

Initial Draft of Proposals
for the post of General Secretary (Social And
Cultural),
Technology Students' Gymkhana,
Indian Institute of Technology
Kharagpur
Academic Session 2025- 2026
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Overview Proposals:

Proposal 1: Introduction of a Social and Cultural Website for IIT Kharagpur

Proposal 2: Encouraging participation of local arts and folks during spring fest.

Proposal 3: Introduction of Open IIT Costume Design

Proposal 1: Introduction of a Social and Cultural Website for IIT Kharagpur

Overview:

While IIT Kharagpur has a vibrant social and cultural scene, several challenges hinder effective communication and participation in campus events.

1. **Fragmented Information Sources:** Event details are scattered across various social media platforms, making it difficult for students to stay informed.
2. **Lack of Centralized Information on Societies:** There is no single platform providing comprehensive information about various socio-cultural societies/clubs and their selection processes.
3. **Limited Visibility for Events and Talents:** Many events and talented individuals struggle to reach a wider audience due to inadequate promotion.
4. **Absence of Historical Data:** There is no centralized repository of past events and achievements, limiting institutional memory and future planning.
5. **Dependency on Social Media:** Reliance on social media platforms for information dissemination leads to inconsistent and potentially missed communications.

The Introduction of a Social and Cultural Events Website aims to address these issues by creating a comprehensive digital platform for event promotion, society information, talent showcasing, and event archiving.

Implementation:

1. **Design and Development:**
 - Create a user-friendly, responsive website with intuitive navigation.
 - Develop sections for societies, events, talent showcase, and archives.
2. **Content Population and Integration:**
 - Collaborate with all socio-cultural societies to gather and update information.
 - Integrate event calendars, selection process details, and society profiles.
3. **Feature Development:**
 - Create dedicated pages for major events like Open IIT and General Championships.
 - Develop a statistics dashboard for Open IIT and GC results.
4. **Launch and Promotion:**

- Conduct a campus-wide awareness campaign to drive adoption.
- Inform society representatives about the content management features available on the platform, allowing them to easily update and manage their society's information and events.

Impact:

1. **Centralized Information Hub:** A single platform for all socio-cultural information, reducing dependency on scattered social media sources.
2. **Enhanced Visibility:** Showcasing IIT Kharagpur's socio-cultural talent in one place, increasing exposure for events and individuals.
3. **Improved Engagement:** Easy access to society information and selection processes will encourage more student participation from all majors.
4. **Open IIT and GC Promotion:** Dedicated sections for major events will boost publicity and engagement.
5. **Historical Record:** Maintaining an archive of past events and achievements will preserve the institute's cultural legacy.
6. **Data-Driven Insights:** Tracking participation and performance statistics for events like Open IIT will aid in future planning and improvement.

Proposal 2: Encouraging participation of local arts and folks during spring fest.

Overview

Spring Fest, IIT Kharagpur's annual social and cultural festival, is one of the largest college fests in India, attracting participants from across the country and abroad. However, despite its scale and vibrancy, there is limited integration of local arts and folk culture into the fest. This creates missed opportunities to celebrate regional heritage and engage with the local community.

1. **Limited Representation of Local Art Forms:** Folk music, dance, and crafts from West Bengal and surrounding regions are underrepresented in the fest's lineup.
2. **Lack of Awareness Among Participants:** Many attendees are unaware of the rich cultural heritage of the region.
3. **Minimal Collaboration with Local Artists:** Opportunities for local artists to showcase their talent at a national platform like Spring Fest remain scarce.

4. **Missed Cultural Exchange:** The absence of local art forms limits cultural exchange between students and the surrounding community.

Implementation

1. **Identify Local Art Forms:**

- Collaborate with cultural organizations to identify prominent folk music, dance, crafts, and performance styles from West Bengal.
- Include art forms like Baul music, Chhau dance, Patachitra painting, and Bengali folk theatre.

2. **Engage Local Artists:**

- Reach out to renowned local artists and performers through cultural associations.
- Offer them dedicated slots during flagship events like Star Nights or Lake Side Dreams.

3. **Curate Workshops:**

- Plan interactive workshops where participants can learn traditional crafts or folk dances directly from local artisans.

4. **Pre-Fest Publicity:**

- Highlight the inclusion of local arts in promotional campaigns via social media, posters, and videos.
- Conduct teaser events showcasing snippets of folk performances in nearby cities.

5. **Community Engagement:**

- Involve local schools and colleges in workshops or performances to strengthen community ties.

Impact

1. **Cultural Enrichment**

- Enhance awareness among students about regional heritage by showcasing diverse art forms.

- Promote cultural exchange between students and the local community.
- 2. Support for Local Artists**
 - Provide a national platform for artists to gain recognition and expand their reach.
 - Generate income opportunities for artisans through exhibitions and workshops.
- 3. Strengthened Community Relations**
 - Build stronger connections between IIT Kharagpur and its surrounding communities through active collaboration.
 - Foster goodwill by celebrating local traditions on a large scale.
- 4. Enhanced Fest Experience**
 - Diversify Spring Fest's offerings with unique performances that stand out from mainstream events.
 - Attract a broader audience interested in experiencing authentic regional culture.
- 5. Long-Term Sustainability**
 - Establish annual collaborations with cultural organizations to ensure continued participation of local artists.
 - Create a permanent section on the Spring Fest website dedicated to promoting regional art forms year-round.
 - Document performances and workshops as part of an archive to preserve these traditions for future editions of Spring Fest.

Proposal 3: Introduction of Open IIT Costume Design

Overview

Costume design is a unique and creative field that combines innovation, craftsmanship, and cultural expression. Despite the immense potential for costume design to thrive within IIT Kharagpur's vibrant socio-cultural ecosystem, several challenges hinder its growth:

1. **Lack of Organized Platforms:** There is no dedicated society or platform for costume design enthusiasts to showcase their creativity or collaborate on projects.
2. **Limited Opportunities for Participation:** Students interested in costume design have minimal avenues to engage in competitions or events at the campus level.

3. **Absence of Recognition:** Talented individuals in costume design often go unrecognized due to the lack of structured initiatives.
4. **Dependency on External Events:** Students rely on external competitions and events to display their skills, limiting opportunities for campus-wide engagement.

The introduction of an Open IIT Costume Design Society aims to address these issues by providing a centralized platform for costume design enthusiasts, fostering creativity, collaboration, and recognition.

Implementation

- **Infrastructure Development:**

- Set up dedicated spaces for designing and crafting costumes (e.g., workshops or studios).
- Procure essential tools and materials required for costume creation.

- **Competitions:**

- Organize Open IIT Costume Design competitions with themes such as heritage wear, monochrome designs, or sustainable fashion.
- Include categories for individual designers and team-based projects.

- **Workshops:**

- Conduct workshops on costume sketching, fabric selection, sewing techniques, and accessory design.
- Invite industry professionals to mentor students.

- **Collaborative Projects:**

- Partner with other societies (e.g., dramatics or dance societies) to design costumes for performances.
- Encourage interdisciplinary collaborations between designers, engineers, and artists.
- **Showcase Events:**
 - Host fashion shows during Spring Fest or other cultural festivals to exhibit student creations.
 - Create a digital gallery on the society's website to showcase designs year-round.

Impact

1. Centralized Platform:

- Provide a single hub for all costume design-related activities, reducing dependency on external events.

2. Recognition of Talent:

- Offer opportunities for students to showcase their skills through competitions and exhibitions, boosting their confidence and visibility.

3. Skill Development:

- Enhance students' technical and creative abilities through hands-on workshops and collaborative projects.

4. Cultural Enrichment:

- Promote cultural diversity by encouraging designs inspired by regional heritage and traditions.

5. Campus Engagement:

- Strengthen the socio-cultural fabric of IIT Kharagpur by integrating costume design into major campus events like Spring Fest.

6. Career Opportunities:

- Prepare students for careers in creative industries by providing exposure to professional practices in costume design.

7. Long-Term Sustainability

1. Build partnerships with local artisans and designers to incorporate traditional techniques into projects.
2. Maintain an archive of designs created by members for future reference and inspiration.
3. Expand outreach efforts by participating in inter-college competitions and national-level events.