

# ELS Coordinator Application

## Instructions:

Hi! Thank you for applying for ELS Coordinator. We'll follow a two-step process to make the process more exhaustive and fairer. Step one is filling out this form; Step two is going to be your interview. In the interview, first you'll give your presentation, and then we'll ask you follow-up questions on your presentation, your form responses and some more personalized questions. For step one, the questions on the form are attached to this document. Please write your answers in the doc itself (make a copy of it), convert it to a pdf and email the pdf to [English Literary Society IIT Kanpur](#) by 18 March, 11:59pm. There might be a Group Discussion after the form submission and before presentation, details of which will be communicated later. For your presentation, you are free to structure it and include whatever you think is relevant. Email us your presentation as a PDF at least 24 hours before your scheduled interview. However, it must include at least these pointers (it's fine if they overlap with your form responses) -

- Your vision for ELS
- Initiatives you'd want to take and changes you'd like to make to existing initiatives
- Any organizational changes/ change in way of working you'd like to make in ELS
- Top 5 (or can extend to anything under 10) actionable goals of your tenure as a coordinator
- Why you? And what skills / experience do you bring to the table? Your dream team.
- Your tentative schedule for events over the tenure
- The challenges you expect ELS to face in the upcoming year
- Tentative budget allocation

All questions in the form are optional, so feel free to answer them at your convenience. While ELS engages in a diverse range of activities, a coordinator is expected to have a basic understanding of all of them, even if not in depth. Ultimately, the success of the tenure depends on teamwork among coordinators. If you believe certain aspects should be managed by another member of your team, feel free to mention it.

All the best!

## Application Form:

**Name: R.Charan**

**Roll no: 230819**

1. Your vision for ELS (write in points):

- **Enhancing Competitive Presence** – Strengthen participation in **Inter-IIT, NICE, and other national-level competitions** by implementing a structured year-round training pipeline.
- **Expanding Engagement Beyond Writing & Performance** – While creative writing and poetry remain core, increasing focus on **word games, cryptic crosswords, and Scrabble** to engage a broader audience.
- **Building a Stronger Community** – Foster a welcoming space where both casual enthusiasts and serious competitors can enjoy ELS events through regular informal game nights and workshops. Strengthen connections within the **secretary and coordinator team** to ensure better collaboration and engagement.
- **Effective Outreach & Social Media Presence** – Promote events **as soon as they are ideated** and consistently highlight club activities, achievements, and resources through Instagram, WhatsApp, and the website.
- **Retaining & Expanding Membership** – Ensure freshers and newer members stay engaged through **interactive orientation, MnC showcase events, and active mentorship** within the club.

2. ELS does a wide range of activities. Give your understanding of these activities. Which of these activities are you interested in and skilled at?

My understanding of the events we conduct can be clustered into three major umbrellas—Speaking, Writing, and Games. Each of these categories serves a distinct purpose in fostering literary engagement, creativity, and intellectual stimulation.

Under **Speaking**, we have events like Just A Minute (JAM) and Slam Poetry. These events test a participant's ability to think on their feet, articulate thoughts coherently, and engage an audience with confidence. JAM, in particular, needs quick thinking and

fluency, while Slam Poetry needs expressive and impactful storytelling through spoken word.

Under **Writing**, we explore Poetry, Prose, and Reviews. These events require a strong command of language, creativity, and the ability to structure thoughts effectively. Writing participants must be able to craft compelling narratives, express emotions vividly, or analyze texts critically, depending on the event. While I am not as deeply involved in the Writing segment as I am in the Games events, I can still contribute by providing **constructive criticism** and helping refine ideas. I have a good eye for structure, coherence, and clarity, which allows me to offer valuable feedback to participants. Whether it's reviewing written pieces, suggesting improvements, or assisting with event organization, I can still be of help in this aspect of the club's activities.

Under **Games**, we have Word Games, Cryptic Crosswords, and Scrabble. These events blend linguistic dexterity with problem-solving and strategic thinking. They make learning and applying language skills engaging and competitive, offering a fun yet intellectually stimulating experience.

I believe I am most skilled in the **Games** segment, particularly in Scrabble, Word Games, and Cryptic Crosswords. These events were my entry point into the club, and I continue to enjoy them in my free time. My familiarity with wordplay, pattern recognition, and lateral thinking makes me confident in both participating in and organizing these events.

That said, I do have a **basic understanding of all the other events** as well. I know how they are conducted and the skills they require, and I appreciate the creativity and spontaneity they bring to the club. While I haven't actively participated in all of them, I understand their significance and how they contribute to the larger goal of encouraging literary enthusiasm.

I am also interested in **JAM**—I understand how it works and have participated in it before, though less frequently than in other events. I find it a fun and dynamic way to improve quick thinking and articulate speech, and I would love to engage in it more actively.

Beyond these core categories, **Dumb Charades and Literary Discussions** are also valuable activities that the club could and does conduct. **Dumb Charades, in particular, was well-received during this year's Galaxy and proved to be a fun, high-energy event.** It has the potential to serve as a recurring event that introduces more people to ELS while keeping the club's atmosphere lively and engaging. **Literary Discussions**, on the

other hand, offer a space for deeper conversation and critical analysis of literature, making them a valuable addition for those interested in exploring literary themes and ideas.

3. Give a constructive review of all following ELS events and activities. How will you pull these established events in your tenure? Would you like to make any changes/improvements among these in your tenure?

a. Freshers' Frolics, b. Poetry Week c. Soiree, d. Bumbled, e. Dandelion

## **Review of ELS Events & Plans for the Future**

### **Freshers' Frolics (Start of odd sem - Aug 2nd week)**

#### **Strengths:**

- The event served as a great introduction to word games for freshers, featuring a Scrabble segment and a fun open-mic alongside word-based challenges.
- The turnout was larger than expected, showing strong interest in casual and competitive word games.
- Prequels went well too with content for Dandelion Issue 6.

#### **Improvements:**

- **Better Scheduling:** The event timing changed multiple times, leading to some confusion. A fixed, well-communicated schedule will ensure smoother participation.
- **Stronger Promotion:** While turnout exceeded expectations, better outreach could have drawn in an even bigger crowd and encouraged continued participation beyond just this event.

### **Poetry Week (Summer - May)**

#### **Strengths:**

- A major success, with strong Instagram engagement and excellent participation.
- The inclusion of external influencers significantly boosted visibility.

#### **Future Plans:**

- I plan to bring in influencers again this year, expanding outreach and engagement even further.
- Additional interactive elements like audience challenges or collaborative poetry chains on social media could enhance participation.

## **Soiree (Even sem post midsems - March end)**

### **Current Status:**

- Hasn't taken place yet, but the plans look promising.

### **Improvements for Next Year:**

- Introducing a **Just A Minute (JAM) session** could add a fun, high-energy segment to the event.
- Extending the event across **two weekends** instead of one would allow more participants to engage without scheduling conflicts.

## **Bumbled (Feb 14th)**

### **Strengths:**

- A well-received event that created a fun and relaxed space for participants to meet new people.

### **Improvements & Additions:**

- **Better Communication of Match Results:** Some participants were left uncertain about their pairings. Making sure everyone gets notified—even those who weren't matched—will improve the experience.
- **Adding a Creative Element:** Introducing an **interactive activity like bracelet-making** could make the event even more engaging and provide a fun takeaway.

## **Dandelion (Oct end)**

### **Strengths:**

- A well-designed publication featuring diverse creative works.
- Viewership has been steadily increasing, as seen in website stats (Issue 6, published in late October 2024, saw peak engagement of 76 views in November).

### **Future Growth Plans:**

- **Reposting standout pieces on Instagram** with interactive elements (polls, discussions, or behind-the-scenes insights) to boost engagement.
- **Feature interactive posts on Dandelion content** to drive more traffic to the publication.

## **General Plans for Improving ELS Events**

### **Boost Participation:**

- **Stronger social media promotion**, including early teasers and interactive posts.

- **Strategic scheduling** to prevent clashes with other clubs' events.
- The time at which the events were scheduled was perfect-low academic bt times. Just have to slightly tweak them based on other club events.
- Freshers JAM took place in October, which I feel was too delayed. Could be conducted as a part of Fresher's Frolica. Which could help us start more frequent fun, informal JAM sessions soon.

#### **Enhance Quality & Execution:**

- **Clearer event guidelines and match communication** to prevent confusion.
- **More structured set preparation** to minimize last-minute issues.
- **Post-event feedback collection** to refine future iterations.

#### **Increase Frequency of Successful Activities:**

- **More linguistic puzzle workshops** based on their popularity.
- **Frequent word games sessions** throughout the semester to maintain engagement.
- **More Poetry performances (Instagram)**, including converting Poetry Week poems into Performances by either the poet or by any interested secretary.

By implementing these changes, I aim to enhance both participation and experience across all ELS events while building on their existing strengths.

4. What do you think were the biggest achievements and shortcomings of ELS (the club) and its coordinators in the last tenure (2024-25)? How do you plan to address the shortcomings?

The biggest achievement of the last tenure (2024-25) was its **activeness and engagement**. The past tenure successfully revived and conducted events across all categories. Additionally, it did a great job of bringing **interested and talented freshers** into the club and encouraging participation. Almost all the events were successes with a good turnout and the time at which they were scheduled was also pretty good.

We also introduced a **new event, Bumbled**, which had a very successful first edition. The event was well-received, and its strong debut shows potential for it to become a staple in ELS activities in the future.

The club also had a strong social media presence compared to previous years. There were more Instagram posts, which eventually led to an increased website viewership.

There weren't any major shortcomings, but if I had to highlight a few areas for improvement, I would point to **event planning and Inter-IIT preparation**.

1. **Event Planning & Rushed Execution** – Some of the events I helped organize felt **last-minute and rushed**, which could have been avoided with better planning. While the enthusiasm and execution were commendable, a more structured approach would ensure a smoother experience for both organizers and participants.
2. **Inter-IIT Preparation** – Since most of the club's events are inherently enjoyable to those who participate, the **Inter-IIT preparation shouldn't just be a short 15-day crash course**. Many of these events, especially Scrabble, Word Games, and Cryptic Crosswords, rely on **intuition and familiarity** built over time. A rushed approach limits our potential, and a more structured, year-round effort would significantly improve our chances. Additionally, **Inter-IIT prep often felt uncoordinated**, with no clear plan from the start, making it difficult to maximize training time. I also feel that we should participate in at least one competition for each event so that we get to know the competition and can benefit from the practice that the competition would provide. I have identified competitions for each event in the upcoming question about possible events that we could participate in.

## How I Plan to Address These Shortcomings

1. **Structured Event Planning** – A simple but effective solution is to **identify volunteers well in advance** and **assign responsibilities early**. This way, work can be distributed over time, ensuring events are conducted smoothly rather than in a hurried manner. (I've addressed this in more detail in a question specific to event planning below.)
2. **Inter-IIT Training Culture** – As a coordinator, I would create **interest-based groups** for each Inter-IIT event. These groups would consist of people who genuinely enjoy the event, regardless of whether they ultimately represent the club in Inter-IIT.
  - Events like Scrabble, Word Games, and Cryptic Crosswords especially require **consistent practice** to build intuition. To foster this, I would organize **weekly or monthly informal meetups** where people can casually practice and discuss strategies.
  - To encourage broader participation, we could host **major events for each game category** at intervals throughout the year, attracting more people while also helping our core team improve.
  - This long-term approach would **develop a stronger culture** of participation and skill-building, making us better prepared for Inter-IIT without the pressure of last-minute cramming.

By addressing these areas, I hope to improve both the **efficiency of club events and the effectiveness of our competitive preparation**, ensuring that ELS continues to grow while maintaining its engaging and welcoming environment.

5. What new initiatives would you like to introduce as a coordinator team? List down five short-term initiatives, such as new events or competitions, and five long-term initiatives, like a new social media series, workshops, introduction of new events or a structural change in ELS. What are the key challenges you anticipate while implementing these initiatives, and how do you plan to overcome them? Among these initiatives, which ones would you personally take responsibility for?

*{In your presentation, these ideas should be detailed, answering the following questions: What is the motivation behind it? Who is your target audience? What are the logistical possibilities? For example, if it's an artist workshop, whom will you contact? If possible, research and list potential people you can reach out to.}*

## **Short-Term Initiatives:**

### **1. Freshers' Frolics expanded/modified**

- **Motivation:** To introduce freshers to Scrabble, Word Games, Cryptic Crosswords, and JAM through engaging large-scale events, making ELS activities more accessible and inviting.
- **Target Audience:** Freshers and newcomers looking for a fun, low-pressure introduction to these game-based events.
- **Logistical Possibilities:** Requires well-structured question sets, a suitable venue, and strong publicity to ensure high participation.
- **Challenges & Solutions:** Keeping freshers engaged throughout multiple activities. A well-paced event structure and interactive hosting will maintain excitement.
- **Personal Responsibility:** I would help design game formats, coordinate execution, and ensure smooth event flow to maximize engagement.

### **2. Echoes & Expressions**

- **Motivation:** To introduce freshers to poetry, prose writing, and spoken word through interactive events, fostering creative expression within ELS.
- **Target Audience:** Freshers mainly and students interested in poetry, storytelling, and literary discussions.
- **Logistical Possibilities:** Includes an **open-mic, poetry and prose writing events**, and a **workshop/Q&A session with a poet or author**. Requires a suitable venue, structured event flow, and strong promotions.
- **Challenges & Solutions:** Encouraging freshers to participate in writing and performing. A welcoming atmosphere, pre-event engagement activities, and relatable prompts will help ease them in.
- **Personal Responsibility:** I would assist in event planning, outreach, and ensuring a smooth, interactive experience for all participants.

**Above events as soon as possible in odd sem as they serve as introduction events. So August-September.**



## Long-Term Initiatives:

### 1. ELS Game Night

- **Motivation:** To create a fun and inclusive weekly event where students can unwind, socialize, and enjoy engaging word-based activities.
- **Target Audience:** Open to all students looking for a lighthearted, interactive way to spend an evening.
- **Logistical Possibilities:** Requires a suitable venue, well-prepared game sets, and strong promotional efforts. Sessions will alternate between word games, cryptic crosswords, Scrabble, JAM, and dumb charades.
- **Challenges & Solutions:** Ensuring consistent attendance through engaging social media promotions, teasers, and word-of-mouth outreach.
- **Personal Responsibility:** I would oversee game selection, event execution, and promotional strategies to ensure smooth and engaging sessions.

### 2. ELS Weekly Brain Teasers (Social Media)

- **Motivation:** To keep members engaged with fun and challenging puzzles between physical events, increasing outreach and interaction.
- **Target Audience:** Existing ELS members and a broader audience of language and puzzle enthusiasts on social media.
- **Logistical Possibilities:** Requires a content schedule, high-quality puzzle creation, and consistent engagement tracking.
- **Challenges & Solutions:** Ensuring sustained interest may be difficult. We would use interactive formats like polls and challenges to keep people engaged.
- **Personal Responsibility:** I would help in content creation and brainstorming new puzzle formats.
- This would be whenever we have a word games game night coming and could serve as an introduction to the word games that we would be using in that week's set. Thus generating excitement for the upcoming Game Night.

### 3. Inter-IIT Training Pipeline

- **Motivation:** To shift from a short, last-minute prep model to a structured, year-round training system, ensuring better performance at Inter-IIT.
- **Target Audience:** Students interested in competing at Inter-IIT, whether or not they eventually make the final team.
- **Logistical Possibilities:** Would require regular training sessions, tracking progress, and periodic evaluation through mock competitions.
- **Challenges & Solutions:** Sustaining interest over the year could be difficult. Keeping training sessions informal and game-like while incorporating competitive elements would make it more appealing.
- **Personal Responsibility:** I would take charge of structuring practice sessions and ensuring consistency.

#### 4. Scrabble Tournament & Campus Champion

- **Motivation:** To keep Scrabble in the limelight and provide structured practice opportunities, culminating in a campus Scrabble champion.
- **Target Audience:** Scrabble enthusiasts of all levels, from casual players to those aiming for competitive improvement.
- **Logistical Possibilities:** The tournament would run in the background over multiple weekends, with scheduled matches leading up to a final championship event.
- **Challenges & Solutions:** Ensuring consistent participation and scheduling matches without conflicts could be challenging. Setting up a clear tournament structure and flexible match timings will help mitigate these issues.
- **Personal Responsibility:** I would take charge of organizing the tournament structure and ensuring match logistics are handled smoothly.

6. Lack of efficiency, leading to delays in work delivery, has been one of the biggest challenges ELS faces every year. Suggest at least three effective measures to address this and how will you implement them in your tenure?

Efficiency issues often arise due to **delayed task delegation, last-minute planning, and lack of accountability**. To tackle this, I propose the following three measures:

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### 1. Pre-Defined Workflows & Early Volunteer Assignment

**Issue:** Often, work allocation happens too close to the event, leading to rushed execution.

**Solution:**

- Create a **structured timeline** for each event, with clearly defined milestones (e.g., set finalizing, promotions, logistics).
  - Assign **volunteers well in advance**, with specific deadlines and deliverables.
  - Conduct **brief check-in meetings** to assess progress and address bottlenecks.
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### 2. Task-Specific Subcommittees

**Issue:** Tasks are often handled by the same few people, leading to overload and inefficiency.

**Solution:**

- Divide responsibilities into **subcommittees** (e.g., **event set creation, logistics, social media, outreach, Inter-IIT prep, etc.**)
  - Each subcommittee will have a **designated lead (a coordinator)** to ensure accountability and streamlined execution.
  - Subcommittees would work **independently** but collaborate when necessary.
- Implementation:**
- Post **clear calls for volunteers** to different subcommittees.
  - Rotate responsibilities periodically so that more people get experience, avoiding burnout.
  - Keep **simple progress tracking** (e.g., **WhatsApp group update system**).
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### 3. Post-Event Discussions with Secretaries

**Issue:** Mistakes and inefficiencies are often repeated due to lack of structured reflection.

**Solution:**

- After every major event, **discuss with the secretaries** about what worked well and what could be improved.
- Identify **specific bottlenecks** (e.g., delays in promotion, event execution issues) and ensure solutions are implemented for future events.
- Maintain a **short summary of these discussions** to refer back to when planning similar events.

**Implementation:**

- Keep post-event discussions **concise and solution-oriented**.
  - Encourage secretaries to provide **honest feedback** on execution and planning.
  - Ensure that key takeaways are **documented and applied** in future events.
7. As a coordinator, you're responsible not only for ELS, the club, but also for ELS, the community. How, if at all, do you plan to keep members of the ELS community who do not hold any PoRs involved with the club? This might include Y23 ex-secs and ex-coordinators. Secy bonding is also important for a smooth and motivated team. Mention at least two steps you will take to help secretaries connect and work well together.

### Keeping the ELS Community Engaged & Strengthening Secy Bonding

To keep past members, including Y23 ex-secretaries and ex-coordinators, engaged with ELS, I would:

1. **Encourage Contributions to Dandelion**

- Actively reaching out to ex-coordinators, ex-secretaries, and even the broader campus community to invite submissions for *Dandelion*. This ensures that past members can still express their creativity and stay involved with ELS, even if they are no longer in a PoR.

## **2. Games Events with Senior-Junior Pairing**

- Hosting special Scrabble, Cryptic Crossword, and Word Games events where talented ex-secretaries and ex-coordinators are partnered with juniors. This would not only create a fun, interactive experience but also serve as a learning opportunity where juniors can improve by playing alongside more experienced members.

## **3. Maintain an Open Communication Channel**

- Setting up a space (e.g., a WhatsApp or Discord group) where past members can contribute ideas, provide feedback, and stay updated on major ELS events. This ensures they still feel connected to the club without having an active PoR.

To improve secretary bonding and ensure a motivated, well-functioning team, I would:

### **1. Regular Cross-Team Collaboration Activities**

- Since secretaries often work within their specific sub-teams, there is a risk of limited interaction between different groups, which can affect overall coordination and teamwork. To address this, I would encourage joint tasks where secretaries from different sub-teams collaborate on events, ensuring they interact beyond just their direct responsibilities. Additionally, sub-groups would be periodically shuffled every few months to encourage diverse interactions and a more cohesive team dynamic.

### **2. Dedicated Secy Bonding Sessions**

- Organizing casual bonding sessions, such as game nights or informal discussions, where secretaries get to know each other outside of work. Changing the sub-groups periodically would also help secretaries work with different people throughout the tenure, leading to better collaboration and stronger overall teamwork.

By implementing these initiatives, I aim to ensure that ELS remains an inclusive and thriving community while also fostering a strong, interconnected team.

8. As an ELS coordinator, you will be responsible for managing a team of secretaries. The number of secretaries fluctuates each year. How many secretaries do you think should be recruited this time, and how would you distribute responsibilities among them?

*{ Explain your recruitment process and the criteria you believe should be prioritized. Do you plan to recruit across different verticals? Given that ELS encompasses a diverse range of activities, including word games, cryptic crosswords, Scrabble, slam poetry, and creative writing, how will you ensure that your team of secretaries collectively possesses a well-rounded skill set? Will proficiency in these areas be a key factor in your selection process? }*

### **Optimal Number of Secretaries:**

This year, there were around **30 secretaries**, and I plan to recruit a similar number. Since some secretaries may drop out over time, maintaining a larger team ensures that all responsibilities are covered without overburdening individuals. A bigger team also allows for better specialization across ELS's diverse activities.

### **Distribution of Responsibilities:**

Secretaries will be assigned across different verticals, ensuring that each area of ELS receives focused attention while maintaining opportunities for cross-team collaboration:

1. **Word Games & Cryptic Crosswords (5–6 secretaries)** – Managing ELS Game Nights, designing engaging word game sets, and preparing material for Inter-IIT training.
2. **Scrabble (3–4 secretaries)** – Organizing Scrabble practice sessions, tournaments, and increasing participation in Scrabble activities.
3. **JAM (3–4 secretaries)** – Conducting JAM (Just A Minute) sessions, setting engaging topics, and refining the format to encourage participation.
4. **Slam Poetry & Poetry (4–5 secretaries)** – Managing slam poetry events, poetry showcases, and contributions to *Dandelion*.
5. **Creative Writing & Reviews (4–5 secretaries)** – Overseeing creative writing initiatives, reviewing submissions for *Dandelion*, and organizing writing workshops.
6. **Other Tasks (7–9 secretaries)** – Handling social media & publicity, event logistics, and design work to ensure smooth execution and outreach for all club activities.

Secretaries may also work across multiple verticals based on their interests and skills, ensuring flexibility while maintaining clear accountability.

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## **Recruitment Process & Criteria**

### **Process:**

## 1. **Form Submission:**

- Checking if applicants have any new ideas for the club.
- Allowing candidates to self-evaluate their **interest** and **skill level** (on a scale of 1-5) across all ELS events, including Word Games, Cryptic Crosswords, Scrabble, Slam Poetry, and Creative Writing.
- Giving an option to indicate interest in **other roles** like social media, design, and logistics instead of event-based work.

## 2. **Interviews** – Evaluating teamwork, reliability, and motivation for contributing to ELS.

## 3. **Prior participation in ELS activities** – Preference will be given to applicants who have actively engaged in events such as *Fresher's Night*, *Galaxy*, *Fresher's Frolics*, etc. Their prior involvement demonstrates interest and familiarity with ELS's functioning.

### **Selection Priorities:**

- **Enthusiasm & Initiative** – Candidates who demonstrate a genuine interest in improving ELS.
- **Skill Diversity** – Ensuring a mix of strengths across word-based events, creative writing, logistics, and social media.
- **Interest and Basic Idea in a Wide Range of Activities** – Candidates who show enthusiasm for multiple aspects of ELS (e.g., word games, poetry, writing, Scrabble, JAM) will be prioritized to ensure a versatile team.
- **Commitment & Consistency** – Ensuring that selected candidates are genuinely interested and can contribute consistently throughout the tenure.

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## **Ensuring a Well-Rounded Team**

1. **Balanced recruitment** – Selecting secretaries with a range of expertise so that every vertical is adequately staffed.
2. **Preferring Candidates with a Wide Area of Interest & Skill** – Encouraging applications from individuals who demonstrate curiosity and enthusiasm across different verticals. While specialization is important, secretaries who can contribute in more than one area will ensure greater adaptability, help with workload distribution, and foster more dynamic collaboration within the club.

9. As a club, ELS is plagued with a number of stereotypes. Some common stereotypes are that ELS is exclusive, elitist and fraud (doesn't do much substantive work), starting with 'Simon Go Back' in the orientation. Often, these stereotypes deter freshers from coming

to club events. What's your take on this? What measure will you take to reduce them at your capacity as an ELS team?

ELS has often been perceived as **exclusive, elitist, or not doing substantive work**, largely due to past stereotypes like "*Simon Go Back*" during orientation. While some of these impressions may stem from a lack of visibility or engagement, it is crucial to actively work towards making ELS more **approachable, welcoming, and transparent**.

## Steps to Reduce These Stereotypes

### 1. Building a More Welcoming First Impression

- Instead of assuming freshers are already familiar with ELS, we should make a conscious effort to **clearly explain what the club does** in an engaging and accessible way during the fresher's introduction.
- To generate interest and counter the "**Simon Go Back**" perception, we can **showcase fun and interactive ELS events** like Word Games and Cryptic Crosswords, making them more inviting to newcomers.
- Additionally, a **series of Instagram posts** during the initial month—highlighting past pieces, fun events, achievements, and engaging word game or cryptic crossword clues—can reinforce ELS's appeal and encourage freshers to participate.

### 2. Introductory & Informal Events to Encourage Participation

- Many freshers might feel hesitant to attend ELS events due to the perception that they need prior experience or expertise. To counter this, we will organize **easy-moderate introductory events** for all major verticals—**Cryptic Crosswords, Word Games, Scrabble, JAM, and Creative Writing**—that focus on fun, **engaging formats** designed to introduce new people to these activities without feeling overwhelmed.
- We will also create a **common WhatsApp group** open to the entire campus, where anyone interested in informal game nights (especially **Word Games and Cryptic Crosswords**) can join. This group will be actively promoted through **Instagram, reach-out events, and word of mouth** via secretaries, ex-secretaries, and ex-coordinators. Announcements for **weekly informal game nights** will be made in this group, ensuring that participation remains open and accessible to all.

### 3. Increasing Informal & Low-Commitment Events

- Running more **casual, drop-in word game nights, crossword-solving sessions, and spontaneous Scrabble rounds in common areas** will lower the entry barrier for new participants.

- More **collaborative and team-based events** where experienced members are paired with new participants will help ease freshers into different formats and prevent the impression that ELS is only for the most skilled players.

#### 4. A More Active & Engaging Social Media Presence

- A **more active Instagram handle** that consistently **publicizes our best work** will help combat the "*ELS does nothing*" stereotype. This includes:
  - **Snippets from Dandelion**
  - **Posts featuring engaging word games and cryptic crossword clues**
  - **Reposts of high-quality pieces from past events and publications** to highlight ELS's legacy and ongoing activity
- This consistent engagement will **showcase that the club is alive and thriving**, and **informal weekly event nights** will further reinforce this by keeping up regular participation.

#### 5. Involving More People in the Club's Operations

- If ELS seems *exclusive*, it's partly because people don't feel like they can be a part of it unless they hold a formal position. To counter this, we can introduce **more open contribution opportunities**, such as:
  - Encouraging non-secretaries **submit work for Dandelion**
  - Encouraging everyone from the campus to participate in all the events organised by ELS.

#### 6. Ensuring Fair and Open Recruitment

- A belief that selections are based on prior connections might contribute to the perception that ELS is elitist. To address this, we can ensure that recruitment is based on **genuine interest, skill, and willingness to contribute**, making the process more transparent and inclusive.
- Clearly communicating **what we're looking for in applicants**, ensuring a structured selection process, and **encouraging everyone and anyone interested to apply** can help reinforce fairness and bring in a diverse set of applicants.

### Final Thoughts

ELS has a strong foundation and passionate members, but these stereotypes **discourage potential participants from joining in**. Through better **outreach, visibility, and inclusivity**, we can work towards changing the perception of ELS from an "elitist" or "fraud" club to a **fun, welcoming, and engaging community** for all literary and word game enthusiasts on campus.

10. Freshers' Orientation and the MnC Showcase serve as the first impression of ELS for freshers'. How do you plan to conduct these events? This year, we organized a Jazz Poetry Dual and a Spoken Word Poetry performance for the MnC Showcase. The next



major event is Freshers' Night—share your plan for it and any changes you would propose to enhance these events.

Freshers' Orientation and the MnC Showcase are crucial opportunities to shape how freshers perceive ELS.

- For Orientation, rather than just a verbal introduction, we will actively showcase our past works across different events and highlight our achievements. We'll also encourage freshers to check out our Instagram page, which will feature a series of posts covering the club's accomplishments, past works, and relevant information to counter misconceptions and generate interest.
- For the MnC Showcase, this year's Jazz Poetry Duel and Spoken Word Poetry performance were engaging ways to introduce ELS. To build on this, we could incorporate an interactive element—such as a short, audience-participatory word games challenge or a quick cryptic crossword clue-solving session—to get freshers more involved while still keeping performances as a key highlight.

Adding word games would also help us reach a wider audience by showcasing that ELS is not just about writing and performing literary pieces but also about the fun and engaging world of word-based games. This would make the club more approachable and encourage more people to check out our future events.

- For Freshers' Night, the priority should be making the experience enjoyable and engaging for freshers. Our current approach—helping them develop their script, refining their performance, and guiding them through the preparation process—works well. By ensuring that their involvement in Freshers' Night is a fun and memorable experience, we can encourage them to stay engaged with the club beyond the event.

11. How do you plan to expand the reach and participation of Y25s in ELS's activities? In specific, think of some ways in which you'll bring participation from Y25s who weren't a part of ELS freshers' night in ELS events.

Expanding Y25 participation in ELS requires a targeted approach to engage those who weren't involved in Freshers' Night. Here's how I plan to do that:

1. **Introductory Events with a Low Entry Barrier** – Organizing beginner-friendly versions of Cryptic Crosswords, Word Games, Scrabble, JAM, and other ELS events to make them accessible to those unfamiliar with them. These events will focus on engagement rather than competition, encouraging new participants to explore different aspects of ELS.
2. **Active Outreach & Visibility** – Using our social media presence to showcase engaging snippets from our events, featuring short challenges or wordplay teasers that intrigue

freshers. Additionally, forming a campus-wide WhatsApp group for informal game nights will provide a direct channel to involve anyone interested in ELS activities.

3. **Galaxy as a Key Engagement Opportunity** – Since Galaxy is a major cultural competition where freshers actively participate, it serves as one of the best ways to introduce them to ELS events. By ensuring that word games, cryptic crosswords, JAM, and other events are well-promoted within halls, we can encourage freshers to engage with these formats in a competitive yet fun setting, leading to long-term involvement in ELS.
4. **Collaboration with Other Clubs & Councils** – Co-hosting small-scale word game or literary challenges with other clubs can help us tap into new audiences who might not have initially considered ELS. For example, we could organize a round of word games as part of a Quiz Club quiz. This would introduce word games to a different audience, increasing the chances of their continued involvement with ELS in the future.
5. **Encouraging Past Participants to Bring in New Faces** – Secretaries, ex-secretaries, and ex-coordinators can play a role in spreading the word about ELS events, making personal invitations and recommendations to freshers who might enjoy them but haven't yet attended. (Bacchas and wing bacchas of Secretaries)
6. **Keeping Events Frequent and Welcoming** – Ensuring that informal event nights are held regularly with an open and welcoming atmosphere where new participants feel encouraged to drop in and try out different activities without pressure.

By implementing these strategies, I aim to make ELS more inclusive and appealing to Y25s beyond those involved in Freshers' Night.

12. ELS participates in seven competitions at the Inter-IIT Cultural Meet. Provide a detailed plan on how you will ensure rigorous practice and preparation for these competitions. Would you bring in external experts for coaching, and if so, how? Provide a timeline for team selection, practice sessions, and any workshops you would introduce to enhance ELS's performance at Inter-IIT.

For events like **JAM, Word Games, Cryptic Crosswords, Slam Poetry, and Creative Writing**, consistent training is essential. We will establish **regular weekly practice sessions** in the last two months leading up to Inter-IIT to ensure steady improvement and familiarity with competition formats.

### **Structured Timeline for Preparation**

- **Initial Phase (Ongoing Engagement)**

- **Engaging Introductory Event** – A large-scale event at the start of the semester to attract interested students and identify potential talent.
- **Informal Weekly/Monthly Events** – Open competitions where anyone can participate, keeping the club engaging while also scouting for new talent.
- **Expert Sessions & Workshops** – Invite past Inter-IIT participants, skilled alumni, or external experts to provide specialized training.
  - **Cryptic Crosswords:** I have reached out to **Shrikanth, a Hindu crossword setter and an Inter-IIT crossword setter**, who is interested in conducting sessions for our club.
  - **ACAD Initiative by Cryptic Singh** – Utilize curated crossword resources and workshops to help our members sharpen their skills.
  - Regular Hindu Crossword practice sessions followed by discussions on them.
- **Focused Training (Last 2 Months Before Inter-IIT)**
  - **Weekly Practice Sessions** – Regular training for all events to refine strategies, improve performance, and simulate real competition scenarios.
  - **Selection Test (1 Month Before Inter-IIT)** – A structured test to finalize the team based on performance and consistency.
  - **Scrims & Friendly Competitions** – Practice matches against other IITs and simulated competition rounds to ensure we're fully prepared.
- **Final Training Phase (December Training Camp)**
  - **Organized Training Camp** – As per tradition, an intensive training period in December where the final team sharpens their skills under structured mentorship.

This structured approach ensures **continuous engagement, skill enhancement, and competitive readiness**, setting up ELS for success at Inter-IIT.

13. Situation\_1: Let us assume you have become the coordinator of ELS and have recruited a team of secretaries. You observe that your secretaries have not completed the work allotted to them in time. Moreover, the attendance in your team meetings is very low. How would you handle this situation? If you'll talk to the secretaries (in person or in group), what would your communication entail?
- **Understanding the Cause** – First, I'd try to figure out why deadlines aren't being met. Is it because tasks are unclear, academic workload is too high, or people just aren't motivated? Talking to secretaries individually or in small groups would help understand their perspective.
  - **Balanced Recruitment Strategy** – To prevent academic workload from affecting club work, I'd make sure secretaries come from different branches instead of too many from the same department. This way, workload is spread out more evenly.

- **Clear Expectations & Accountability** – I'd ensure responsibilities are well-defined with reasonable deadlines, so secretaries know exactly what's expected of them without feeling overwhelmed.
- **Making Meetings More Engaging** – If meetings feel boring or unproductive, people won't attend. I'd keep them short, make sure they have a clear purpose, and involve secretaries in discussions rather than just assigning tasks.
- **Flexible Communication** – If people can't always attend in person, I'd use WhatsApp updates or quick voice messages to keep everyone in the loop.
- **Reinforcing Team Spirit** – If people don't feel connected to the club, they might lose interest. Organizing casual meetups, recognizing contributions, and creating a fun, engaging atmosphere would help improve participation.
- **Direct Conversation if Needed** – If issues persist, I'd have an open but firm talk with the team, emphasizing that their role is important for ELS and asking if there are any specific problems we can solve together.

14. Situation\_2: You are an ELS coordinator, and your ex-coordinators have certain suggestions or criticisms on what you've been doing as coordinators. However, you disagree with them and believe that you are doing it the right way. How would you deal with such a situation?

- **Listening & Understanding** – Carefully consider their feedback to understand their perspective. Their experience can provide valuable insights, even if I ultimately choose a different approach.
- **Evaluating Objectively** – Critically assess whether their suggestions align with the current club dynamics, member interests, and goals for the tenure. If their advice is outdated or not suited to the present scenario, acknowledge that respectfully.
- **Explaining My Approach** – If I decide to stick with my method, clearly communicate why I believe it works, backing it up with reasoning or results where possible.
- **Compromising If Needed** – If their feedback has merit but doesn't align entirely with my approach, consider integrating useful aspects into my plan while maintaining my vision.
- **Keeping It Constructive** – The goal isn't to dismiss past coordinators but to ensure ELS moves forward effectively. I'd ensure the discussion remains open and professional, maintaining good relations while making independent decisions that best serve the club.

15. Participating in competitions is crucial for ELS to gain exposure and sustain a competitive spirit. This year, we took part in NICE 2024, where five of our members reached the zonal finals at IIT Delhi. We also competed in IIT Delhi's Scrabble Tournament and are currently among the top two teams in the ongoing Inter-IIT Scrabble League. However, there is always room for expansion. Identify *six to seven (it can be*

*more*) competitions across different ELS activities—such as word games, cryptic crosswords, Scrabble, slam poetry, and creative writing—that the club can engage in to strengthen its competitive presence. Conduct thorough research and suggest competitions that align with ELS's diverse range of events.

We **should continue** to participate in **NICE** and IIT Delhi's **Scrabble league**. I have included travel to NICE as a part of my budget estimation.

Apart from these, here's a list of competitions across different ELS activities that we could participate in to expand our competitive presence

1. **Thomso by IIT Roorkee**

- Thomso, the cultural fest of IIT Roorkee, is renowned for its diverse lineup, including competitions in JAM, Poetry Slam, and Word Games. This event is part of the broader inter IIT circuit and provides an excellent opportunity for ELS to showcase our multifaceted strengths—demonstrating that we do much more than just literary writing.
- Last year, it was held from October 4–6 over a weekend just before the mid-semester break—making it an ideal time to have fun without academic crunch.

2. **SAIL Story Writing Competition**

- **Overview:** Hosted by the Steel Authority of India Limited in collaboration with MyGov, this competition welcomes both fiction and non-fiction stories, encouraging participants to display their creative talent.
- **Submission Details:** Open to all genres and writing styles, providing a platform for storytelling enthusiasts to express their imagination.
- It is restrictive though in the sense that there is a dedicated theme and there are marks for points such as message to the reader. However there is no entry fee and it is completely online too!

3. **India Writing Project**

- **Overview:** A prominent platform for poetry and creative writing, offering cash prizes, certificates, and opportunities for publication.
- **Submission Details:** Open to all writers across India, accepting poems, short stories, articles, essays, or any form of creative writing.
- **Prizes:** Total prize pool of ₹1,50,000, with the best entries considered for publication.
- This would be the best creative writing and poetry contest to participate in given the wide recognition for the event. However there is an entry fee for each entry again prompting us to enter only our best pieces of the year.

**Both these events occur in February-April months giving us enough time to prepare pieces and choose the best ones to submit to these events.**

4. **Literati, IIT Delhi (Jan 17–19, 2025)**

- Features Word Games and Creative Writing events, making it a great fit for ELS. Its timing, right after college resumes, ensures minimal academic pressure, making it an ideal opportunity to participate and enjoy.

Note: IIT Delhi also has Rendezvous too with multiple events, however it clashes with Thomso. Thus participation in Thomso would mean we can't participate in Rendezvous. We can take a call as to which one to participate in depending upon the interest of club members.

These competitions, spanning from in-person events in major cultural hubs to accessible online challenges, align well with ELS's diverse range of activities. They not only help in strengthening our competitive edge but also enhance our visibility and credibility as a dynamic and inclusive club.

16. Alfaaz is IIT Kanpur's literary fest, where multiple clubs collaborate to organize a diverse range of events. Reflecting on this year's Alfaaz, evaluate its successes and areas for improvement. How do you plan to execute Alfaaz during your tenure to enhance its scale, engagement, and impact? Provide a detailed plan covering event structuring, collaborations, and innovative elements you would introduce. Given that Alfaaz requires logistical planning, including database and hospitality for invited artists, outline a comprehensive approach to managing these aspects efficiently. Since Alfaaz has a separate budget from ELS's club budget, propose a detailed budget allocation for the fest. {For your reference, this year's budget was ₹15,000 for ELS's events} Suggest a breakdown of how you would allocate funds across key areas such as artist hospitality, venue setup, event materials, and promotions.

This year's Alfaaz went well with good author workshops and proper promotions for the same. We could also have an online poetry submission/SLAM contest as a part of Alfaaz. We had two guests this year, one online and one offline. Offline accommodation of guests would take a significant amount, for travel, for stay and for their food. I would prefer online sessions and would rather use the funds for an online competition, which would increase our outreach as a club.

Detailed budget split has been mentioned in the ppt along with my estimate for the club's budget.

17. How do you intend to maintain/increase growth on social media handles (Instagram, Website & Whatsapp groups)? Discuss your social media strategy. Consider the pros & cons of ELS's various social media handles and how to use them effectively.

Maintaining and growing ELS's social media presence requires a **consistent, engaging, and well-structured** approach. Each platform serves a different purpose and should be leveraged accordingly.

## 1. Instagram – Primary Outreach & Engagement

**Pros:** Wide reach, visually engaging, easy to share.

**Cons:** Short-lived content, algorithm-based visibility.

**Strategy:**

- **Regular, engaging content:** Weekly posts featuring word games, cryptic crossword clues, and highlights from past events (e.g., Dandelion excerpts, past competition achievements).
- **Interactive Posts:** Polls, Q&A sessions, and challenges where followers can submit answers or participate in mini-games.
- **Community Features:** Reposting strong creative writing pieces from Dandelion and recognizing active participants from informal game nights.
- **Yearly Review:** A recap post around the time freshers arrive, highlighting major ELS events, achievements, and key moments from the past year to set the tone for new members.
- **Effective Event Promotion:** Start promoting an event as soon as it is ideated, followed by another round of promotion once the date is set, in addition to the usual promotion just before the event.

## **2. Website – Archival & Credibility**

**Pros:** Permanent record, structured content, easy to refer back to.

**Cons:** Lower organic engagement, requires maintenance.

**Strategy:**

- **Consistent review and other literary posts** – A mix of reviews, literary discussions, and writing resources to keep the website active and valuable.
- **Dandelion** – Our periodic newsletter that features some of the best creative pieces along with a cryptic crossword.
- **Word Game Resources** – A basic archive of word game events, so campus junta always have a starting resource to refer to.

## **3. WhatsApp Groups – Community Building & Event Coordination**

**Pros:** Direct reach, high engagement, real-time updates.

**Cons:** Limited scalability, can become cluttered.

**Strategy:**

- **Dedicated Interest-Based Groups** – Instead of one general group, have separate ones for Word Games & Cryptics, Scrabble, JAM, and Writing, so members engage with what they like.
- **Campus-Wide Informal Event Group** – A low-barrier entry point for those casually interested in word games & crosswords, announced via Instagram and outreach events.

- **Structured Communication** – Avoid spam by keeping key announcements to a core group, while discussion-based groups remain active with puzzles and game challenges.

## Overall Growth Plan

- **Cross-Promotion:** Website links shared in Instagram bios, WhatsApp group invites posted in Instagram stories, and Instagram posts embedded on the website.
- **Consistency & Variety:** A mix of posts—games, achievements, event updates—ensuring no platform feels inactive or neglected.

By **leveraging each platform's strengths** and ensuring consistent content, ELS can not only maintain but also expand its reach, drawing in freshers and keeping past members engaged.

18. Why do you believe you are a strong candidate for the position of coordinator? Reflect on one or two significant experiences ( it can be a POR or any project work) that have prepared you for this role and explain how you will apply what you have learned. Also, who do you think are good fits as your co-coordinators {you can make a team of 3-4 coordinators, including yourself} and why?

I believe I am a strong candidate for the role of ELS Coordinator because of my deep engagement with the club's activities and my ability to work effectively in a team under high-pressure situations.

Being a core part of the **Institute Aquatics Team** has given me valuable experience in teamwork and communication. I have consistently pitched ideas, discussed strategies with my teammates, and analyzed what works and what doesn't—skills that directly translate to leading a club like ELS. Competing in matches has also exposed me to high-pressure situations, strengthening my ability to stay composed and make quick, effective decisions. These experiences make me confident in handling the responsibilities of coordinator, especially when organizing large-scale events or preparing for competitions.

## Application of What I've Learned

- **Structured Event Planning:** Just as team discussions in aquatics helped refine our approach, I plan to create an environment in ELS where open discussion and feedback shape our initiatives.
- **Handling Pressure & Decision-Making:** My experience competing in matches has taught me how to manage high-pressure situations—whether it's last-minute event changes or critical competition rounds.
- **Encouraging Teamwork & Participation:** I understand the importance of fostering team spirit, which I'll apply by ensuring every secretary feels valued and motivated to contribute.



## Potential Co-Coordiators

I believe a strong coordination team should cover all key areas of ELS while ensuring smooth teamwork and execution. Based on this, the following people would make excellent co-coordinators:

1. **Anisha** – Primarily involved in **Scrabble, Poetry, and Poetry Slam**, she also has strong speaking skills, making her an asset for **outreach and event promotion**. Her ability to articulate ideas effectively would help in both external engagement and internal coordination.
2. **Aryamann** – Specializes in **Word Games and Cryptic Crosswords**, making him a great fit for the club's **game-focused initiatives**. As someone I work well with and can depend on, he would be instrumental in creating sets and refining event structures—especially since many of my proposed initiatives revolve around these areas. Having two coordinators dedicated to these events would significantly ease the workload and improve execution. He also is good at admin work and connects well with Y24s (we worked together for Galaxy).
3. **Pragya** – Focuses on **Review Pieces, Writing, and Poetry Slam**, and has contributed pieces to **Dandelion**, making her a well-rounded choice to ensure that all ELS verticals are well-represented. She would be particularly valuable in managing the **creative writing and literary aspects** of the club.

While none of us specialize in **JAM**, all of us have a solid understanding of the event. We are committed to ensuring that JAM receives the same level of attention and support as other verticals, without any bias or neglect.

This team would provide **a well-balanced mix of competitive expertise, literary depth, and outreach skills**, ensuring that every aspect of ELS is effectively managed.

19. What other commitments do you have in your third year?

I'm a part of the Institute's Aquatics Team, which requires regular practice (for half the 5th semester only) and participation in Inter-IIT Aquatics Meet (5 days). Apart from that, my only other commitment will be my academic coursework. I am confident in managing my time effectively to fulfill my responsibilities as an ELS coordinator.

20. Provide a detailed timeline of all key events (like secy recruitment, dandelion issue etc), initiatives, and milestones you plan to achieve during your tenure as a coordinator.

*{ you can answer this completely in your ppt and skip here }*

(I have answered this in my ppt)

21. What is your proposed budget for ELS activities for the tenure? Provide a detailed breakdown of how you would allocate funds across different events, Inter-IIT preparation, workshops, and other initiatives. Justify your budgetary decisions.  
{ *you can answer this completely in your ppt and skip here*}

(I have answered this in my ppt)

You do not need to answer this but do your research for all these questions and you are expected to know the answers.

Suppose you need to procure items for an event. What are the two procedures through which this can be done? Explain the steps involved in both processes. If you are planning a large-scale event, what permissions would you need, and how would you obtain them? If you are inviting an artist for an event, what additional steps would you need to take? Additionally, if you need to book a lecture hall for an event next week, describe the step-by-step process for booking and publicizing the event effectively.