



## COORDINATOR APPLICATION

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

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

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

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

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

# SHAASTRA 2018 COORDINATOR APPLICATION SPONSORSHIP & PR POSITION – CORPORATE RELATIONS

## INSTRUCTIONS:

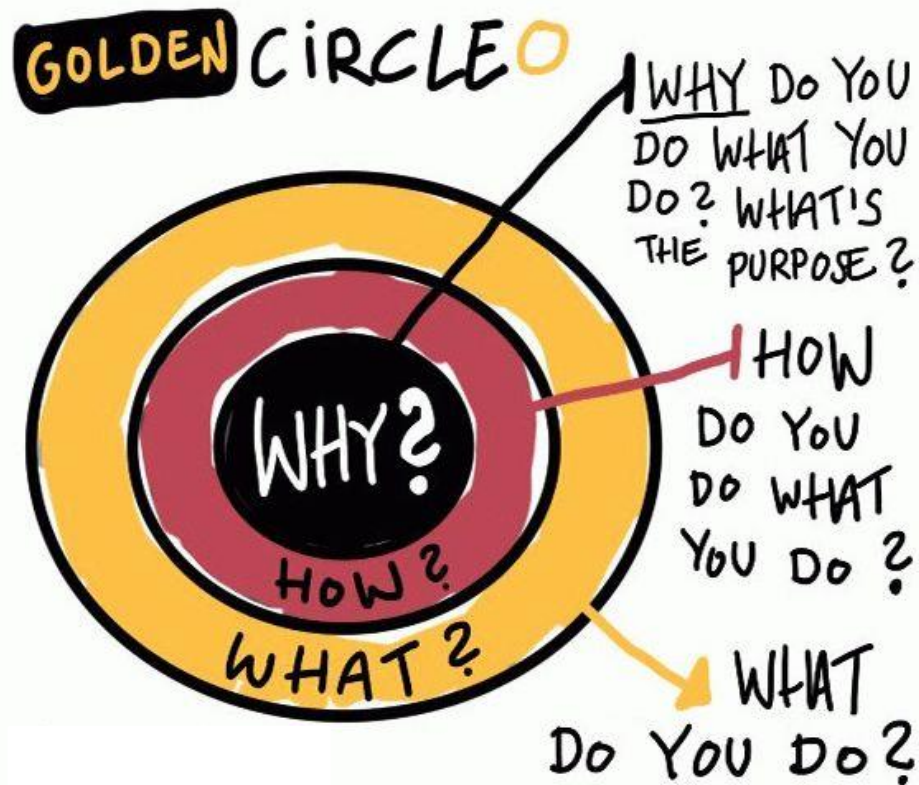
- The entire application **should not exceed 15 pages**.
- Include your name, roll number, preference number for this application in its name, in that order. (0 if it is your only application, a list with preference numbers in case of multiple applications).
- The number of ideas does not matter if not validated properly. Each idea should be thoroughly thought through before being included in the application
- Deadline for submission: **8.00 pm, 14.04.2017**
- 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:

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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. Identify two major problems of the Corporate Relations Team at its current state which pull down the efficiency of the team. Suggest ways to get around the same and improve the efficiency of the team.



To get you started on the thought process behind this question, you could perhaps look at the way the team works internally from contacting companies, deliverable execution to administrative procedures, sponsor satisfaction etc.

- Pick any 2 companies (different verticals) who you feel would be a sustainable and worthy addition to Shastra 2018. Clearly define the parameters you will use to gauge the potential of the company, for instance, deliverable mapping, RoI enhancement etc. and justify your choice of companies using the parameters defined by you. Put down your method of approach and how you would bag these companies – essentially your poaching strategy.



Show us your ground work and clarity of thought in your answer.

- Apart from Corporate Sponsorship, elucidate feasible ways for the Corporate Relations Team to enhance the quality of Shastra as a whole. Include appropriate feasibility checks for the same.
- Suggest intelligent ways to increase cash sources. Elucidate your reasons for the choices. Provide working sample evidences, wherever applicable, to substantiate your answer.



- "If you're walking down the right path and you're willing to keep walking, eventually you'll make progress." - Barack Obama**

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

6. 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.