Round 2: Task Guidelines

Timeline: T-0

Creative, Content and Media (CCaM) envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all the stakeholders. All creatives associated with Manfest-Varchasva and off and on-campus publicity is the responsibility for this vertical.

Press Release

A large amount of the publicity for Manfest-Varchasva is in the form of newspaper articles that are constantly published in a varied number of local and national dailies across the country. However, wording those articles to ensure maximum impact is always quite the challenge.

Key Deliverables

It is a day before Manfest-Varchasva and its time to let all and sundry know what's in store. You have to do **both** of the following:

a) Pen down a 500-word write-up to be published in a local daily that highlights all the offerings that Manfest-Varchasva has this year. The aim is to highlight the massive scale that Manfest-Varchasva has always been known for and incentivize all readers to attend the fest. Make it an interesting read.

b) Pen down a 300-word write-up for a national daily introducing a prominent leader who is attending Manfest-Varchasva. The idea is ensuring enough branding for Manfest-Varchasva as well as to incentivize media personnel to cover this high-profile event

For any queries regarding the task contact

Nidhin R

Priyanka Kothari

MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS

Manfest-Varchasva Core Committee, Indian Institute of Management Lucknow

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