

# ANALYSING THE EVENT MANAGEMENT IN CONTEXT OF UNIVERSITY FESTS OF DELHI-NCR

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## INTRODUCTION

### EVENT MANAGEMENT

Event management is the system by which an event is masterminded, organized, and made successful. Additionally likewise with some other sort of management, it encompasses the examination, definition, obtainment, divide, heading, control, and examination of time, reserves, people, things, organizations, and various resources for achieve objectives. An event boss' primary obligation is to oversee and engineer each piece of an event, including asking about, orchestrating, sifting through, completing, controlling, and surveying an event's arrangement, activities, and creation. it is a the investigation of masterminding, sifting through, planning, sorting out, driving and repaying people or staff to accomplish the visionary objectives of the event producer or client.

In order to understand designing and production of a successful event one has to understand some of the basic guidelines like:-

- Getting objectives – what is the purpose behind the event? What experience do we need people to have?
- Setting up courses of events – making sense of what requirements to happen and when. Any gigantic event incorporates complex time the administrators, arranging and coordination of others' development.

- Picking a setting or venue – picking a scene may have all the earmarks of being clear yet the essentialness of finding the right venue should not be barely cared about. This incorporates research, understanding and cost game plan and building working associations.
- Sourcing and directing suppliers – every event incorporates an extent of suppliers. From cooks to lighting, contrasting suppliers need coming to, short-posting, masterminding costs with and completing agreements. Starting there, viable organization everything being equivalent, ensuring they fulfill their employments on time and inside spending plan, is essential to the achievement of the event.
- Regulating spending plans – in all likelihood second just to having clear objectives comes fruitful spending the board. Passing on a phenomenal event is basic with endless resources.
- Administering risk – events are incredible, as having various parts adding to an event infers diverse potential motivations behind frustration. Understanding what the threats are, the likelihood of each one rising approaches to confine risk and working up an
- incredible crisis strategy in the event of issues is a non-begging to be proven wrong task in event the administrators.
- Thinking monetarily – choosing decisions in the event organizing process that consider the social and normal impact.

## 5 C'S OF EVENT MANAGEMENT

The route toward masterminding an event from start to finish may be isolated into 5 key stages, which are known as 5 Cs.

**1. Conceptualisation:** This is the underlying stage in event masterminding. It implies the essential idea of the event. At this moment event management, there five critical requests one should present:

For what reason is the event happening (is there something explicitly you need the group to find a workable pace)?

WHO are the people related with this event?

WHEN is the event happening?

WHERE is the event happening?

WHAT exactly is the event about?

**2. Cost: Costing** is the course of action of spending plan for the event, recalling beyond what many would consider possible set by the clients. It is imperative to know the hold available and the assessed costs for the event. The money related support must join point-by-point information and cost of all aspects of the event.

**3. Crusading/canvassing:** It is basic to prompt the guests right on time about the event so they can make out time from their clamouring schedule to check out the event. Requesting in event management furthermore ordinarily incorporates gaining sponsorships, raising resources and publicizing.

**4. Customizing:** In customization, unprecedented thought is given to the client's sales to pass on an event that arranges their essentials. This stage bases on tastes of clients, client satisfaction and rolling out the crucial improvements in the event as indicated by the necessities of the client.

**5. Carrying out:** This stage incorporates the execution of the entire game plan. It brings all organizing excitedly. The plan is re-examined and evaluated with respect to client necessities, spending limit and outer conditions before the course of action is executed.

## **DEPARTMENTS OF EVENT MANAGEMENT**

There are around 5 departments that makes an event management team and helps in organising an event successfully in a systematic manner and making them hassle free.

- Production department
- Hospitality department
- Logistics department
- F&B department
- Client servicing department

**PROCUCTION DEPARTMENT-** it is responsible for planning and producing the whole event like deciding theme, décor, stage, lighting, sound etc.

It takes care of the resources, prepares and implement the risk management plans.

**LOGISTICS DEPARTMENT-** it is responsible for custom clearance, cargo insurances.

Helps in moving goods form 1 destination to other in most efficient manner.

Logistics include supply, transport, linking, flow control and information network.

It also prepares and implement the risk management plan related to logistics.

**HOSPITALITY DEPARTMENT-** it looks after the guests

Seating arrangements

Food and refreshments

Information stands manned by event personal

Facilities to the people

Assistance with parking

Good public announcement system

**F&B DEPARTMENT-** it looks after the budget set by the professionals.

Spends money in the most efficient ways.

**CLIENT SERVICING DEPARTMENT-** it ensures the client satisfaction with the organisation's or event's services.

Does formalities like sending reports, feedbacks from the client to the professionals of higher authorities.

## **TRENDS SEEN IN COLLEGE FESTS IN RECENT YEARS**

Festivity season at Delhi University has almost reached the ultimate objective. Thinking back, explicit examples told the lifestyle and the gathering over these couple of months. From standard school fests to division fests, from star displays to sponsorships, from sustenance eases back down to form (and its disasters), the University saw some of the most exuberant incidents.

This year, star displays, the best game plan of the enormous college fests pulled in huge gatherings everything considered of the colleges. Relationship with high spending plans went to call performers like Arijit Singh, Mohit Chauhan, Shaan, Papon and Kailash Kher to give a few models however, various colleges saw Punjabi stars like Diljit Dosanjh, Bohemia, Indeeep Bakshi among others. This new example of interfacing Punjabi stars for the fests is apparently a sensible course of action, in a general sense considering the way that they are not secured under expansive Bollywood fury and it ends up being a less excessive endeavor. Not simply that, Punjabi performers make that insane perspective among the spectators by singing social occasion numbers. With many star nights covering, university students had started prattling to themselves about where to go and where not to. Regardless of the way that looking at it from a broad perspective, skilled workers playing out this year were dynamically esteemed and pulled

in immense groups stood out from a year back. The fests that were marked as "enormous" a year back may have disappointed a couple, while hardly any others pulled in various young heads from wherever all through the University.

The sustenance hinders everything considered of the fests, in any case, frustrated predominant piece of understudies. While the normal snacks, pasta were routinely found at colleges, at explicit events, the college holder probably was more required than the sustenance eases back down at the fest. Close by new eating joints and bistros in the University zone were furthermore considering understudies here and there. In the wake of going to classes late for the whole year, tidied up in night suits and robe, the fest season in every practical sense changed the day-by-day calendar of all school understudies. Showing up at 4 hours before the presence of the star performer and tidying up to amaze others were most the examples among the adolescents, especially youngsters. For the most part, the concealing and sort of all of these segments during this season will make up only for the destroyed timetable during the other season. Finally comes a period, when understudies quit examining the disorder going on and fight to locate a functional pace on time.

### **NEW AREAS ADDED IN FESTS**

Many new things are added in the college fests to make them more entertaining, successful for the people attending them. One can enjoy the celebrity of course but apart from that one can enjoy the following things that are now experienced are seen new in the fests:

- A Paintball competition. This should be captivating and can be executed conveniently given that your grounds is adequately huge.
- Murder Investigation. You can have a back story and leave hints all around the grounds, close by fakers going about as dead bodies, and have a couple of volunteers go about as witnesses.
- Mad Ads. The gatherings need to prepare convincing and connecting with advancements for recounted things.
- snippets, plays
- 5 a side football.
- On the spot prompts for story forming or pennant making.
- A gaming competition. It could be either applications like Flappy Bird, or PS/XBOX games like GTA or COD.
- Karaoke and Dance offs.



## **COMPARING THE FEST ORGANISED IN RECENT YEARS AND PAST YEARS**

Fests that are organised in today's time are comparatively more energetic, exciting and involves a lot many things to do rather than just attending the celebrity that is invited.

The fests are organised on a grand scale now as compared to the previous year's fests. More and more students, management team are now involved in making a fest successful.

Different activities are now added for people to enjoy those days to the fullest.

When it comes to the security, the fests are now more safe as there is a separate team looking after this area throughout the fest. But there are still some cases that shows the lack of management skill on the team's part which will hopefully be finished with the time.

Food stalls, games etc are set up at low costs so that people there don't hesitate on spending the money.

We can see that the celebrities that are invited are famous as compared to the celebs invited in the previous year's fests. This is because of the rise in the budget of organising the fest. This also affects the experience of the public as the number of people attending the fests increases which makes the fest successful and profitable for the university/college.

## **FACTORS THAT ARE NOT UNDER CONTROL OF EVENT MANAGEMENT TEAM**

A few factors are not under the control of event management team. To overcome these factors they make a risk management team. Some of the factors are weather, celebrity getting late and arriving the location late and many more on which the team has no control and are not responsible but are connected to the issues in some way or the other.

To avoid the weather issues on the day of event, they take precautions beforehand and plan the event according to the study of weather report. The stage is set as per the weather conditions to help the public enjoy the event as much as they can. Similarly, they make a risk management team for the celebrity as well. They take care of the timing of the celebrity, their transportation, entry exit security etc. if the celebrity is late due to some work or traffic or any other reason, they take over the stage and indulge the public in some other performances to give some more time to the celeb. They take care of the last minute changes in the plan of event. Any mishap in the crowd is not directly related to the event management team but at the end of the day, are held responsible for the same. To avoid this they make a team that looks after the crowd in order to avoid any kind of mis-happening.

## **AREAS THAT REQUIRE FOCUS**

Then there are areas that still require more focus on part of the management team like security, entry allowance and methods- the perfect example for this will be recent incident of molestation and harassment that is registered in Gargi College during the fest.

### **GARGI COLLEGE INCIDENT-**

The yearly social fest of Gargi College was reserved to hold from 4 to 6 February 2020. On 6 February 2020, the most recent day, a music show was sifted through for which playback vocalist Jubin Nautiyal was welcome to perform. The bunch began to comply with 3:30 pm around the two entryways of the grounds. Since the school is a women's school, men are simply allowed to enter with passes and the segment was reserved to close after 4:30 pm. As far as anyone knows the entryways remained open for an increasingly drawn out time and IDs and passes were not checked for the men's passage. The security system wind up being insufficient as men were allowed to enter the grounds without authentic checking of IDs and segment passes. A couple of reports express that the gateway was not hurt from the beginning, an association official had made a way for offer entry to a vehicle. At the point when the entryways were opened, because of clog, the mass including various non-students, rushed inside. The surge of the gathering continued for a significant period of time. It was represented that 5,000 to 10,000 individuals collected in and around the grounds. As indicated by facilitators of fest, the ordinary gathering was around 6000; 3000 understudies and around 3000 progressively through area passes.

According to the spectators' statements and the online interpersonal interaction posts by understudies and staff, the crowd entered around 6:30 pm. It was represented that the men were respectably matured and came in trucks. Understudies said that those men didn't appear, apparently, to be understudies and a couple of reports similarly affirmed the men were returning from a specialist CAA rally who were hollering "Jai Shri Ram". As male understudies required ID cards and goes to enter the grounds, the group "totally decimated" and hurt the entryways and capably progressed into the school grounds. Some of them moved over the dividers and hurt understudies' vehicles. The men walked around alcoholic and shirtless. They conveyed with them alcohol, cigarettes and weeds. Some of them sat on the eases back down of dealers and hurt the property of the school. They assaulted women and sought after them in the grounds. One understudy told the NDTV that while she and her associates were staying in a social event and were talking, a get-together of three men came and hurled money at her and left laughing and cheering. She said she expected to report this to the Proctor yet she couldn't as sign jammers were presented for the fest. Understudies similarly cried to the organization that it was masterminded as a segment of the men passed on eggs and hurled them at the understudies. One understudy said the gathering was

"tremendous" and she was unable to move out and was snatched on numerous occasions and expected to stay inside the reason for 40 minutes. Exactly when she went out in an open space, one of the men started jolting off at her. At the point when she escaped, a first-year understudy rushed to her and said that a get-together of five or six men were cornering her to assault. Another understudy said they were gotten, assaulted and trapped by specific men who appeared, apparently, to be in their mid-thirties. A couple of youngsters ran towards washrooms anyway they were trailed by men and catapulted them inside. A part of the understudies, through online life posts, said that they were even followed to their lodgings and offices and some were followed to metro station when they left the grounds.

The above incident proves that there are still some areas that requires more attention of the organisers, event management team in order to avoid such happenings and make it safe for not only for girl but for boys too. Security is one of the major area in organizing an event on such large scale, which should be promising.



## QUESTIONNAIRE

NAME-

AGE-

Q1. Do you attend college fests every year?

- Yes
- No

Q2. Do you think there is still a need to add on some more games and options for making the fest exciting?

- Yes
- No

Q3. Are you satisfied with the arrangements like security, food stalls, games etc?

- Yes
- No

Q4. What all areas do you think the organizers need to improve?

- Security
- Entry allowance
- Crowd control
- Games, food stalls



Q5. Do you think the previous year fests were safer & manageable as compared to today's fests?

- Yes
- No

## **CONCLUSION**

After analysing the questionnaire filled by the people, one can derive many conclusions. Around 58% people who were between 17-23 age group attended the college fests every year and according to those people, there is still a need to add some more areas to make fests a better experience and an exciting one. Most of the people who filled the above questionnaire marked NO when asked when asked if they were satisfied with the arrangements like security, food stalls, games etc. The major area that requires more attention and focus of the team is security and entry allowances, which can be the reason of dissatisfaction of the people when asked in the previous question. In the last question, there were mixed reviews as almost half of the people marked YES that fests are now safer and well managed as compared to the previous year's fests and half of them marked NO for the same.

It is fair to say that fests these days are an important part of every college student as it provides them a stage to showcase their hidden talents in front of the audience. They help them learn a lot of things. When it comes on the comparison of fests with previous years, it will be fairly said that there are some areas that are improved drastically where as some areas like security, crowd management etc still requires attention and needs to be work upon. Fests were and will always be exciting and entertaining if organized and managed properly.