



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



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).

Manifest-Varchasva is envied across all B-Schools for its thumping Pronites - 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 Pronites 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 Pronite line-up for MV 2018. 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 Pronites structure. As long as you can ensure that the crowd has fun, everything is fine
- Brownie points for proposing Alternate Act (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
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