



# MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



## Round 2: Task Guidelines

**Timeline:** T-100

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

### Media Relations

Manifest-Varchasva associates with various media partners to ensure publicity for the fest on national and local mediums such as Newspapers, Magazines, Television, Radio and Online/Website.

### Key Deliverables:

- Prepare a list of reputed newspaper, television and website partners that you would like to associate with for the fest. (10 each)
- Obtain contacts of people who you would get in touch with for media partnership for at least 3 of each of these categories. Submission for the same should be in the following format:

Type of Media Deliverable .....Name of Media Deliverable.....Name of

Contact.....Designation.....Phone Number.....Email ID

We will strongly appreciate the quality of contacts in terms of designation.

For any queries regarding the task contact

Nidhin R  
Priyanka Kothari

**Manifest-Varchasva Core Committee, Indian Institute of Management Lucknow**

Abhay 9560933277 | Akash 9871293085 | Amitto 9819450929 | Harsh 7204332826  
Harsha 7416762337 | Nidhin 9840930125 | Prakrati 8989011296 | Prateek 7895661660  
Priyanka 9820099301 | Pulkit 9158005250  
Siddharth G 9599052170 | Siddharth S 9772013695



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