



## COORDINATOR APPLICATION

Department: \_\_\_\_\_

Name & Roll No.: \_\_\_\_\_

Hostel & Room No.: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Email address: \_\_\_\_\_

# SHAASTRA 2018 COORDINATOR APPLICATION SPONSORSHIP & PR POSITION – ENGAGE/ENDEAVOUR

## INSTRUCTIONS:

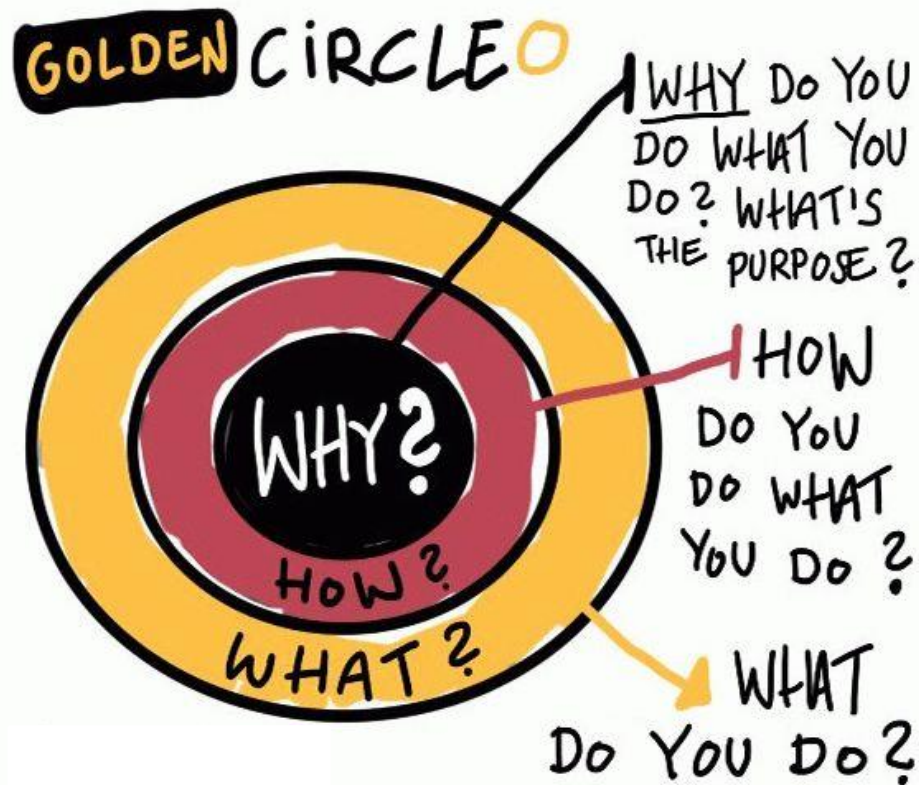
- The entire application **should not exceed 15 pages**.
- Include your name, roll number, preference number for this application in its name, in that order. (0 if it is your only application, a list with preference numbers in case of multiple applications).
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- We can be funny. You please don't. All non-textual inserts are meant for entertainment purposes only. (If you find them otherwise distracting, we apologise sincerely. Or do we?)
- Presentation is everything. Or at least something. Good luck.

For Queries please contact:

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**Your very own Shaastra journey has begun. Please make sure you have fun along the way.**

The key to any successful undertaking is to understand the Golden circle. Please answer all questions below, after giving this a thought.



## Questions

- 1) What are your opinions about PR and branding Shaastra? How is PR similar or different from publicity?**



Be simple and creative in explaining your ideas and ideologies. You will be judged on clarity and creativity. You might have to speak to previous year coordinators for answering both this and the following question.

- 2) **Choose one college festival like Techfest, Saarang etc. and do a thorough SWOT analysis on PR campaigns from your chosen festival.** Clearly identify the objective of their activity, the duration, collaborations and logistics constraints involved. **Compare and contrast them with Shaastra's PR Campaigns.**

This will be a test of your homework on how Shaastra did and your vision on how it should do.

- 3) Shaastra is slowly growing into an organization which creates huge impact to the society. **Elucidate various things (primarily on ground) which we could do to aid us achieve what Shaastra stands for: Being for the people, by the people and of the people.** In order to get you started, you could begin by zeroing in on a theme for your campaign, and gain inspiration by looking at campaigns and activities executed by NGOs and Corporates under the theme of your choice and come up with activities on your own.

You can look into year long initiatives, short term initiatives, ideas which engage the institute students or even activities which could rock the masses of the city.

- 4) Say we gave you a theme – **Clean Energy/Futuristic World. Suggest theme based initiatives through which you feel the PR scene can be enriched.** We would like to you to pitch your ideas regarding your vision, plans or any such idea which could materialize this theme as the face of Shaastra 2018.

It's quite broad, so you won't have to limit yourself particularly in your thinking. Brainstorm about what Shaastra can do with this theme with regards to awareness, impact, engaging people – think of it primarily from a PR angle but feel free to pitch in larger Shaastra ideas too if you feel they fit in with the campaign you're building.

- 5) What is your motivation behind applying for this post? Also list any relevant credentials and references.

*"Life is 10% of what happens to you and 90% of how you react to it."* – Charles R Swindoll  
Tell us about 10% we don't know at the end of this application.