

## **Students Gymkhana, IIT Kanpur Nominations: Core Team Techkriti'15**

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CPI : 6.5

Post(s) applied for : Festival Coordinator

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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 Techkriti? 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 Techkriti'?  
(400 words)
  3. Discuss what makes you suitable for the post(s) applied for. Also mention your contribution/involvement in domain of work in Techkriti till now.  
(200-words)
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1. I with my team founded a new cell for Media and Publicity in the Udghosh'12 team and extended the team for this purpose. We trained our team accordingly to take various initiatives like complete Video and Still coverage of the festival and Door-to-door publicity campaign. It was the first time that more than five quality promotional videos were made for Udghosh. Udghosh also got newspaper media coverage, and I was also responsible for all the media partners during the festival. These initiatives proved beneficial for promotion of the festival as the number of likes on the Facebook page increased from 1000 to 2300 and the 20 people strong Media and Publicity team of Udghosh got quite a lot of popularity amongst the campus community. Continuing this growth in Udghosh'13 I trained my team of 30 executives and took further initiatives like promotion on Festival websites and increment in the online activity leading to growth in the popularity as seen in the number of Likes of Facebook page crossing the 5K figure just in two years. The team has now grown to 60 members.

2. I envision Techkriti as a great platform of technology and entrepreneurship where the best talents come together, ignited within for raising their young voices against national and global problems and competing for glory in a battle royale. To achieve this, I would work with the following principles: -

- **Quality Participation:** Promoting participation from both inside and outside the campus and ensuring the selection of the best talent.
- **Proper coordination:** Smooth conduction by inspiring the festival team and collaborating with other Councils.
- **Ease of information access:** Keeping the participants and the management informed about various festival updates, and also take feedback from everyone.
- **Festival Brand Promotion:** Enhancing the brand value of Techkriti at par with the other major festivals.

I also aim to bring about the following changes: -

- I propose to have year long initiative to have a long lasting impact rather than supporting initiatives only during the festival which die out early. This would also help in the publicity of Techkriti.

- It is my aim to take Techkriti to National level to increase it's outstation popularity and transform it into a national brand.

- I will focus my attention towards being more technical and want to introduce technical clinics which basically would be a hybrid of talks and workshops.

- I along with support from Science and Technology Council want to introduce a competition of best research paper just for the campus residents. This would promote the research culture within campus.

- In addition to the high professionalism experienced this year I would try to increase the overall enjoyment factor of the festival.

- Developing a Mascot symbolizing the overall theme of the festival. It would also aid the promotion designing processes.

However there are various bottlenecks that Techkriti faces, I will try my level best to deal with each of them efficiently. - The Cap on number of participants which reduces the magnitude and exposure of the Festival. - IIT Kanpur not being situated in the vicinity of any major metro creates many marketing and hospitality challenges. - Time of conduction of the festival clashes with academic sessions and other major cultural festivals. - The primary locations of the events are not close to each other, which effects the number of viewers. - There is a budget constraint both due to limitations of the Gymkhana and location of the institute. - There is an absense of glamour (crowd attracting capability) in competetions of Techkriti.

3. I have a lot of potential in bringing huge impact, which would be very beneficial to the organization I am working with. I get personally attached to it and do everything possible for its development, as I have already shown during my work as Senior Executive, Professionals' Affairs. I know how to be patient and do not get frustrated even when things do not work out the desired way. This time I proposed calling a VFX director who can explain how effects in movies like 'Immortals' are created, which received huge appreciation. I with my team organized the shows on all four days of the festival, and was responsible for their hospitality as well. Apart from that I undertook the hospitality of MOGEES, which was a huge success, and also coordinated with Tracy Lee Stum so that she could become a part of our festival. I also introduced the concept of mobile exhibition by helping MOGEES presenting their tech in the SAC. My good communicating skills have helped me successfully achieve my targets during the festival. Apart from that, I also coordinated the production of promotional videos for publicizing talks.