



## 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 waiting for more. You, hence, have a very big responsibility on your shoulders. **Entertain them.**

**Task:** Given a budget of INR 40L, prepare a 3-day Proshow line-up for MV 2024. 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
- 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.

Remember, **brevity is a virtue.**

**For any queries regarding the task contact – Mohit or Anshika**

**We hope you enjoy the task! All the best!**

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