



Round 02: Task Guidelines

Timeline: T-100

Manfest-Varchasva is a 3-day long Annual Business, Cultural and Sports fest, which hosts various events. The operations team is integral in ensuring end-to-end management of logistics of all the events. It is the responsibility of the Operations vertical to ensure flawless execution of events and smooth conduct of the fest by taking care of Administrative Activities, Infrastructure, Inventory and Vendor relationships.

Task:**Option A**

CSR activities are an important part of Manfest-Varchasva. The operations team is in charge of the end-to-end execution of the 'Lucknow City Run', a 10 km run in the City of Lucknow, inspiring the people of Lucknow to run for a cause. Lucknow City run sees a participation of over 1500-2500 that includes Corporates, Students, the Lucknow Police Force and the Army.

Final Deliverables

Come up with a detailed plan for conducting Lucknow City Run. This should include:

- Suitable location for the run in the city of Lucknow.
- Timeline of tasks leading to the city run
- Overview of vendors and stakeholders involved
- Promotional campaign for maximizing participation.
- The estimated budget of the run.
- The theme for Lucknow City Run 2023 and its promotional plan

Option B

You are expected to design, conceptualise and plan in detail a brand-new City Level CSR event. Put yourself in the shoes of the convenor of the event. You are responsible for the sponsorship, promotion, hospitality and other operational elements of the event. You can take cues from the deliverables of option A.

For any queries regarding the task contact – Shivam Pathak or Udit Midha

Be creative – go all out! 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)

