

# MANIFESTO FOR THE POST OF CULTURAL AFFAIRS SECRETARY - ARTS

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## VISION

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*To ensure Sangam and LitSoc drive pan-institute inclusivity  
To elevate the Saarang Experience and enhance the Saarang Brand*

## SANGAM & LITSOC

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### INCLUSIVITY & EXPOSURE

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- Foster inclusivity at hostel level by awarding LitSoc Points for **Intra Hostel Events**
- **Mentoring Freshie Hostels** by dividing them among senior hostels
- **Associating with MiTR** to induct and expose ALL freshies to the rich cultural scene of the institute
- Conduct **PG Freshie Nite** and **Exclusive Orientation Sessions** preceding Misram
- Organise **Cultural Events in Vernacular Languages** through the clubs in tandem with Samithis
- **Increase exposure to the cultural scene outside** by compiling a *Fest Calendar* and by forming *Cross Club Contingents* for selected fests across the city and the country

### STRENGTHENING SANGAM

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- A **Sangam – Saarang Mandate** will be drafted to formally define the roles and duties of all cores and conveners to enable seamless integration of work and resources
- **Survey the cultural scene** to make data driven decisions in the future
- **Sangam branded goodies** will be given for winning, qualifying or participating in events
- **Boost internal publicity** through online, offline and mobile channels for effective information dissemination and for encouraging culture appreciation
- Launching **Sangam Website**, a one stop portal for all information regarding Sangam and LitSoc and an archive of their history

## SAARANG

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### BRANDING & PR

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- Bring together the Saarang audience to perform **record breaking feats**
- Creation of a **Saarang Mascot** to bring the Saarang Brand to life
- Formation of a **Dedicated Social Responsibility Team** to create significant sustainable social impact
- City wide **Flash Mob Contest** to create buzz in the city during the months before Saarang

### SAARANG EXPERIENCE

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- **Elevating the Fest Experience** - Recreating a carnivalesque feel in Saarang by introducing street performers, artisans and enhanced ambience
- Creation of **Saarang Nova**, a dedicated team which will bring refreshing and new events to Saarang every year and expand its horizons

## CREDENTIALS

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- Professional Shows Coordinator, Saarang 2016
- Social Affairs Secretary, Ganga Hostel 2015 – 2016
- Facilities Coordinator, Saarang 2015
- QMS Core, MEA 2015-2016