

Students Gymkhana, IIT Kanpur Nominations: Core Team Udghosh'13

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Post(s) applied for : FESTIVAL COORDINATOR

1. Discuss when you made a lasting impact on an event/activity you were engaged in.
(200 words)
 - I. (As Finance Executive, Udghosh '12) - On the first day of festival, there was complete chaos in the morning due to slow services from the caterer and bad arrangements of food. Then, Head Finance (Utpal Raman Sharma) told me and another executive to take the responsibility of the messing area. We planned how to solve the crisis and shared our idea with Head Finance, Head Security and Gymkhana President and they liked it. Our plan was executed well and since then no complaints regarding food services were found. Some of the coaches gave good complements personally regarding the way we handled the messing problems and they gave regular feedbacks.
 - II. (As Mess Secretary 2011-2012, Hall III) – In my tenure, I initiated various activities which are continuing till date. Firstly, I changed vendors billing system from random schedule to daily basis. This stopped unethical activities of over-pricing and drawing more money. Secondly, food quality, variety and taste were drastically improved. Professional cook was hired to do so. New varied menu was made by introducing items for the very first time like different rice items, counters for Aaloo fry, fruit juice and refreshing drinks etc. All these initiatives still continue.
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) constrains/bottlenecks that might hinder your quest for your 'Dream Udghosh'?
(400 words)

My visions for Udghosh are based on these principles:

- I will give top priority for competition events as they are the core of the festival.

- I along with my fellow core team members will bring as many as possible marketing contracts which will allow us to add more flavor to the festival.
- I will ensure grand pre-festival publicity and proper media coverage for the festival. This will enhance the reputation and brand value of Udghosh on the national level.
- I will ensure that each and every participant or team gets sufficient chances to prove its capability in the competitions before they get eliminated.
- I will make sure that good hospitality is provided to the participants by proper accommodation and mess facilities.
- I respect the effort and hard works put in by the participants, and believe that they should be rewarded in the best possible way. I will ensure that all the winners receive prizes with proper felicitation and award ceremony.
- I will also emphasize on making the festival much more entertaining and fun filled. I will do this by organizing interesting events and activities which will attract IITK junta's as well as participant's attention towards the festival.

Improvements and changes:

- I will change the award ceremony in two categories. In the first category, medals will be awarded by some chief guests on the field itself. In the second category, prize distribution for winners will be done during closing ceremony.
- I will introduce a new post in the core team of Head, Competitions instead of two Head, Events. This will distribute their workload without interfering in both the categories.
- I will increase the core team member to two under Head, Marketing so that proper marketing is done.
- I will get a sponsorship brochure and newsletter (both pre-festival and post-festival) designed. This will improve the effectiveness of marketing and publicity.
- I will make a strategy for marketing effectively by contacting PSUs first and organizing some informal events in a way to attract sponsors.
- As seen from previous years of Udghosh there was always a problem of effective transportation between new sac, different grounds and messing area. To execute this I will hire two mini buses for the same.
- I will organize more sports related workshops like horse riding, archery, fitness training etc.
- I will introduce a proper rule book that will contain standard rules of all the games including code of conduct for the festival. I will initiate a new coupon based system of maintaining order and discipline during the participant's stay.
- To make festival more entertaining, I will introduce new informal events like Zorbing, Fussball, Sumo wrestling etc.

Hindrance:

- Rain
- Getting less funds through marketing than expected
- Any severe physical fighting during the festival.
- Referees giving biased decisions.

- Some participating team backs out.

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)

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, capable of taking quick decisions during festival, have knowledge and experience of different posts etc. I am suitable for this post because I believe that I possess these qualities. I have worked as Executive, Finance in the last edition of Udghosh with four other executives. We worked as team and took some on the spot decisions which proved successful as it was decided unanimously. I myself handled some very critical situations without losing my focus. Situations were understood at unusual timing, but my contributions were very significant even in such cases. I was also Coordinator, Informal events in Udghosh '11. I introduced some new games in the event which attracted many participants. I also have experience working as an Executive, Show Management in Antaragni '12 and Junior Executive, Show Management in Techkriti '11. I have also handled the HEC post of Mess Secretary Hall-3 during 2011-2012. This shows that I have a varied experience and learned a lot from these various posts of responsibility, which makes me suitable for the Festival Coordinator position.
