



# MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



## Round 2: Task Guidelines

**Timeline:** T-100

*Manifest-Varchasva is a 3-day long Annual Business, Cultural and Sports fest, which hosts a variety of 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 relationship.*

(Do only one of the two given below)

### Option A

CSR activities are an important part of Manifest-Varchasva. The operations team is in charge of the end-to-end execution of the 'Lucknow City Run' a 10k 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:

- Timeline of tasks leading to the city run.
- Promotional campaign for maximizing participation
- The estimated budget of the run
- The theme for Lucknow City Run 2018 and its promotional plan
- Changes/Modifications in the Lucknow City Run to attract a bigger crowd.

### Option B

You are expected to design, conceptualize and plan in detail a new city 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.

For any queries regarding the task contact-  
Harsh Sinha/ Siddharth S

**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