



Policy for Campus Ambassador

Guidelines for Campus Ambassador

1. The most important part of your job is to make students in your college aware of Advitiya IIT Ropar and ensure maximum participation in its events. This can be done by:
 - Sharing the posts from our Facebook page on your timeline and your college Facebook groups.
 - The same can also be done through WhatsApp groups.
2. Your role is to ensure that maximum people visit our website and register (as soon as the registrations begin). This will be the most important and most rewarding task.
 - Focus on the technical clubs of your college, say the Robotics club, the automotive club, etc. and personally talk and convince the members and coordinators to register in various events of Advitiya.
 - Talk to the old participants as they might be interested and can help you get more participants.
3. Like and follow the Facebook and Instagram page of Advitiya IIT Ropar and convince others to do the same. Invite people to like our page by using 'invite all' extensions of your internet browser. You can send the links of these pages personally to your close friends and make them do the same.
4. The events posters will be released on our social media pages, which should be shared in different groups on Facebook and WhatsApp. All these activities have points and the screenshots of the posts shared by you will help you earn them.
5. You will be required to print some posters (on an A3 sheet of paper or bigger) and paste them at various active and lively areas of your college like the cafeteria, mess, notice boards etc. Share pictures of those posters along with students on the Facebook page of Advitiya and use its screenshot to earn points.





6. You have to take permissions from your Faculties (or DEAN Student Affairs) for organizing flash mobs and publicity drives in your colleges.
7. Check your Mail and WhatsApp regularly for the updates.
8. Deadlines are important. Make sure you adhere to them else you will lose points.

Begin your work by liking and inviting others to like the Facebook page of Advitiya. Share the existing videos and posts of Advitiya and most importantly share the 'Campus Ambassador' post in Facebook and WhatsApp groups of other colleges. Here are the links to our various pages and websites:

Facebook page – <https://www.facebook.com/advitiya.iitrpr/>

Instagram page – https://www.instagram.com/advitiya_iitrpr/?hl=en





Points Table

1. Like our Facebook page – 5
2. Follow our Instagram page – 5
3. Get people to like our page:
 - a. 5-15 friends – 5
 - b. 16-25 friends – 15
 - c. 26- 50 friends - 30
 - d. 51-100 friends- 60
4. Share our posts on WhatsApp groups having at least 30 members – 2 points per share.
5. Share our posts on your WhatsApp status:
 - 5 points per status after a minimum of 50 views.
 - 10 points per status after a minimum of 200 views.
6. Share our posts on your Facebook groups having at least 30 members - 5 points per share.
7. Share our posts on your Facebook story – 5 points per story after a minimum of 50 views.
8. Share our posts on your Instagram story:
 - 7 points per story after a minimum of 75 views.
 - 14 points per story after a minimum of 250 views.
9. Get students to register for Advitiya'20:
 - 3-5 participants – 30 points
 - 5-10 participants – 40 points
 - 11-20 participants – 50 points
 - 21-30 participants - 75 points
 - 31-50 participants - 100 points
 - 50+ participants – 10 points per participant
10. Paste our posters in generally crowded areas of your college campus and send the photo of each pasted poster – 5 points per Poster. (Click a photo of all the posters together before pasting them).
11. Give us contact details of students /professors currently in charge of technical activities – 5 points per contact.



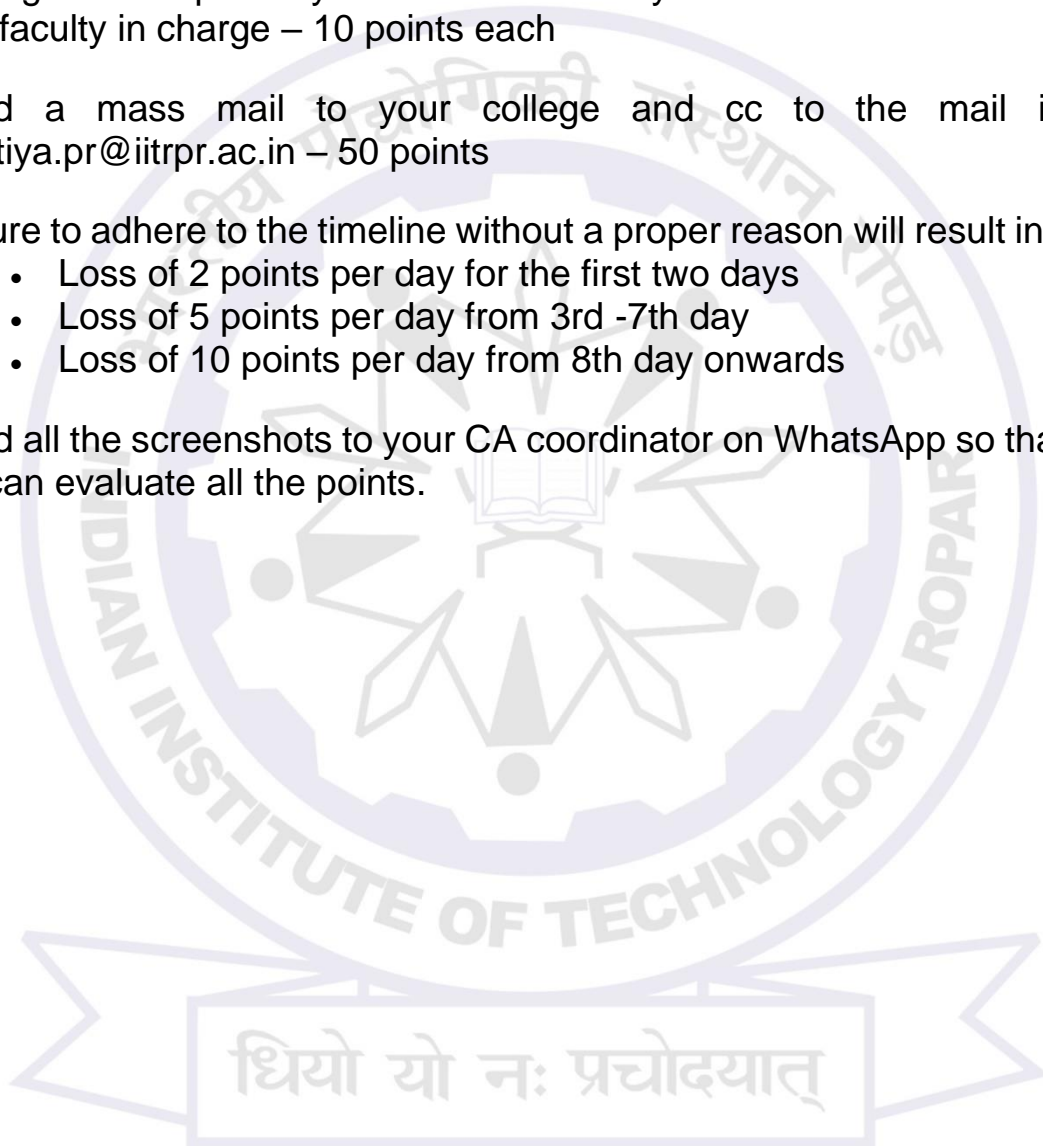


IIT ROPAR Presents
ADVITIYA'20



12. Organise a briefing for our publicity team with your college students to inform them about Advitiya – 30 points
13. Arrange for our publicity team to meet with your technical club representatives – 5 points per club
14. Arrange for our publicity team to meet with your Technical Secretary and faculty in charge – 10 points each
15. Send a mass mail to your college and cc to the mail id advitiya.pr@iitrpr.ac.in – 50 points
16. Failure to adhere to the timeline without a proper reason will result in:-
 - Loss of 2 points per day for the first two days
 - Loss of 5 points per day from 3rd -7th day
 - Loss of 10 points per day from 8th day onwards

Send all the screenshots to your CA coordinator on WhatsApp so that we can evaluate all the points.



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www.advitiya.in



IIT Ropar, Birla Seeds Farms
Rupnagar, Punjab-140001





INCENTIVES

1. Top 50 CAs will get free main night passes.*
2. Top 50 CAs will get free Giggles (stand-up comedy) passes.*
3. Top 10 CAs will get a certificate of excellence with their rank mentioned in it and goodies worth Rs 15000.
4. Top 5 CAs will get free accommodation at IIT Ropar during Advitiya.
5. CAs who will bring more than 20 participants will get free goodies and t-shirt of Advitiya'20.
6. CAs with points in between:-
 - 75-100: Who has brought more than 5 participants will get 10% discount on solo events.
 - 100-200: Who has brought more than 10 participants will get a 20% discount on solo events.
 - 300+: Who has brought more than 20 participants will get a 50% discount on solo events.
7. CAs will get monetary benefits as follows:-
 - For bringing 10-15 participants - 3% of the total money acquired from registration fees.
 - For bringing 15-30 participants - 4% of the total money acquired from the registration fee.
 - For bringing more than 30 participants - 5% of total money acquired from registration fees.
8. All remaining CAs will get a certificate of Marketing Internship under Advitiya, IIT Ropar.

**** The above points are subject to changes in future and you will be notified about the changes through proper communication channels.**

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