

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

Name : Rohit Singh
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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)
 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)
 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)

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1. During my tenure as a Hospitality Coordinator in Udghosh'12, I managed to get the quality participation from all over India in almost every game. The total no. of participants also increased from 900 to 1350 which itself tells about the platform that has been established. The planning and execution of various task by our team was appreciated by all the core team members and every participating college.

The main problem that happened to us was during the de-registration process. Despite of all the plans, there were near about 1200 participants on the hospitality desk who were waiting for their departure as they had to leave the campus on the same night. The travel arrangement that we planned was falling short. The only idea that I implemented at that time was to clear the stampede with the help of security team and make the participants to calm down. Then managed to get the contacts of the auto rickshaws and called them to help us during this crisis. In the end this end proved to be useful as we were able to convince all the colleges to depart them one by one and as quickly as possible.

When I was the Junkyard Wars Coordinator in Techkriti'12 I ensured that the designs of participants are good enough to turn them into reality. The event was publicized properly and on time like releasing the poster, videos, etc. The event witnessed a high level of participation and an applauding audience.

2. 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. 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 Competition is not strong enough. So I have thought of creating a post for 3rd year as Executive who will collectively look after all the events and will serve as the link between Heads and Coordinators. Each executive will be given the responsibility of 3-4 events which he/she can easily manage. This time I have also planned to scrutinize the process of selecting the referees for various games.

Since we have enough time, I will ensure that the marketing is done properly and extensively. The proposal that will be sent to the sponsors will consist of different zones of sponsorship i.e. Bronze, Silver, Gold Sponsorship, etc. 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.

The calling will be done sports wise to ensure that we have a quality participation in each of the games from all over India. The website will be released early so that registration and online events can kick off soon. 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. Important sports personalities like Cricketers, Olympic players, etc. will be contacted well in advance. This will attract the sponsors and participants in the future. The level of professional shows will be improved which will help in the entertainment purpose of the participants.

However there are various bottlenecks that I might face during my tenure, I will try be 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 face the same situations but with improved marketing plans I believe that I can overcome this to a great extent. As I am scrutinizing the procedure for selecting the referees I believe that the consent of coaches will be a problem. 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.

3. My involvement in all the three festivals in various fields have made me experienced enough to be eligible for this post. In Techkriti'12 I have served as the Junkyard Wars' coordinator where I dealt with various participants and the TAs of mechanical lab. This has made me pretty good at handling staffs and various other things. I have worked as the coordinator of Mridaksh in Antaragni'12. I was the Hospitality coordinator in Udghosh'12 where I interacted directly with the participants of various colleges and looked after their hospitality. These involvement have proved me to be a good team player. I have the ability to never give up and learn from my own mistakes.

I have been involved in Udghosh since 2011 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 accommodation for the participants, calling, 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.