



Mayank Jain (13398)

Contesting for the post of  
General Secretary, Films and Media

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# Students' Gymkhana General elections-2016



## Mission & Vision

Films and Media in modern times is not just a means of entertainment and pleasure but it plays a vital role for the people to express their opinions and raise their voices through which they can contribute to this society, I intend to exploit the entire potential of the council to provide a platform where these voices are heard simultaneously promoting the sheer joy of indulging in the activities of the council.

I envision Films and Media as a medium for people to gain a new insight into this world and learn to express themselves differently, in a manner that is subtle yet strong, while growing as an individual throughout the process. I would like to promote a culture where people learn the art of gaining insight which would not only increase our participation but also open up new horizons for people to learn and develop.

## Credentials

- Coordinator, Photography Club 2015-2016
  - Brought Nikon Team for conducting workshop for the first time in IITK
  - Promoted growth of campus start-ups by helping them with product photography
  - Initiated New projects such as Motion posters, Graduating batch etc.
  - Conducted a successful trip of 45 to nainital as a part of summer workshop attended by over 100 participants
  - Organized 2 Photography exhibitions in a single semester to showcase and promote the activities of the club covering various genres of photography
  - Organised an Institute Level competition for inviting entries to be displayed at the noida extension of the campus
- Led the Photography Coverage team of Techkriti'15, Antaragni'15 and Udghosh'15
- Webmaster, Spectrum'14
- Spectrum'14 : First Prize, Campus Capture
- Core Team Member, Presidential Committee 2014-2015 & 2015-2016
- Won Third Prize in photography competition organised by IITK Alumni Association



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## Proposals

- Promoting association of various clubs under the council with various startups to nurture the council via mentorship, sponsorship and resources.
- Promoting various inter-council collaborative projects which will help in increased participation
  - Associating with Dramatics club to work on short web series
  - Associating with fine arts club to nurture a new culture of design in campus
  - Organizing Film galas in association with English Literary Society to cater to the taste of the diverse junta existent in the campus
  - To continue on the collaboration with the music club and produce more music videos
- To organise sessions specifically targeted for faculty members such as Photography for conferences etc.
- To organise sessions focused on design of PPTs and posters for conferences and presentations
- Re-inventing the current council website to incorporate the various projects done by the various clubs under the council and also maintaining an online tutorial library related to the various clubs of the council to make the learning opportunities easily accessible to the campus junta
- I propose to introduce a post of FMC secy in the PG halls to promote more PG participation in the council
- To organize various interactive sessions with the alumni who have been working in the industry in film making, photography, radio etc.
- Creating and improving upon the visibility of facebook groups of every club to cater the learning needs of various amateurs from the senior club members
- Promoting Social campaigns with collaborative efforts of Photography club and Design club
- Mentoring of the council to develop new projects for various club by involving faculties and PG students to increase the skill level of the clubs
- Development of android app for VOX which will provide updates about various issues in campus which in turn will help sensitizing people about various ongoing issues in campus
- Inviting talks from outside the campus as a part of spectrum on various topics such as better reporting and journalism, impact of technology on films and media as a whole etc.
- Collaborating with local newspapers and magazines by getting materials like articles and photographs published to provide an even greater exposure to the council



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## Encouraging Participation

- Organizing supplementary sessions of various clubs followed by small competitions on monthly or fortnightly basis to create a continuous participation process where people can learn and evaluate their growth
- Promoting the students to participate in various prestigious national level competitions such as Nat Geo Photo Contest, HT Edu Campus etc.
- Infrastructure development of FMC room by maintaining a library of prominent Photography, Design, Film and Editorial Magazines
- Proposing a post of FMC secy in PG halls to increase PG participation
- Promoting various short term projects in different clubs in order to involve amateurs so that they can participate and learn at the same time without compromising their academic involvements
- Maintaining a separate section on the website citing the ongoing project being pursued and upcoming projects that council intends to pursue in the near future
- Inviting entries for blogs relevant to Films and Media and sharing them via the FMC website to promote the fictional, creative etc. writing

## Council Structure

- General Secretary, Films and Media
- Head Council, Films and Media
- Head Public Relations, Films and Media
- 2 Chief Editors, VOX – The journalist Society
- Technical Team for Maintaining the Website
- Detailed Structure for every club given alongside



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## Clubs and Hobby Groups

### Animation Hobby Group

#### Proposals

- Producing and Releasing 2D short animated videos targeted mainly to encourage participation, encompassing genres such as comedy, fiction, satire, etc.
- I propose to release stop motion animated videos via the FMC page so as to showcase the work of club and attract even more participation
- To further develop a new culture of animation in the campus, I propose to organise workshops targeted on 3D animation with the help of professionals

#### Structure

- 2 Hobby Group Leaders
- Secretaries to ensure easier approachability to the hobby group

### Anime Society

#### Proposals

- Promote visibility of the group by organizing fortnightly anime screenings for anime lovers
- Organizing Series Marathons for short anime series to western and japanese animes both
- Holding anime dicussion sessions for all the interested to meet up and present their views on a particular anime or any other relevant discussion and sharing it as a blog via FMC site
- Inviting blogs such as Otkauart and maintaining a separate section on the website to showcase these blogs

#### Structure

- 2 Hobby Group Leaders
- Secretaries if required

### Design Club

#### Proposals

- To revive the dying design culture in campus, I propose to organise professional design workshops focussing on the theory and aesthetics of good design
- Initiating new projects such as grafitti wall in association with fine arts club to focus on design aspects rather than the use of the software
- Appointing a M. Des. PG advisor to the club to ensure the success of the club
- Alongside the tutorials on the website, I propose to upload incomplete PSD format files which the junta can download and practice the tecchniques taught in the tutorial
- Organize Specific workshops on Typography, Infographics and motion graphics

#### Structure

- 1 M.Des. PG Advisor
- 3 Coordinators
- Appropriate number of Secretaries



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## Film Club

### Proposals

- Promoting short video projects such as prank videos in the club to increase the participation
- To organise a professional sound mixing workshop alongside music club in order to produce even a higher quality of music videos
- Making short documentary type videos to promote a different aspect of film making
- Organizing workshops for screenplay, script writing etc. to serve the needs of the interested and streamlining the video making process
- I propose to introduce a senior club mentor who has a good knowledge about film making and can help advise the club through various aspects of film making
- Research videos in association with VOX where professors will be invited to talk on their research area to help the students who aspire to pursue the same field
- Inviting students with good ART105A videos to actively participate in the club

### Structure

- 1 Club Mentor
- 3 Coordinators
- Appropriate number of secretaries

## VOX – The Journalist Society

### 1. Editorial Board

### Proposals

- Development of an Android app for VOX through professional association with startups
- Introducing an year long or semester long archive for the major events that happened in the campus
- Introducing an online forum on VOX website where people can share their opinion and views on various happenings of the campus
- Organizing workshops targeted at better journalism mainly via video conferences to promote a healthy journalistic environment in the campus
- To maintain a section specifically dedicated for information regarding career opportunities for those sitting in internships and placements

### 2. Insight

### Proposals

- Interviewing and timely release of shows with personalities and guests coming to the campus for festivals, talks etc.
- Start new video projects which promote journalism with satire as fun on similar lines with last week tonight with john oliver
- Organizing Video conferences with eminent personalities to discuss on various issues that may concern the student society
- Video interviews of various alumnis working in the industry can be taken during alumni meets & reunions which will help the students get an idea of work culture outside campus



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## 3.Radio 90.4

### Proposals

- Promoting audio interviews of eminent personalities and broadcasting them on the radio
- Making podcasts of programs like mann ki awaaz, kirdaar etc. and broadcasting them on radio as well as posting them on soundcloud
- Inviting Musicians and RJs throughout the campus to showcase their talent via the radio channel which will promote more participation and provide a better platform and exposure to them

### Structure

1 Chief Editor, VOX		
Editorial Board	Insight	Radio
3 coordinators	3 coordinators	3 coordinators
Content creators, editors	Video jockeys, script writers	Radio Jockeys, content creators

## Photography Club

### Proposals

- Organizing online Photography exhibitions to increase the accessibility of club work to the junta
- Providing studio photography sessions for various startups on the campus to help in their development and to provide a better platform to showcase their work
- To launch online social campaigns by publishing a series of photo stories on the website
- Organising regular photo-walks and hands-on session to familiarize campus junta with the use of equipment and techniques requires for various genres of Photography
- Designing a catalogue for good photography locations inside the campus as well as in the city to provide budding photographers an opportunity to learn on their own
- Conducting Photo discussion sessions where people can gather and discuss the works of famous photographers
- Inviting talks from eminent photographers to promote a deeper level of understanding the photographs which will in turn help in more growth of the club and further promote the interest of all the budding photographers in campus

### Structure

- 1 Club Mentor
- 3 Coordinators
- Appropriate number of secretaries





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## Students' Film Society

### Proposals

- Starting forums for discussion on movies for the campus junta
- Organizing monthly film galas in association with ELS and inviting faculties to cater to diverse tastes of the campus junta
- Creating an online polling system for the junta to vote for the possible movie screenings
- Organizing 3 day long montage film festival on a monthly basis showcasing a specific genre of movies
- Organizing movie marathons of popular film series for the ardent movie lovers

### Structure

- 3 coordinators
- 1 PG head
- 1 faculty representative

### College Festivals: Antaragni, Techkriti and Udghosh

- An official coverage team will be formed for all the festivals to ensure proper coverage of all the events
- Producing after movie of each festival in association with MnP team of each festival
- Promoting Films and Media activities more actively in antaragni to promote participation in the council and introducing events of design and Animation in Techkriti
- Helping all the core teams of festivals in organizing film festivals during the fest

### Spectrum

- The first phase of spectrum will be organized in the even semester, comprising of workshops, film festival and small scale inter pool competitions which will focus on participation in the council
- The second phase will be conducted in the even semester, which will comprise of the major inter pool events and competitions focusing on quality
- As a part of orientation, competitions will be organized for the freshers before they come to the campus to encourage them to take part in the council
- Entries will be judged by professors, professionals and senior council members
- Workshops in the first phase will be a two way affair with first set covering basics to be taken the club coordinators and second set to be taken by professionals