

## Briefing Document – A Handbook for Execution

### Stages of the Campaign:

Intra-State Level  
Inter-State level  
National level

### Date wise -

Between 19<sup>th</sup> – 27<sup>th</sup> December 2020: Backend and Coordination with local State team and Max team

Between 28<sup>th</sup> – 29<sup>th</sup> December 2020: Checking and Supervision across all the states

Between 30<sup>th</sup> – 4<sup>th</sup> Jan 2021: State level Intra-State

Between 5<sup>th</sup> – 8<sup>th</sup> Jan 2021: Inter State Competition – National

Between 9<sup>th</sup> – 11<sup>th</sup> Jan 2021: Edit for Virtual telecast

Between 12<sup>th</sup> – 18<sup>th</sup> Jan 2021: Opening Ceremony + Virtual telecast with Judges and Anchor

On 19<sup>th</sup> Jan 2021: Closing Ceremony

### Flow of the Activity:

Between 19<sup>th</sup> – 23<sup>rd</sup> December 2020: Backend and Coordination with local State team and Max team

- **Communication of the competition at the district level for district competition for getting participants for Intra State round**
- Data shared between the two teams – Max Local along with State Level + NYKS team of local contacts and **meeting of the local teams**
- **Coordination and Information Dissemination** between Central Max Team + Local Max Team along with the State level teams and NYKS team
- The **discussion points** between two teams will cover the following that will be implemented at the District level
  - o Communication to include – **Do's and Don'ts of the competition** as provided Max team along with the different categories and activities that the audience can participate
  - o State and National level Competition details and **Winner gratification** to be communicated to attract more audience at the district level



- **Location of event** at state level to be finalized by the State team in conjunction with the local Max team keeping in mind all the necessary requirement details mentioned in the briefing document submitted by Central Max team – in the capital of the state
- **Venue suggestion** at the state level to be followed keeping in mind the pointers provided by the Max team –
  - Venue should be hygienic,
  - Should have power supply,
  - Should accommodate 250+ people at one time, should have parking area.
  - Should be at a central location to ensure easy accessibility,
  - Should have facility to provide water / food etc.
- **Promotional activity** will begin from **22<sup>nd</sup> December 2020** across all states
- **Genre wise performance** to be followed.
- **Judges finalization** with the State team in conjunction with the Max Team
- **Registration on Microsite** to start from 22<sup>nd</sup> December 2020
- **Technical element check**

S. No	Genre	No. of Activities	Activity
1	Music	1	Classical Music - Instrumental
		2	Classical Music - Vocal
		3	Folk Songs - Group Performance
		4	Indian Music - Bands - Group
		5	Indian Music - Vocal
2	Dance	1	Classical Dances - Bharatanatyam, kathak, Kathakali
		2	Folk Dance - Group
		3	Contemporary Dance - Group
		4	Contemporary Dance - Solo
3	Regional Attire Show	1	Design - Traditional (Theme Based) - Group
		2	Design - Modern (Theme Based ) - Group



4	Theatre	1	Play Group - H/E
		2	Monologues - H / E
		3	Street Play - Social Message/ Entertainment
5	Visual Arts	1	Painting - Water/ Oil
		2	Sketching - Pencil/ Sketching
		3	Sculpture Making - Group
		4	Photography - environment/ people/ culture
6	Expression Art	1	Creative Writing - H/E
		2	Poetry Writing & Performance - H/E
		3	Stand-Up Comedian act - H/E
7	Knowledge Sessions	1	Youth & Aatmnirbhar – Era of Start Up
		2	Panel Discussions on International & new age Indian Entrepreneurs
8	Indigenous Games	1	Yoga
		2	Martial Arts - Traditional & Western

**Number of Participants Across Genres and Activities – State and National level**

S. No	Genre	No. of Activities	Activity	State Winners			National Winners		
				Team Winners	Team size	Total Winners	Team Winners	Team size	Total Winners
1	Music	1	Classical Music - Instrumental	3	1	3	3	1	3



		2	Classical Music - Vocal	3	1	3	3	1	3
		3	Folk Songs - Group Performance / Team	3	6	18	3	6	18
		4	Indian Music - Bands - Group / Team	3	6	18	3	6	18
		5	Indian Music - Vocal	3	1	3	3	1	6
2	Dance	1	Classical Dances - Bharatanatyam, kathak, Kathakali	3	1	3	3	1	3
		2	Folk Dance - Group	3	6	18	3	6	18
		3	Contemporary Dance - Group	3	6	18	3	6	18
		4	Contemporary Dance - Solo	3	1	3	3	1	3
3	Regional Attire Show	1	Design - Traditional (Theme Based) - Group	3	6	18	3	6	18
		2	Design - Modern (Theme Based) - Group	3	6	18	3	6	15



4	Theatre	1	Play Group - H/E	3	6	18	3	6	18
		2	Monologues - H / E	3	1	3	3	1	3
		3	Street Play - Social Message/ Entertainment	3	6	18	3	6	18
5	Visual Arts	1	Painting - Water/ Oil	3	1	3	3	1	3
		2	Sketching - Pencil/ Sketching	3	1	3	3	1	3
		3	Sculpture Making - Group	3	6	18	3	6	18
		4	Photography - environment/ people/ culture	3	1	3	3	1	3
6	Expression Art	1	Creative Writing - H/E	3	1	3	3	1	3
		2	Poetry Writing & Performance - H/E	3	1	3	3	1	3
		3	StandupComedian act - H/E	3	1	3	3	1	3



7	Knowledge Sessions	1	Youth & Aatm Nirbhar – Era of Start Up	3	3	9	3	3	9	
		2	Panel Discussions with International & new age Indian Entrepreneurs	3	6	18	3	6	18	
8	Indigenous Games	1	Yoga	3	1	3	3	1	3	
		2	Martial Arts - Traditional & Western	3	2	6	3	2	6	
<b>Total</b>				<b>75</b>	<b>78</b>	<b>234</b>	<b>0</b>	<b>75</b>	<b>78</b>	<b>234</b>

<b>Total for 36 States / UT</b>	<b>2700</b>	<b>8424</b>
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Setup elements required for the state level audition includes the following:



NYF - State Event SOP – Event Checklist for On Ground Event

Sr.No.	Heads	Detail	Size	Qty
<b>A</b>	<b>Registration Booth</b>			
1	Backdrop	Flex Banner Mounted	8 x 8 fts	1
2	Table -2 Nos + Chair- 4 nos			2
3	Barricading for Cue up / Wooden Fencing	2 rows for 10 fts each	10 fts x 4 fts	2
4	Standees	for Instructions	6 x 3 fts	4
<b>B</b>	<b>Activity Booth</b>			
1	Standees		6 x 3 fts	2
2	Table -1 Nos + Chairs- 2 nos			2
3	Bib / Stickers for participants			200
4	Marker			10
<b>C</b>	<b>Security Guards + Barricading</b>			
1	Security Guard / Local Police			12
2	Barricading for Cue up / Wooden Fencing	for 40 Fts	40 fts x 4 fts	2
<b>D</b>	<b>Stage Setup</b>			
1	Stage + Stairs		24 fts x 12 fts	1
2	Backdrop		12 fts x 8 fts	1
3	Side Panels		3 fts x 8 fts	2
4	Camera riser		4 fts x 4 fts	3



NYF - State Event SOP				
Sr.No.	Heads	Detail	Size	Qty
<b>E</b>	<b>Venue Branding</b>			
1	Standees		6 ft x 3 ft	10
2	Panels 8 x 8 fts		8 ft x 8 ft	8
3	Entry Arch	as per the venue		1
<b>F</b>	<b>Production - Sound</b>			
1	PA System -or 200 paxs		2 bass + 4 Top	1
2	Cordless mic			2
3	Wire Mic			4
4	Mic Stand			2
5	Audio Mixer			1
6	CD Player			1
<b>G</b>	<b>Production - Lights</b>			
1	Par cans			16
2	LED Par cans			8
3	Moving Heads			4
4	Light stand			2
5	Dimmer			1
6	Light Controller			1





NYF - State Event SOP				
S.No.	Heads	Detail	Size	Qty
<b>H</b>	<b>Production - Sound</b>			
1	Laptop			1
2	Live mixing camera setup	3 camera setup		3
3	Photographer			1
<b>I</b>	<b>Power</b>			
1	Genset - 62.5KVA + Cabling			2
<b>J</b>	<b>Permissions</b>			
1	PPL	if Required		1
2	IPRS	if Required		1
3	NOVEX	if Required		1
4	Any other permission	if Required		1
<b>K</b>	<b>Manpower</b>			
1	Volunteers	Reg - 2 + Genre - 2 + Competition - 8		14
2	Supervisor			2
3	T Shirt for Volunteers			30

NYF - State Event SOP				
Sr.No.	Heads	Detail	Size	Qty
<b>L</b>	<b>Food &amp; Beverage</b>			
1	Water - Packed Glasses	Required as per the participants		200
2	Packed Food	Required as per the participants		200
<b>M</b>	<b>Covid Precaution</b>			
1	Sanitizer - 5 Litres			1
2	Sanitizer dispenser			3
3	Mask			300+ As per the Req
4	Gloves			200+ As per the Req
<b>N</b>	<b>Participant TBL</b>			
<b>O</b>	<b>Live Streaming</b>	Live Streaming will be provided by the States for Virtual Platform at National Level with High Speed Internet Connection/Lease Line		



○ Look and Feel of the Setup



- Promotional plan for the state level auditions to get participation
  - Local promotions through internal channel
  - Poster / Banner activity to be conducted at the local / district level
- Technical elements to be arranged for the State level audition



- Max State level coordinators to support the State level team in any areas of support to ensure smooth functioning of the **Pre-Promotional activity**
- **Hierarchy structure** to be followed for any escalation required from both teams

Between 28<sup>th</sup> – 29<sup>th</sup> December 2020: Checking and Supervision across all the states

- **Checklist** maintained by the two teams to be confirmed and ticked for all the elements discussed in the first meeting
- **Any areas of concerns** to be flagged off at this stage to ensure State level preparation is in place
- **All tech elements** – namely to be checked by both teams to ensure preparedness of the state level audition
- Check on all the promotional activities and the output from therepromotional activity

Between 30<sup>th</sup> – 4<sup>th</sup> Jan 2021 – State level – Intra-State

- State level performance will be conducted in coordination with the Max team
- Winner will be shortlisted and asked to stay back for the Inter State level
- They will be briefed on the Inter-state competition along with the support of the Max team

Between 5<sup>th</sup> – 8<sup>th</sup> Jan 2021 – Inter State Competition – National

- Inter State competition will happen genre wise
- Recording of competition across all the states to be done by the states team in coordination with the Max team
- State team to share all the recording with the Max Central team with the help of Max local team

Between 9<sup>th</sup> – 11<sup>th</sup> Jan 2021

- Edit for Virtual telecast to ensure we have all the performance packaged with the communication done by Max Team

Between 12<sup>th</sup> – 18<sup>th</sup> Jan 2021

- Virtual telecast with Judges and Anchor interacting and evaluating the performance.
- Audience viewing through social media.

19<sup>th</sup> Jan 2021

- Closing Ceremony with top dignitaries speech
- Top winner from each activity to perform – virtual recorded



## Responsibilities of Max Ground Team

### State Team head – KRA

- Key responsible person for the respective state and Leading the state team with 2 supervisors (event manager + operation)
- Co-ordinate with the state nodal officer & government departments
- Updating on each activity of state level to HO team /central agency team (CAT)
- Push the state govt. officer for more participations and connected with them
- Plan all the activities / events at the state level
- Helping the state nodal officers to organise the event and coordinate with the same with the CAT (central agency team (CAT)).
- Responsibilities also to set goals for the team and seeing projects through to completion.
- Make sure all state event SOP is taken care of.

### Role of Supervisor 1 - Event Manager – KRA

- Key responsible person to handle the event and all logistics as per the mandate of state event SOP.
- Handle co-ordination with state nodal officers related the event /activities.
- Do the proper recce of the venue and update the state nodal officer about the requirements
- Make sure that event starts on time and take care of all the branding elements
- Make sure all participants perform as per the time
- Handle all the Production requirements – like light, sound, AV and Camera recording.
- Responsibilities may also include managing and instructing the site workers and make sure to get the setup ready by time.

### Role of Supervisor 2 - Operation - KRA

- Key person to handle all logistics of event and at venue
- Make sure all participants get the registration process done
- Smooth flow and out flow of the participate at the premise
- Handle the F&B for the participants and guest / judges at the venue
- Support the event manager in all co-ordination jobs
- Handle the unground manpower / security team.

