



## COORDINATOR APPLICATION

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

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

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

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

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

# SHAASTRA 2018 COORDINATOR APPLICATION SPONSORSHIP & PR POSITION – PR EXECUTIVE

## INSTRUCTIONS:

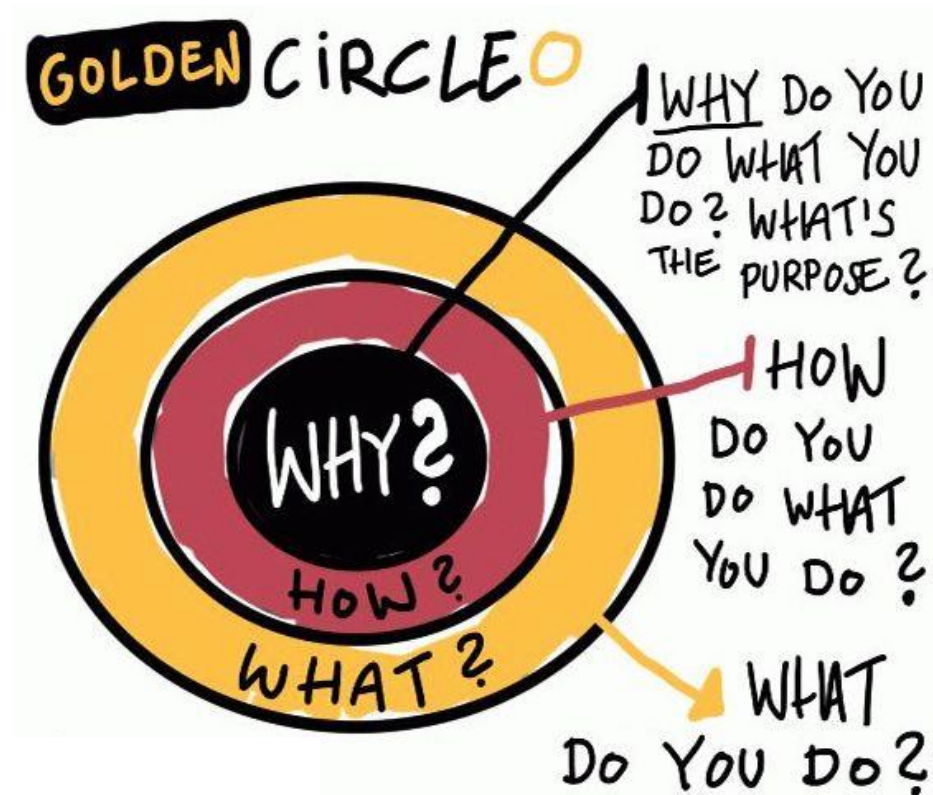
- The entire application **should not exceed 15 pages**.
- Include your name, roll number, preference number for this application in its name, in that order. (0 if it is your only application, a list with preference numbers in case of multiple applications).
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- Deadline for submission: **11.55 pm, 15.04.2017**
- 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:

<b>Shubham Nandeshwar</b>	+91 - 7305361005
<b>Aravind M</b>	+91 - 8056146665

**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

#### Question 1: Build from scratch

Shaastra is now known for building socially impactful campaigns every year to solve relevant problems around us in our own way. Popular campaigns like SYNK, Pledge-A-Book have not only inspired and made an impact on large scale but have transformed the team members to believe in doing something challenging every year.

Suggest an on-ground campaign that you want to execute as a part of Shaastra 2018. We expect you to identify all the stakeholders and define the campaign using them as variables along with your inspiration and an execution plan.



## Question 2: Riding the bandwagon

The **bandwagon effect** is a phenomenon whereby the rate of uptake of beliefs, ideas, fads and trends increases the more that they have already been adopted by others. In other words, the bandwagon effect is characterized by the probability of individual adoption increasing with respect to the proportion that have already done so. As more people come to believe in something, others also "hop on the bandwagon" regardless of the underlying evidence.



Identify at least 3 different PR Campaigns (Online/On-ground) that have been executed by some NGO/Company/Fest/Corporation etc. and map them into similar stakeholders and lay down a broad execution plan if you have to execute a similar campaign. Mention feasibility checks and willingness to associate if the campaign involves a technological solution/product.

## Question 3: SWOT

List down all the PR activities executed by both Engage and Endeavour teams in Shaastra 2017 and do a SWOT analysis for the same.

## Question 4: The drive

How will you ensure self-drive and motivation throughout your tenure as a PR Executive. What will be your mantra towards dealing with failures over the course of the coordship?

## Question 5: The Motivation

What is your motivation behind applying for this post?

*"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.