

Name: Nikita Thakrar

Position: Public Relations Officer

Star Plus Alumni Candidate Manifesto



A manifesto is a vision set out by candidates who are hoping to be elected by the group members to become part of the National Star Plus Alumni Group Committee. The manifesto is what the electorate can judge and compare each candidate against one another



1. How do you think the strengths of the Alumni can be better utilised to further individuals in the group socially, professionally and even academically?

Every graduate of Star Plus has developed into an individual of the highest caliber, and each one of us has something to offer. One of the main strengths of the alumni is that we all come in diverse forms: different disciplines, hobbies, and fortes, and this factor should be fully utilized.

Networking - this is a 'buzz' word that is present in every graduate's mind. I believe that, in order to progress socially, academically and professionally, experience is the key. However, I also believe that without opportunity, there cannot come experience. In this globalised world today, there are many of opportunity out there; however sometimes this information isn't always available to us, and this is why ALL Star Plus graduates should be able to easily and efficiently share their thoughts, experiences and ideas, which will help enhance them in different ways.

2. What do you believe are the needs of Star Plus Graduates that the committee can deliver?

All Star Plus graduates have one thing in common – 'the ability to see things differently'. Sometimes, as time goes on, some of us forget the significant skills and concepts that we learnt during the course. A strong need of Star Plus graduates is the requirement to re-ignite our thirst for knowledge, so that we can all grow continually in the never ending learning process. I think the committee can organize seminars and conferences where graduates can refresh their knowledge.

Another fundamental need of every graduate is: communication. When I was part of the course, my group was actually like my family (slightly cheesy I know, but that's what it was like). I think that still holds today and it would be incredible if all graduates could easily be in contact with each other.

3. If elected, what do you hope the Alumni Committee will achieve in terms of events, fundraising and group support?

Events - An amazing opportunity would be to visit a developing country, and understand its culture, business ethics, whilst also networking with their leaders in business, social enterprises and corporate companies. Events should also be in the form of workshops/ seminars and national conferences providing unlimited exposure to all graduates.

Fundraising – I do think that fundraising is something that a team of creative individuals can present and execute, however the main challenge that I hope to address would be creating an awareness of these events, encouraging greater participation and achieving a sense of a 'Star Plus Community' whilst doing so.

Group support – Every graduate should get support in the form of a complete system. Whether it be academically, professionally or emotionally, the Star plus Alumni will be geared to providing support in every way we can.

Public Relations Officer: Explain how you would look to keep the Alumni informed, and up to date with all that's happening at IGC and Star Plus? How do you hope to build new networks with industry, the media, and universities for the Alumni to take advantage?

Branding - Every institution is like a person. Whereas a person has their personality, an organization has to have a strong brand. I think that in order to build these influential relationships and networks with people in professional walks of life, the media and universities, Star Plus must have a strong brand. The main aim for me would be to endorse a positive image of Star Plus & IGC and the values and mission that they hold. A long process that it may be, one of the visions is to have everyone know what 'Star Plus' really is and recognize the prestigious nature of this course, its community and its Alumni. I think in modern culture, there seems to be a viral effect in creating a brand and if our 'Star Plus Community' starts with strong momentum, they viral effect will follow.

Forum/Blogging – Creativity. I think due to the evolution of social media, 'connecting with the cohort' should involve an ACTIVE forum, where graduates would be able to instantly re-connect with one another. This combined with ACTIVE Blogging would become like a hub. This is because all of us, at one point have had an idea that we thought of and didn't share, leaving these ideas to fade. Sharing these in an active blogging site would be effective. Also a new site would be launched where monthly calendars would be scheduled so that graduates could find about the happenings.