) applied for : Festival coordinator and Head, Events(Major Events).

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

I was the coordinator of Ritambhara in Antaragni’13. A lot of marketing was required and hence done by me, being a coordinator. Eventually, I converted MAXIM and Habibs. Various personalities were contacted. Munish Khanna and Mani Nigam were two of the judges I confirmed. This year there was an increase in the level of Ritambhara due to eminent judges. Hairstylists were provided for the first time. Designers were proficient and were satisfied with the management. I supervised the development of publicity posters, ads for Antaragni in Maxim magazine, and designing of the complete Ritambhara website from scratch. I handled publicity of the event as well. Currently, the Facebook page of Ritambhara has 8439 likes compared to 2800 earlier. I ensured that judges had the best hospitality and participants had no problems. Travel to and fro from the city to the auditorium, prior to the event, was coordinated by me. As part of my managing duties, I also coordinated with the coverage team, backstage staff, and Show-M team for the successful conduction of Ritambhara. In the end, it was a huge victory without any hassles due to the efforts of my team and me. With such brilliant implementation, I am sure others look forward to being a part of Ritambhara, as participants or organizers.

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'?

My vision is to expand the reach and escalate the stature of Antaragni amongst all the cultural festivals in India. This includes raising the standards of competitions, events and increasing the fun quotient for the participants (and visitors). I want to promote Antaragni as a brand, such that IITK feels proud to be associated with it. Encouraging the spirit of competition and participation amongst the student body is of importance to me, such that there are more opportunities for them to explore themselves. I aspire to create a memorable Antaragni where people will have the best time of their lives.

I will strive to promote social campaigns to the highest level possible. A lot of good can be done for the world. I aim to benefit the needy as well as endorse it immensely.

Regarding changes, I would like to make some changes in security to make this process efficient and easier. Classical night as a new event was a success last year. I will direct my efforts to make it a well-known event amongst all and that can be done by increased publicity, raising its level by contacting topnotch artists and executing it creatively.

Implementing new branding ideas and avenues is also one of my priorities to make sure that marketing attains magnanimous funds. More money and publicity means more possibilities opening up for my dream Antaragni. I am also aiming to increase the level of Informals through better goodies, new games, and renovating the older ones. This time, I will endeavor to incorporate the theme into the festival much more intimately than before, by coordinating with the Creative Team. I plan to make people feel like walking in on a living theme. This constitutes my dream Antaragni.

Some problems which could arise are budget constraints in case marketing doesn’t achieve the desired results. Fore mostly, if the team doesn’t cooperate well, things could go downhill pretty fast. There could be a lack of enthusiastic response and dedicated participation from students in the conduction of the festival. Antaragni could clash with other major cultural festivals, causing dearth of participation or sponsors. Rain, Fire hazards, electricity failure, system failure, judges backing out, security glitches, unpredictable miscellaneous accidents could cause events to collapse. I plan on setting up alternatives and backup strategies nevertheless.

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 discussed above, I have done work in almost all aspects of Antaragni. My experience and skills have given me knowledge regarding total management of a festival, and make me suitable for the post of festival coordinator. I have successfully handled major events like Ritambhara and Ritambhara Velvet Lock. Also, I marketed for my event, resulting in conversion of companies like Maxim and Habib. I worked intimately with various cells like Show-M for stage design, in addition to supervising the design of posters, website. I have regularly contacted judges, designers, models, participants which has given me experience in PR. I also spearheaded the publicity section- Our Facebook page has 4 times increased likes. Besides Ritambhara, I have closely assisted the security of Blitzkrieg, as more officers were required to handle the huge crowd. During my tenure, I was on constant beck and call. Still I was able to balance various facets of my life. I have aptly communicated with various sections of people like judges, designers, models, participants, Ritambhara organizing team. The participants were satisfied with the level of hospitality and coordination. Also, I have a good relationship with my fellow coordinators and juniors. I believe I am a dedicated and efficient manager and hence suitable for the post.

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