



D2C IGNITER-O-PEDIA

D2C Igniter-O-Pedia

Voltaire once said, with great power comes great responsibility, and no truer words have been said! D2C Igniters, you have the power to disrupt and revolutionize the way campuses across the country learn, network and compete. And this power needs to be channelised in the best possible way. To help you realise your hidden potential and reach the heights that you are meant to, we have created an exhaustive set of markers. Behind every commandment is the single aim of training you to one day take over the reign of the world!

So here it is!

- ★ **Recruiting candidates for the club:** Team work makes the dream work! D2C Igniters need a brother/sister in arms who will support, critique and better them. Pick your team wisely as we are as good as the company we keep.

D2C Igniters Club can have a maximum of 10 members. The recruitment of the members under various circumstances has been listed below:

For colleges already having D2C Igniters Club:

- D2C Chief Igniter - 1 (to be selected by previous year's D2C Chief Igniter)
- D2C Lead Igniters - 2-3 (1 fixed position of last year's D2C Igniter and 1 new recruit by current year's D2C Chief Igniter)
- D2C Igniters - 3-6 (To be selected by this year's D2C Chief Igniters & D2C Lead Igniters)

For colleges newly being a part of D2C Igniters Club:

- D2C Chief Igniter - 1 (who will be selected by D2C from the Final year students of colleges)
- D2C Lead Igniters - 2-3 (Might be selected by D2C, otherwise, D2C Chief Igniters would have to recruit them.)
- D2C Igniters - 3-6 (To be selected by D2C Chief Igniters and D2C Lead Igniters, from the First year students)

Note: There will be a fixed seat of a D2C Igniter for a D2C Lead Igniter position next year.

Guidelines to build the team:

- Ensure you have a diverse team (in terms of gender, domain, batch, stream, etc.) - a person who can write great content, an executionist, a perfectionist, a designer, etc.
- At least one member should be female
- At least one member should be good at content
- Please recruit/onboard at least 2 members from the junior batch so that you have the maximum reach across different branches, streams and years of study in your institute
- At least 2 members from the senior batch. In case we have selected only 1st year students, Dare2Compete will be responsible for taking the interviews of students of 2nd year or above

The ideal process to recruit students would be:

- **Listing on D2C:** Publish your opportunity on D2C under the Internships section with the visibility as “**Private**” mode, set a questionnaire for them to capture the right talent. Sample questionnaire is provided in Annexure A.
- Float it in your college via WhatsApp groups, emails, or social media handles. A poster will also be provided to you by Dare2Compete.
- **Shortlisting:** Shortlist candidates basis the responses of the questionnaire and resumes.
- **Interview:** Conduct a telephonic or face-to-face interview to get to the final shortlist.
- **Notify D2C:** D2C Chief Igniters need to notify us once they are done with the recruitment.
- **Approval by D2C:** All the recruited Igniters will get our approval first.
- **Claim Your Position:** Once the Igniters are approved by us, all the club members need to register here: <https://dare2compete.com/o/LUZxzJj>

Note: You can add more rounds for selection in case you wish to. You can check out this video to know how to list your requirement on Dare2Compete:

<https://bit.ly/3kwLXk6>

You can also check out the steps to list your requirement on Dare2Compete in Annexure A.

★ **Create your club identity:** Fly that flag high. As a D2C Igniter, you will be doing great work which needs to be showcased with a grandeur that it deserves. To ensure that this happens, make sure that you build an identity for your campus' D2C Igniters Club on social media. This will help you engage with like minded leaders and will also facilitate your work.

- Make club pages on Facebook, Instagram, and LinkedIn and a WhatsApp group and keep the students updated on the latest happenings.
- Conduct a session in your college's induction program to let the new entrants know about D2C Igniters Club and how it will benefit them.
- Organize regular competitions, hackathons or quizzes (Ideally 2 in a quarter) following these guidelines:
 - First event would be an intra-college quiz/treasure hunt competition based on your college
 - Competitions including but not limited to case studies, cultural competitions- dance, art, music, photography, etc.
 - The competition should be listed on D2C and registrations will go through the platform. You can list the competition as a private competition if you'd like to open it for only your college students.
 - Result declaration will take place on the platform.
 - The team can partner with another club on campus for organising the competition.
 - In case of collaboration, you need to ensure excellent brand visibility for the D2C Igniters Club community.
 - No cash prizes will be provided by D2C. E-Certificates for Winners and Participants can be sent through the platform.
- B-School D2C Igniters Clubs need to conduct one mandatory session by previous year's winners of the respective corporate case study competition before the launch and one-on-one guidance facilitation in Semi-Finals or Finals.
- Coordinate meetings with the professors for students interested in a particular competition, saving on both professors' and students' time.
- Organize one quiz/hackathon under D2C OQF/OHF.
- Conduct **Ignite-a-thon**, an annual festival which will be completely managed by the D2C Igniters Club. It should have a min. of 3 events. The name and events/activities of the fest can be decided by the club itself. (Additional inventory if you do this!)
- Connect with International Exchange Students & organize events at international level by partnering with International Immersion Committees of your college.

- ★ **Moderating and approving listings:** It is important that your campus D2C Igniters Club uphold the quality and golden standards that are reflected by you personally. After much deliberation we have decided to put you in the driver's seat.

You will be responsible for moderating and approving listings that come through your campus, irrespective of the organizing club/team. This way all your college specific event organizers will be dependent on you to give them visibility real-time.

Guidelines to be followed while approving these listings:

- Moderation portal will be assigned to all the members of the club once finalized.
- The content of the listing should be proper.
- The approval for any listing must be done within 24 hrs. Ideally as fast as possible. You can use D2C mobile app as well for the same.
- Avoid duplicate listings and ensure all the essential information is provided
- For college festivals, each event should be listed separately. Single listing for all the events is not permitted apart from on-the-spot events or cultural events
- Type of Events - Quizzes, Hackathon, Article Submission, Case Study Competitions, Workshops, Festivals, etc. (Paid and/or Unpaid)

Note:

- Moderation Content Guidelines are provided below in Annexure A.
- You can check out some practices in this video: <https://bit.ly/30riU9C>
- Preferably, install the Grammarly plugin to avoid these mistakes.
- Access of the moderation portal will be provided in mid-August.

- ★ **Build and maintain your college brand:** Your college deserves all the limelight and focus and you can help it achieve that!

- Maintain your college page on D2C which should clearly state details about the admission process, activities on campus, etc. by ensuring regular and relevant content gets updated on the page.
- Showcase achievements from your campus by means of carefully crafted and curated stories, interviews, podcasts and videos. Put us in touch with over achievers from your campus and we will make them the stars of the student community. These inspiring stories will also be shared on Social Media and will add to the online presence of your campus and club.

- Facilitate your college's PR, articles, faculty bytes, etc. that can go on Dare2Compete. As a member of D2C Igniters Club, you will have the power to manage students' reviews as well on Dare2Compete.
- Recognize winners of inter B-School and corporate competitions on social media handle of your college's D2C Igniters Club.
- Make students aware about Dare2Compete Awards to help your college lead the league of competitive colleges.

Once you have an article or video ready, share it with us using this form here: <https://bit.ly/34oxOOC> and our content team will review/edit and will make the decision to make it live on Dare2Compete.

Note: Access to the college page will be provided once the club is formed in your college.

★ **Connecting talent with opportunity:** You will identify touch points on campus where you can leverage the state of the art D2C infrastructure to promote growth and learning. These custom engagements will help your college in rising to the top. Some other ways how you can drive engagements are:

- Suggest new value creation strategies/verticals or product features for Dare2Compete that according to you can help the Dare2Compete community. If found feasible, you will get a chance to work with our team along with few other high performing igniters to ensure that idea sees the light of the day.
- Partner with clubs and committees on campus to power their events through Dare2Compete by offering them paid services of the platform for free from the D2C Inventory worth INR 3 Lakhs which includes:
 - 42 Days of Featured Space on D2C
 - 15 Newsletter Inclusions
 - 6 Social Media Updates on D2C Channels (will be approved by our team)
 - 5 days Homepage Banner space only for festivals (or **Ignite-a-thon**) organized by D2C Igniters Club itself (Should have a min. of 3 events)
 - Unlimited Online Quizzes with unlimited participation (Restrictions coming next quarter for general listings)
 - Unlimited Online Hackathons with unlimited participation (Restrictions coming next quarter for general listings)
 - Unlimited Treasure Hunts with unlimited participation (Restrictions coming next quarter for general listings)

- You can have an Achievement section on your college website which will feature articles listed on Dare2Compete to showcase the talent of your college.

Note:

- The D2C Chief Igniter of every institute needs to send an email at ignitersclub@dare2compete.com at least 1 week prior to the use of this inventory for any event. The inventory will be provided as per the availability of the resources. In case of cultural events, the whole festival can be featured but not individual events.
- It can be used for the events having registrations open on D2C, for the FY 2021-22 (Max. 7 days featured space, 2 newsletter inclusions, 2 social media updates for a single event). You should have organized at least one event of D2C Igniters Club to unlock the inventory.

- ★ **D2C Liaison on campus:** You are an important part of the student universe now. Some very important roles need to be fulfilled by you.

You will act as a single point-of-contact between college committees (except Placement Committee) and D2C. As a torchbearer of competitiveness, list/share with us any opportunities that you come by, which will benefit the entire student community - WhatsApp/Email. And, we'll spread the word.

★ **Perks for Club Members:**

- Apart from the D2C Channel Inventory worth **₹3 Lakhs**, you will also get a once in a lifetime opportunity to develop strong management and leadership skills as you start the club ground up in your college
- Achieve the **celebrity status in your college** as D2C will notify everyone in your college about your selection
- Igniters who stand out will get a **pre-placement interview (PPI) opportunity with D2C**
- D2C Igniters Club of the Month will be decided by D2C every month and that club will get a chance to be featured on D2C social media handles
- Certificate of Excellence, visiting cards and appointment letters!
- A chance to get featured on D2C Igniters Club Wall of Fame
- First preference in D2C OQF & OHF nominations
- **Year-End Farewell Celebration** - An annual D2C Igniters Meet to be conducted for the club's members
- **Opportunity to connect with other clubs** (Exclusive for D2C Igniters Club Members) - Annual live event to be conducted for the members and winners will get free Amazon Vouchers, Zomato coupons, etc.

- ★ **Monthly reports and performance update:** It is paramount that you track your progress so that you know which aspects to remedy in the coming month. Awareness is the secret ingredient to growth and eventual success. Prepare monthly reports highlighting the performance of the community which will be rated on KPIs mentioned below:

KPIs	High	Medium	Low
Average Time of Moderation	<=12 Hours	12-24 Hours	>24 Hours
Inter College Challenges Organized on Dare2Compete	>=90%	75-90%	<75%
Brand Articles/Videos Published	>=2 per Month	1 per Month	<1 per Month
Inventory Distribution	Among >=8 Clubs/Committees or 100% coverage (whichever is lower)	Among 6-7 Clubs/Committees	Among <6 Clubs/Committees
Maintain Quality of College Brand	All parameters covered with >=100 reviews	All parameters covered	All parameters aren't covered

Note: We would recommend you to conduct weekly meetings in your college.

The entire D2C Igniters Community will gather once in 3 months for the discussion and review on the progress.

Annexure A

Steps to list your requirement on Dare2Compete:

1. Go to Dare2Compete.com and log in to your Dare2Compete account
2. Hover on the “**Host Jobs/Internships for free**” button available on the top-right corner and click on the “**Jobs & Internships**” button.
3. A 7-step form will appear, fill in all the details:
 - a. You can put the Opportunity Title as “<<**College Name**>> **D2C Igniters Club Selection**”
 - b. In the rounds section, create a round with the Round Type as “**Submissions on D2C**” and in the submission form, add the questions on the basis of which you would be shortlisting the candidates for the next round.
4. Click on “**Submit**” once done.
5. Once your opportunity is approved within a few hours, you can start floating it in your college.

D2C Igniters Club Logo (PNG): <https://bit.ly/3dMknwk>

Sample Questionnaire (Can be used in recruitment as per your need):

1. What is the one thing that makes you stand out from the crowd?
2. What is your greatest strength and justify with a real life based example.
3. Why do you want to become a D2C igniter and rate your communication and team management skills out of 5?
4. Describe a time when you took any initiative which benefited students or any initiative that you will like to take in future.
5. Describe a time when you have taken up a position of responsibility and succeeded in it. If you haven't been in that position, then let us know your definition of responsibility and ownership.
6. What would be your three main objectives as a part of the D2C Igniters Club? And, how would you ensure that maximum students get benefited from your D2C Igniters Club?
7. Assume that you have INR 3 Lakhs worth D2C Channel Inventory to be distributed among your college clubs/committees or student organizers. How would you decide who should get that benefit keeping in mind that this amount is for the complete year?

Evaluation Parameters (Can be used in recruitment as per your need):

1. Strategically Sound
2. Communication Skills
3. Team Management & Leadership Skills
4. Entrepreneurial Mindset
5. Socially active and can create an impact on people/ influence
6. Active participation in competitions
7. Active participation in co-curricular activities
8. Previous experience in organizing events

Moderation Content Guidelines:

1. Avoid headings, opportunity name, and sentences in capital letters unless required
2. Use Grammarly (Mostly right, not always!)
3. Make proper bullet points wherever required
4. Ensure proper and sufficient information has been added
5. Ensure submissions and payments (if any) are through Dare2Compete platform itself
6. Remove unnecessary links from the About Opp. Section, like we can change the social media links to their account names: @dare2compete instead of <https://instagram.com/dare2compete>, etc.
7. Events such as Poetry, PUBG, Photography, etc. will come under the Cultural category
8. Words should be written correctly. For ex: JavaScript is written with J and S capital, jQuery is written with Q capital, YouTube is written with Y and T capital and so on
9. Ensure that the visibility of the opportunity is Private in case it is an intra-college event