



Round 2: Task Guidelines

Timeline: T-100

JashN, the Fashion Parade is one of the most scintillating events of the fest, one that ups the glamour quotient of the fest. Each year, our focus has been to introduce some aspect to this event that is both challenging for participants and exciting for audiences to witness.

Conceptualize with end-to-end detailing, 5 new elements that can be added to the fashion parade. E.g., Previous years, we re-conceptualised the whole event to fit the online scenario, keep in mind events can be both online and offline, plan accordingly.

Deliverables:

1. 5 ideas/concepts with brief description
2. The action plan (who, what, when and how)
3. Contact details of people/ organizations to be approached as suggested in the ideas.

Given below are some general guidelines to help structure your thoughts to complete the task:

Concept and Design:

1. Description of the event – nature (showcase/competitive/non- competitive/crowd engagement)
2. Detailing of the event – Rules, detailing of rounds (preliminary elimination rounds as well), possible judges, evaluation criteria etc.
3. Potential sponsors that we can partner with for the event (with a brief outline on why they should associate with us)

These guidelines are not binding, so please feel free to include other details which are important for the event to be successful. Our only advice is to keep your task submission brief and precise, without compromising on attention to detail.

Final Deliverable:

A Word Document or PDF file (Maximum 2 Pages)/PPT (max. 6 slides) covering all necessary details.

For any queries regarding the task contact – Sajith or Anshika

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

ANSHIKA (85271 38170) | ARAVIND (98952 71819) | AYUSH (73218 94091) | JAY (98970 63440)

KARTIK (89228 46687) | KRITIKA (98719 31051) | MOHIT (97572 31429) | SAJITH (90720 36802)

SANYAM (96904 59433) | SARTHAK (99094 27779) | SHIVAM (80738 00369) | UDIT (89504 75688) | UMANG (98105 15600)

