



IIM LUCKNOW'S

16TH-18TH NOVEMBER

MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST



UP IT&EL PRESENTS



PRIZES WORTH Rs. 60,000

Contact

Khushboo: +91-7303702310

Prakrati: +91-8989011296

optimus@iiml-manfestvarchasva.com

www.iiml-manfestvarchasva.com



“Strategy is a fancy word for coming up with a long-term plan and putting it into action”

Manifest-Varchasva in association with UP IT&EL brings to you – “Optimus”, a case study competition that provides a peek into the world of the Ministry of Power. Cut them some slack, work on live cases and solve challenges that the Government faces regularly!

Put on your consultant hats; out comes the ‘wand of strategy’; gather your best resources and build your team. Solve cases, identify the priority sectors and plan scenarios to settle the ‘long-run’ problem. Think you got it in you to be the corporate trouble-shooter, to be the face of the business world – come then, prove your mettle!

With cash prizes of INR 35,000 and in kind of worth INR 25,000, the competition’s only going to get tougher!

CASH PRIZE – INR 35,000 ; IN KIND – INR 25,000





PARTICIPATION & REGISTRATION GUIDELINES

- Entries open to all undergraduate and post graduate college students;
- Participating teams must consist of 2 members from the same institute;
- Participants should register at <https://dare2compete.com/o/optimus-an-operations-case-study-manfest-varchasva-indian-institute-of-management-iim-lucknow-70799>

Deliverables from Participants:

Phase – 1 (Round - 1): Solution to the Case

- A 1-page executive summary (or) 1 slide PPT on the proposed solution to the case study
- Brownie points for innovation and exhaustive solution to the problem; and
- Additional information from online and offline sources can be used to solve your case and is encouraged in order to make your plan more implementable.



Phase – 1 (Round - 1): Submission Guidelines

- The deadline for preliminary round is 2300 hrs, Nov 6, 2018
- Submission should be a zip file containing - A 1-page executive summary (or) A 1 slide PPT on the proposed solution to the case study
- Submission needs to be uploaded on Dare2compete
- It is to be named as
<TeamName_CollegeName_R1>

Phase – 1 (Round - 1): Evaluation Parameters

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context;
- Depth of analysis of industry & key challenges - Novelty, feasibility and practicality of ideas proposed;
- Structure of presentation & clarity of ideas conveyed; and
- Completeness / comprehensiveness of the solution



EVENT DETAILS

The event will be held in 2 Phases as follows

Phase	Details	Deadline
Phase I (Online)	<ul style="list-style-type: none"> Students first need to register in a team of 2 https://dare2compete.com/o/optimus-an-operations-case-study-manfest-varchasva-indian-institute-of-management-iim-lucknow-70799 Each team will then download the case study from Manifest Varchasva website The format and details of case solution submission are given in the subsequent slides 	<p>Registrations open till: 2300 hrs, Nov 06, 2018</p> <p>Case Release 2300 hrs, Nov 01, 2018</p> <p>Case Abstract Solution 2300 hrs, Nov 06 2018</p>
Phase II (On campus Case Presentation)	<ul style="list-style-type: none"> Selected teams from the above entries will be invited to the campus to present their solutions to the judging panel during Manifest- Varchasva 2018 If any team fails to make it to the campus for final round, the waitlisted teams will be called. 	<p>On Campus rounds: Nov 16-18, 2018</p> <p>Result Announcement: On Campus</p>

Contact

Khushboo: +91-7303702310

Prakrati: +91-8989011296

optimus@iiml-manfestvarchasva.com



www.iiml-manfestvarchasva.com



EVENT TIMELINES

<u>Round Details</u>	<u>Deadlines</u>
Event launch	Oct 28, 2018
Deadline for registrations	2300 Hours, Nov 06, 2018
Round 1 – Case Release	2300 Hours, Nov 01, 2018
Round 1 – One Page Solution Submission (Online)	Nov 06, 2018
Round 1 – Results	Nov 09, 2018
Grand Finale during Manfest-Varchasva 2018	Nov 16-18, 2018

For more details, send an email to optimus@iiml-manfestvarchasva.com

OR

Contact:

Khushboo Maheshwari: +91 7303702310

Prakrati Mittal : +91 8989011296