



## Round 2: Task Guidelines

Timeline: T-50

*To quote a famous Hindi movie character, "Films do well only because of 3 reasons: Entertainment, entertainment and entertainment." We are entertainment. We infuse the fun element in the biggest spectacle that you would see during your stay in Hel(L).*

Manfest-Varchasva is envied across all B-Schools for its thumping Proshows- Rock Performances, DJ Nights, Classical Acts, Bollywood Events, Comedy Nights etc. After a hard day at work, participating in events, engaging with people, walking about a very different looking campus and just soaking-in the buzz all around, it is the Proshows which gives the participants closure for the day, leaving them wanting for more. You, hence, have a very very big responsibility on your shoulders.

**Task:** Given a budget of INR 40L, prepare a 3-day ProShow line-up for MV 2025. Share your rationale for the chosen artists, as well as the research done.

### Final Deliverables:

While creating the engagement, bear in mind the following points:

- Describe the nature of your proposed events
- Explain context and thought process involved in choosing such an event
- Create a broad-level execution plan
- You may/may not stick to the existing ProShows structure. As long as you can ensure that the crowd has fun, everything is fine
- Would love suggestions for experimenting with format, languages, various types of ProShow events and ideas. MV is attended by people from various different backgrounds and regions, can you captivate them all?
- Brownie points for proposing Alternate Acts (that doesn't fall into any of the existing categories, i.e. concert acts)

Your output should be in the form of a PDF/PPT containing max. 6 slides.

**Keep it short, get creative & let it stand out. Entertain us, yeah?**

For any queries regarding the task contact – Faheem or Jayesh

We hope you enjoy the task! All the best!

**MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

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