



COORDINATOR APPLICATION

Department: _____

Name & Roll No.: _____

Hostel & Room No.: _____

Phone No.: _____

Email address: _____

SHAASTRA 2018 COORDINATOR APPLICATION

Media & Student Relations

INSTRUCTIONS:

- The entire application **should not exceed 7 pages.**
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- The application will be your bible for the next year. Ensure that it is a “plug and play” application
- All questions are mandatory
- Deadline for submission: **11.59 pm, 16.04.2017**
- Skillset requested from applicants – None! Just enthuse is enough
- Applications must be saved in pdf format and should be named as follows: Shaastra_2018_M&SR_Coordinator_<Name>_<Roll Number>.pdf
- Completed applications have to be mailed to the mail ids of Shaastra 2018 M&SR Cores
- Please meet Shaastra 2017 coordinators (minimum 5) and strategists (minimum 2)

Shaastra 2018 M&SR Cores

| | | |
|------------|------------|-----------------------|
| Sundar Sri | 8344722722 | sundarsri@shastra.org |
| Amritesh | 9790464392 | amriteshn@shastra.org |

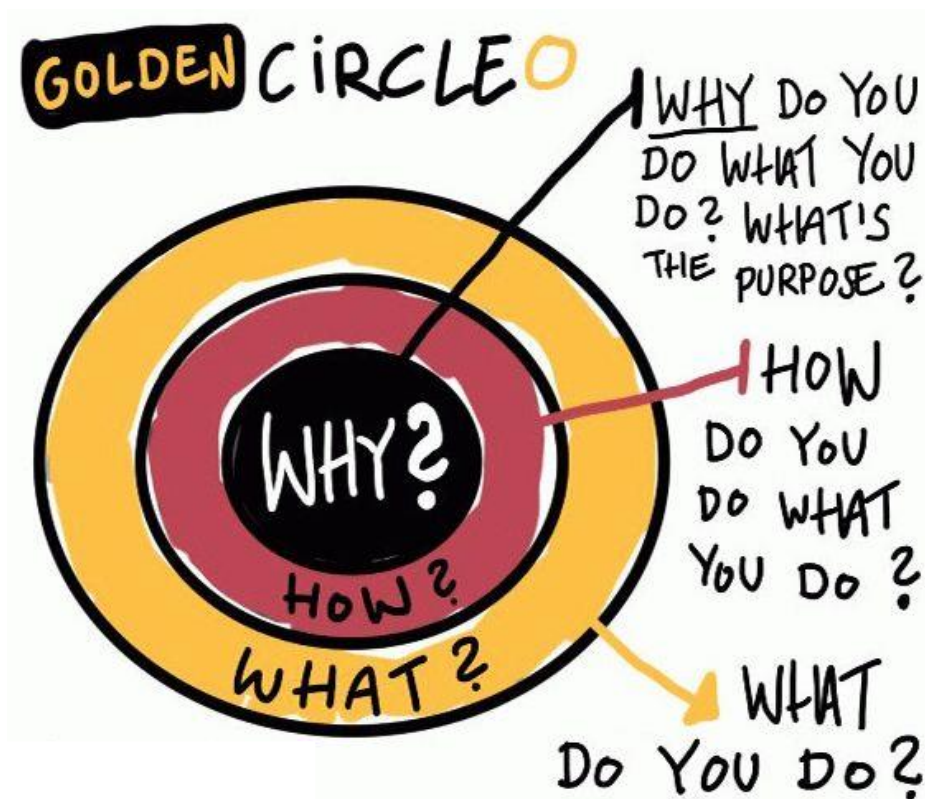
Shaastra 2017 M&SR Team

| | | |
|---------------------|------------------------|------------|
| Strategists | Sudharsan | 7092163456 |
| | Naveen Kanna | 8903940256 |
| | Muthu Kumar | 9884701167 |
| | Rishabh Binaykiya | 9087864248 |
| | | |
| Coordinators | Abijith P Y | 9496670178 |
| | Akhil Krishna | 9539580619 |
| | Alfred Festus Davidson | 9843592707 |
| | Daria S Nair | 9940124316 |
| | Gautam S | 9940122591 |
| | Kapeleshh | 9486720117 |

| | | |
|--|-----------------|------------|
| | Mohan Prasath | 9597958318 |
| | Shruthi Chandra | 9840301971 |
| | Nihal | 9745778141 |
| | Parth Deshpande | 9940113503 |
| | Jawahar | 9976232767 |
| | Sai Shandilia | 8056157508 |
| | Tarun | 8056754783 |
| | Tomin | 9496588158 |
| | Nandha Gopal | 9442680119 |
| | Sharique | 9840298250 |

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.



Wish you all the best

1. Outreach:

- a) What are the major reasons for conducting Spark? Adding on, please explain the structure of Spark and brief timeline associated.
- b) Case study:
Mr.X has been selected as the M&SR core for Shaastra 2018. The entire core team has given Mr.X the responsibility for conducting Sampark. But Mr.X is busy, and does not have time to plan a proper event. Plan it out for him so that Mr.X can present it in the core meet. All the variables in the process, like location, the format of the events, and the finances of the event are up to you.

Points to be considered:

- Understand the structure and processes involved in organising Sampark
- Whatever structure you propose must be feasible and realistic and reflective of the current scenario
- Bonus: Over the years, Sampark structure has been constant in terms of events and workshops. Suggest some new methods (ex: new type of event or social campaigns) which can be readily associated with it.

2. Publicity:

a) **Internal Branding:**

Suggest some ways to brand or publicise Shaastra extensively to insti junta.

Note: Focus especially on Freshies and PG students. Max 5 points

b) **Chennai Publicity:**

Majority of the participation for Shaastra is from in and around Chennai. Come up with new initiatives which can be organized in and around Chennai for publicity.

Points to be noted:

- Ideas should be feasible (financial and non-financial attributes should be considered)
- Likely venues are Colleges, Beaches and major public gatherings

3. Media:

Remember that you will be the representative of Shaastra to Media which include national newspapers and TV channels. So the professionalism should be maintained at its highest level.

- a) Any interaction with Media starts right with 'drafting a mail'. So Draft a mail to a newspaper Editor requesting for coverage of our outreach event Spark or Sampark.
- b) During the interview you should be ready to give a mock call to the chief editor of a national newspaper

Note:

- Pitch is the secret ingredient for Media Handling
- You can choose to pitch either Spark or Sampark
- Mail should be addressed to Editor of any newspaper like The Hindu or Times Of India
- Again, maintain Professionalism