

**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 define the success of the fest. Business leaders, judges, 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 Manifest-Varchasva. Colleges in and around Lucknow are a major target segment for the Participation and Hospitality Team of Manifest-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.

**Key Deliverables:**

- Develop a list of all local colleges in Lucknow and a list of minimum 20 colleges to be targeted (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, E-mail 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 an 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)

YLP - Leaders Express (Mandatory)	MUN (Mandatory)
Music and Dance (Min. 1)	

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

**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)

