

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

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CPI : 7.0
Post(s) applied for : Festival Coordinator & Head Hospitality

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

While working as a hospitality coordinator, I brought significant changes in the cell like providing accommodation with so much leniency so that none of the colleges need to share their room with any other college, which in turn reduced the conflict issues between two colleges.

On Thursday morning, before the start of the festival, we got some wrong information about one of the girls' team reaching the campus. It was around 4 AM. We had the information that the team will arrive in afternoon, but suddenly we came to know that the team would be arriving within half an hour. Then I took an immediate action and asked head security to arrange for the entry of two of the coordinators into girls' hostel and then we went there and arranged the accommodation.

On the first day, I had to deal with the professor of NIT Trichy. One of the hospitality coordinators, who was dealing with the shortlisting of the colleges told the contingent leader of the college that we will provide the accommodation for one of the lady faculty with her husband due to her health issues. But we (who were arranging the accommodation) were absolutely unaware of this. They were shouting on us in night at around 12, then I and one of the STF members were trying to make them understand that we can't provide the same. They got our point at that time but they came back after an hour and started arguing over the same thing. Then, I convinced them that we can't do anything right now, but we will try for this in the morning and then arranged it in VHE, the following day.

Another issue happened with one team which came to participate in "Taekwondo-Fighting". Actually the events team mentioned in the rules later that we are organizing only "Taekwondo-Demo", not fighting. But they stuck to their point that they came for the fighting, not for demo and told that they wanted to leave and get their registrations cancelled. Then, Hospitality head instructed me to handle the situation. Then I talked to them and was able to convince them to stay and enjoy informal events and participate in events like chess and carrom.

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)

My visions for Udghosh'14:

- To enhance the brand value of Udghosh.
- To organize a fair Udghosh by increasing transparency.
- To make Udghosh a happening festival for campus junta.
- To increase the budget of the festival by seeking the sponsorship from companies.
- Ensuring proper allocation of the budget, so that no cell fall short of money.
- To ensure good coordination among the team.
- To ensure the completion of the events on time for smooth conduction of the festival.
- To make the use of every possible branding avenues and introducing new ones.
- To publicize Udghosh by collaborating with different regional magazines & newspapers.

Changes from the last year:

- Introducing prize money to pull the best college team participation from all over the country.
- Proper working registration portal, which will be up on the Udghosh webpage till the end of the May'14.
- Organizing the street shows and try to introduce "The Viral Fever Night Out" to make Informals more exciting and for a fun filled night for the campus junta and the outsiders.
- Ensure that the marketing stalls, food stalls & Informals stage are located near the crowded venues, if possible.
- Collaborating the festival with various training academies/institutes to arrange an intern for the winners in the respective academy.
- Transportation of the participant will be taken care of.
- Ensure proper scheduling of the sector-wise calling. I will allot 2 marketing executives especially to follow the PSUs & Embassies and also assign 2 executives to look over goodies deal, from Informals perspective.
- Introducing "Gaming Arena".
- To ensure the proper marketing in local areas like Kanpur & Lucknow.
- Ensure proper publicity of Udghosh in campus by use of Mascot.

Major constraints that might hinder me from my "Dream Udghosh":

- If a sponsor pulls out at last moment, it will be a major hindrance in conducting my "Dream Udghosh".
- In New SAC there are area constraints and it will be very tough to have stalls & Informals stage in a good crowded area.
- Manpower: If I have less number of people than required then it will be tough to organize "Dream Udghosh".
- Rain: Rain can wash the outdoor events like cricket, football etc.

- Budget: If we don't get the proper budget then the idea of introducing the prize money, providing proper transportation and organizing good professional shows will go in vain.
- If Udghosh clashes with any major festival, then the quality crowd will reduce, and hence the dream Udghosh will not be attained.

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 Contribution to Udghosh:

- Associated with Hospitality cell for 3 years.
- Worked as Volunteer (2011), Secretary (2012) & Coordinator (2013).
- Contacted more than 300 colleges from all around of India.
- Planned & arranged the accommodation of the participants & referees.
- Worked for the comfortable stay of participants.
- Looked over the issues faced by the participants & referees during their stay.
- Looked over the process of registration & deregistration.

After three years of my exhaustive work and dedication in hospitality cell and work experience in other cells in other festivals and science & technology council as well, I feel that I have gained enough knowledge and experience to lead the team in next Udghosh as Festival Coordinator. I have seen Udghosh in its different stages and have a good overview of the work involved in conducting Udghosh, and my experience will be useful. I am dedicated, sincere & hard-working. I see myself as a good inspirational team leader. I stay calm and can ensure smooth conduction of events at all cost and most importantly, I never refrain from my work as I value it very much. Having worked as a member of the hospitality team, I learnt how to stay calm in every situation and convince people according to the situation. My creativity, management skills, motivation & dedication would go a long way towards organizing a successful Udghosh.

According to me, I can delegate responsibility well, and thus ensure that the entire team works as a unit and these all qualities of mine makes me worthy enough for the post. Udghosh being very close to my heart, I feel that I have the passion to take up this challenge and take it to new heights.