

## **Students Gymkhana, IIT Kanpur Nominations: Core Team Udghosh'14**

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CPI : 7.4  
Post(s) applied for: Festival Coordinator, Head Events(Hospitality)

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

During my tenure as a hospitality coordinator in Udghosh 2013, I ensured that publicity of the festival was done extensively because of which it saw quality participation from almost all over the country and in every sport. I managed to convince excellent teams of various colleges which included national level players which lead to better competitions. The increase in level of competitions clubbed with a better hospitality was appreciated by the participating teams which ensured future participation of the teams in Udghosh. The planning and execution of various task by our team was appreciated by all the core team members and every participating college.

One of the major bottlenecks in our planning was the registration portal. Initially, we were waiting for the registration portal to be up, to start the second phase of calling. But when the website and registration portal was launched, we realized that it was not designed as per our requirements. We immediately revised our plans and shifted to manual registration. This year a lot of teams backed out in the final days, but due to effective planning initially we were able to invite the teams kept for buffer, thus prevented the budget issues which would be created had those slots been vacant. We did extensive first calling this year, hence increasing the awareness about Udghosh. This year during the deregistration process we did not receive any major complaints, thus we believe that we did a pretty good job in handling the hospitality of the participants. We made the hospitality guidelines and code of conduct very detailed this year, thus not rendering us to immediate decisions on the spot about amount of fine which later created issues on the authenticity of the fine, giving the teams a reason to argue which delays the deregistration process for them as well as others.

2. How do you envision conducting Udghosh? 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) constraints/bottlenecks that might hinder your quest for your 'Dream Udghosh'?  
(400 words)

Udghosh implies energy, excitement and thrill which should be experienced by everyone and it is always the "Sportsmanship" which should win irrespective of the result. I believe people would appreciate sports and get familiar with the values of a true sportsperson like team work, perseverance, hard work etc. Non-players should be motivated by the highly sporting environment and aspire to involve themselves in the same.

I envision Udghosh to be the largest sports festival in India. I am aiming for the moment when people all over India will feel proud to get selected in Udghosh, and I am not talking about the participants only. The plans that I have for the same are good enough to get the better result for the festival. My main focus is to strengthen the core i.e. our events. The structure of Events and Competitions improved last year by the introduction of the post of Events Executive. I plan to continue this initiative with slight improvements.

Calling will be done college wise in general and sports-wise calling will be done for sports like Hockey, Tennis, Squash etc. The website will be launched early so that people come to know about Udghosh at the right time. I plan to rebuild the registration portal to suit our needs, I plan to do this early, probably in these winter vacations itself. I would like to introduce the post of Head, Web for proper management of the website.

Since we have enough time, I will ensure that the marketing is done properly and extensively. All the companies will be approached timely and proposal to some of them like PSUs will be sent at an early stage as their procedure requires a lot of time to sponsor anyone. A mascot will be designed based on the theme which will reflect the glory of Udghosh in every publicity media like posters, videos, etc.

These four days should be cherished by participants and IITK Junta during which Udghosh'14 would have so much else to offer to them apart from entertaining matches. Plethora of informal events like Futsal, Board Games, Darts, Tug of War etc. would be organized under the banner of "Fun House". There would be adventure sports like Wall Climbing, Para-Sailing etc. which would add adventure element to the festival.

I also plan on improving the level of Public Relations and Professional Shows, which will help in the entertainment purpose of the participants. I am planning on doing extensive calling to embassies this year. Important sports personalities like Cricketers, Olympians etc. will be contacted well in advance.

I will also ensure that the design items such as posters, t-shirts etc. are ready timely to be sent to various colleges thus creating awareness of the festival. I will look after each and every process and will maintain the transparency throughout the festival which will ultimately lead to the goal of achieving better and efficient financial management and improved security.

However there are various bottlenecks that I might face during my tenure, I will try my level best to deal with each of them efficiently. The marketing for Udghosh has always been a difficult task as companies generally do not agree to sponsor us. I am sure that I am going to face the same situations but with improved marketing plans I believe that I can overcome this to a great extent. Famous personalities do not agree easily because of their busy schedules and the huge payment that we are not able to provide. To improve the level of Professional shows requires a lot of budget which is hard to acquire. Another issue

that we face every year is that few of the teams back out at the end moment which creates a lot difficulty for Head Events to reschedule all the matches. Untimely rains are also a matter of concern, which may be tackled with efficient planning. Udghosh being very close to mid sems, it becomes extremely difficult to find a dedicated team to help in the organization of the festival.

3. Discuss what makes you suitable for the post(s) applied for. Also mention your contribution/involvement in domain of work in Udghosh till now.  
(200-words)

My involvement in all the three festivals in various fields have made me experienced enough to be eligible for this post. I have held the following posts in my past:

Coordinator Hospitality, Udghosh'13  
Secretary Hospitality Udghosh'12  
Coordinator Professional Shows Antaragni '13  
Senator, UG Y11  
Executive, Media and Publicity Antaragni '13  
Member Senate Scholarships and Prizes Committee(2012-14)  
Secretary Students' Senate(2013-14)  
Assistant Coordinator, Megaworld Techkriti '13  
Assistant Coordinator, Casino Techkriti '12

In all these posts I have worked with full dedication and determination of taking these events to a new level. A festival coordinator needs a lot of experience in various diverse fields which i believe i have gained in the past having worked in almost all the sectors in a festival. These involvements have made me to be a good team player. I have developed 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 .Over my involvement with this festival I did realize that I have the right feel for the festival as I frequently used to put Udghosh before my other commitments.I have the ability to never give up and learn from my own mistakes. I'm a strong believer in teamwork and I'd rather end all team conflicts and make sure the team goes forward instead of a few individuals.The post of Festival Coordinator requires a person who is capable of leading the team members by working in a team, have proper strategy for conducting the festival, possess good crisis management skills, have knowledge and experience of different posts etc. I am suitable for this post because I believe that I possess these qualities.For realization of my 'Dream Udghosh', I have a thorough plan and ideas with proper timelines and I will work with untiring endeavour.

I have been involved in Udghosh since 2012 when I was the secretary in hospitality cell. Then as the coordinator I looked after the planning and execution of several tasks which consisted of calling, registration, scheduling, travel arrangements, etc. I ensured the quality participation in all games. I also worked for the publicity of Udghosh. With all our efforts we were able to call some of the national level teams in various games like hockey, basketball, etc. This all resulted in the successful conduction of Udghosh.

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