



CORE COMMITTEE SELECTIONS

Round 2: Task Guidelines

Timeline: T-50

Participation and Hospitality is the heart of the fest, as it is both the quality and quantity of participants that defines the success of the fest. Business leaders, students, alumni, academicians, corporates, NGOs, professional artists from different corners of India dot the entire landscape of IIM Lucknow during the 3 days. To add to it, the participation in online events, off campus case study competitions, and initial rounds of several events, takes the entire participation at the fest to gigantic proportions year after year.

Publicity Plan:

Providing satisfactory hospitality will be just the starting point at Manfest-Varchasva. Colleges in and around Lucknow are a major target segment for the Participation and Hospitality Team of Manfest-Varchasva as they are responsible for a sizable portion of footfall, especially for Pro-shows, Informal and on the spot events. Deep-rooted publicity in Lucknow (colleges and in the city) is the next task for the team after national level college promotions. Your primary task is to develop a detailed plan for engaging Lucknow undergraduate and postgraduate colleges across all streams while taking into consideration the impact of current pandemic due to which the travel to these colleges will be limited.

Key Deliverables:

- Develop a list of local colleges (15 or above) to be targeted (In and around Lucknow – 250 KM radius). Value propositions for them and an engagement plan for these local colleges to ensure maximum participation in events and workshops.
 (Details required for each POC- Name, Mobile Number, Email-id, Position of Responsibility, email address. **Excel/Word doc Submission**)
- You are facing a situation where specific events have been a huge success but some others are having issues garnering participation. To boost the participation in these events, you are required to help the below with a event specific database of POCs (Club heads, groups, societies, etc) that will help you push participation. (Excel with basic details such as Contact No., email, POR, etc)

MUN (Mandatory)	Theatre/ Fashion Parade (Minimum 1)
Music – [Group or Solo] and Dance (Minimum 1)	

For any queries regarding the task, contact – Gitapremnath

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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