FEASIBILITY REPORT

FOR THE POST OF

CULTURAL AFFAIRS SECRETARY (LITERARY)

C S DHEERAJ | CH19B051

GODAVARI HOSTEL

+91 7337493297

dheerajcs2210@gmail.com

Cultural Re-immersion

Abstract

A considerable portion of 20' and 21' batch students have not been incubated into the cultural sphere due to lack of offline club weekender, trimester schedule, and online college life. There are also many people from the senior batches who want to start their culturals journey in the later years but don't have a single point to get accustomed to what different clubs do.

Cultural re-immersion through a series of chill events aims to be a one-stop place for people to get used to what all the clubs have to offer apart from club weekender. The contingent will conduct these events, and hence it will help improve the contingent branding in insti. This will also give them a platform to showcase their talent and connect with the GSB.

Action Steps

- This event will happen once each semester, tentatively in the second week of August. The even semester date can be fixed on the basis of the LitSoc calendar.
- It will happen over two days, with Literary arts and Creative arts happening on day one and Performing arts and Informals Club on the other day, followed by a week of workshops conducted by contingent members.
- The respective clubs will engage the students by conducting informal events/games for them to get acquainted with what the club does and follow it up with workshops for interested students.
- They will then be incubated into the club's WhatsApp group/discord server and continue the usual cycle of initiator events => regular meets => contingent probables => contingent along with the batch of freshies.

Logistics
- Venue **-** SAC
- Who's in charge **-** Contingent head and Events cores

Sangam Tab

Abstract

There is no one-stop app to explore Sangam clubs as a whole, due to which there is a considerable gap in terms of cultural exposure.

Action steps
- Sangam Tab will be integrated into the Students App.
- This will contain individual tabs for each club.
- There will be basic information about the club, its activities, and the team, along with profiles of all the contingent members so that they get sufficient branding and recognition.
- A help tab will be introduced for people who have specific doubts or are in need of guidance, which will be redirected to the convenors who can take it up from there.
- All the event notifications with respect to Sangam will be put up here.

Board Games Adda

Abstract

There are a lot of people inside the institute who are interested in playing board games, but the institute at the moment does not have a specific place for them to sit and play. Hangout spots like Quark, Anjappar, and HFC are

eateries, which are not the kind of places where board games should be played.

Action Steps
- To solve the above problem, the ground floor in SAC will be furnished with tables and chairs and will be branded as Board games Adda.
- An inventory with all the board games will be present near the security guard's desk.
- The booking system will be integrated with the Sangam Tab, where the availability of board games will be displayed and people can book a board game through the same. Alternatively, the Skedda app can be used.
- CCTV will be installed for surveillance.

Sangam Showcase

Abstract
There are many people in the institute who pursue art for recreation and also professionally. These people would largely benefit if their talent was recognized on a larger scale among the Insti audience and beyond.

Action Steps
Sangam's social handles along with a newly created YouTube channel will be utilised for this purpose. We will send out a mail asking people to showcase their talent. The COC will also actively look for these people and, with their consent, will post them on said handles.

Alumni Reconnect

Abstract

The contingent right now is in a rebuilding phase due to the online to offline transition and the knowledge transfer has taken a hit. Only few of the current set of contingent members have been part of an on ground Inter-IIT before and hence the contingent requires special guidance from previous members who have been to Inter-IITs before.

Action Steps

- The aspiring IAR secretary and ACR office want to conduct Willkommen for the Class of 2020 and 2021.
- This is a good incentive for previous contingent members to come back to campus whose accommodation and food requirements will be taken care of by IAR.
- Clubs can contact their specific alumni who can add value and perspective to the team and schedule practice sessions/fundaes.

LitSoc Renaissance

To revive the LitSoc feels in hostels, the following two initiatives will be taken up:-

1. ### LitSoc Advisory committee
   #### Abstract
   Almost all the aspiring Lit and Soc secretaries of hostels are from the 2020 batch, and hence they've not experienced an offline LitSoc event

till date. Due to this, they will need guidance at different points in their tenure with respect to the working of LitSoc through the year.

Action Steps

- To tackle this, an active LitSoc participant and or a previous secretary with on-ground experience will be appointed as the LitSoc advisory committee head.
- The major duties of this post would include-
    - Act as a guiding light for inexperienced hostel secretaries
    - Conduct monthly LitSoc council meetings to review the LitSoc standings and progress of each hostel and provide suggestions and support moving forward.
    - Act as a single point of contact between the events cores and hostel secretaries
    - The head and 2 or 3 COC coords, will be responsible for improving LitSoc publicity.

2. *Hostel Induction Night*

Abstract

Two new batches of juniors will be representing a senior hostel in LitSoc next year. This essentially means they'll have limited feels towards the hostel and that could lead to a dip in participation.

Action Steps

- To tackle the above-mentioned issue, the LitSoc advisory committee in collaboration with the HHS and Social secretary of all the hostels will be conducting a hostel induction night.

- The seniors who were actively involved in LitSoc from each hostel but graduated recently will be called down to impart feels to the hostel folks.

LitSoc Branding & Recognition

Abstract

One of the major issues with respect to LitSoc is exposure and branding. A big part of this is because there are no streamlined traditions in terms of branding LitSoc except at the end of the year when the winners are awarded.

Action Steps

To tackle the above issues:-
- A LitSoc Hall of Fame will be introduced with year-wise winners in quark & Himalaya.
- The LED screens in every hostel entrance will be used to display LitSoc standings and hostel-wise MVPs.
- A new Orange cap and Purple cap will be introduced as an award for a hostel with the highest points and MVP, respectively. This will be introduced after a set number of events are done and will be presented in the LitSoc council meetings.
- The LitSoc tab under My hostel App will have the current standings and MVPs profile.

LitSoc Gamification

Abstract

To keep the LitSoc enthusiasm consistent throughout the year by giving smaller goals for people to achieve and feel proud about and also bring about uncertainty in terms of LitSoc standings till the end we need a new system.

Action Steps

- Divide the LitSoc standings into Gold, Silver, and Bronze leagues.
- Gold will have the top 3, Silver will have the next 3, and Bronze will have everyone else.
- Incentives:
    - If you move from one league to another league you gain credits and similarly lose credits if you fall to the lower level.
    - You gain credits for participation and satisfying specific criteria like hitting the cap on the number of teams, sending the recording of the team's performance, etc which can be decided by specific teams with the end goal of increasing participation. E.g., Apogee turnout can be used to give out credits.
    - Credits can be used to gain incentives, including but not limited to - the provision to have cross teams by trading participants for credits can put up more teams than the upper cap can get direct entry into finals of a competition.

Inter IIT Cultural *Book*

Abstract

To improve the performance of IITM in Inter IIT culturals, we need accountability in terms of practice and effort put in by each team into it. Since different teams have different criteria and practice requirements, it's difficult to mandate one set of rules for all the clubs. Hence streamlining the work that has to be done to win Inter IIT based on proven metrics well before the competition is very important to hold them accountable. It also helps in knowledge transfer across years, especially winning competitions.

Action Steps

- The club captains will be required to submit an application planning out the entire year based on important metrics used in the past Inter IIT Culturals as well as new metrics that they would want to include.
- This info from every contingent will be collected and compiled by the contingent head to form the Inter IIT Bluebook.
- Example of metrics - Prev Inter IIT judging criteria, Theme, performance in prev Inter IITs in specific competitions, contingent selection criteria, micro and macro goals, calendar.

Host Inter IIT cultural meet

Abstract

The annual Inter IIT cultural meet, held over the span of 4 days carries with it immense prestige and serves as the primary platform for a

cultural showdown between all IITs. Being an IIT with top-notch infrastructural facilities, hosting the coming edition of Inter-IIT cultural meet would be a boost to culturals within Insti.

Events Team:

- The Inter IIT cultural meet fits into the timeline such that there will not be any form of overlap with Saarang
- The Events Team will be responsible for deciding the events, scouting judges, handling registrations, etc.
- The club captains will be responsible for ensuring quality participation from the contingent and also simultaneously handling the logistics of the events

FR+ Hospi Team:

- The sub-verticals under FR will be handling specific responsibilities, namely:
  - Chandra - Electrical components
  - Walker - Chairs Tables
  - Material Desk - Pens, Extension cords
  - Ozone - Cleaning outside venue
  - G4S - Cleaning inside venue
  - Production

Vertical	Team Structure
FR + Hospitality	- Cores: 2 - Supercoord - FR: 6 (1 per vertical) - Hospitality: 3 - Coordinators: As per supercoords' discretion
Finance	- Cores: 2 - Supercoord: 2-3 - Coordinators: As per supercoords' discretion
Security	Cores: 1 Supercoords: 2 Coordinators: As per supercoords' discretion

VENUES

Event Category	Venue
Drama	CLT
Literary Arts, Fine Arts	Raman/RJN/CRC
Choreo	SAC
Music	Himalaya/OAT
Lifestyle	SAC
Classical Arts	CLT/SAC
Esports	CRC/RJN/Raman

BUDGET

Requirement	Budget
FR	12L
Hospitality	10L

Judges	6L
Security	1L
Contingent T-shirts	2.5L
Total	**31.5L**

Registration Fees

Average contingent size from one IIT	80-100 Members
Number of IITs	23
Expected number of participants	1600-1800
Registration Fees	INR 2,000 per head
Total Revenue	32-36 L

Revamped Ad-Zone

Abstract

Saarang Festive Vibes are primarily driven by Saarang Streets and KV Zone. To improve the festive vibes, we need to revamp the ad-zone and the KV ground area by including diverse games and amusement rides that will cater to the crowd's interests.

Action Steps

- The KV tent will be split into two zones, the gaming zone, and the arcade zone.
- The arcade zone will include popular games like air hockey, dance battle, and a few other games.

- The gaming zone will house gaming consoles and a few VR games. The area will have bean bags and other accessories for the smooth experience of participants.
- Besides the gaming and arcade zones, flagship rides like Ferris Wheel, Columbus and Cups & Saucers will also be available along with several other amusement rides potentially including Paintball, Bungee Trampoline and Rock Climbing.

Saarang Influencer Program

Abstract

Online publicity is one of the most important forms of reaching people in today's world, and in the centre of it lies influencers. To capitalise on the growing trend of influencer-based marketing, we need a centralised platform to incentivize them into publicising Saarang.

Action Steps

- The 'Influencer Program' will be set up as an addition to the SA portal.
- The publicity coordinators will make a database of influencers targeting the ones within the follower range of 2k - 30k on Instagram and relevant YouTubers. Other video-sharing platforms can also be explored as per discretion.
- These influencers will be contacted and encouraged to register on the portal. A parallel point system will be drawn for them along the lines of the Student Ambassador program by the publicity team. A sample is given below:-

Task	Points
Post	X based on reach
Story	Y based on reach
Get Re-stories	Z based on the number and reach

- Incentives can be provided to top 10 influencers in the form of free travel/acco/merch/tickets and cash prize based on budget.

Saarang Prom

Abstract

Saarang is all about experiences. Adding to the long list of experiences that Saarang offers, Saarang Prom aims to bring together people for an evening of food, fun, and frolic. A ticketed event with the potential to generate profits for Saarang.

Action Steps

- Lifestyle club will be in charge of this event.
- The event will happen on Day 0. It will be a 3-hour long event between 4 pm and 7 pm.
- The requirements are:-
  - Cutlery + Food
  - FR requirements (Tables, Chairs, Table cloth, carpeting, and production)
  - Venue - SAC
  - Seating capacity - Roughly 75-100 couples
  - Music
  - Ambience

- Stalls inside SAC (as a spons deliverable)
- Live music will be arranged with the help of music contingent.
- The ticket is priced at 900 rupees per couple.

BUDGET

Requirement	Plan A	Plan B	Plan C
Ambience	10000	9000	7000
Cutlery + Food	40000 (100 pairs)	30000 (75 pairs)	20000 (50 pairs)
FR	25000 (100 pairs)	18750 (75 pairs)	12500 (50 pairs)
Carpeting	4000	4000	4000
Total	79000	61750	43500
Ticketing (900 per couple)	90000	67500	45000