



IIM LUCKNOW'S

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER

**MANFEST-VARCHASVA 2018**

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST



*Uttar Pradesh*

UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.



# तरावटो तरावडि

व इतरावटुगु तरावड इतरवुगु तरलपेटिऑन

Register by 2<sup>nd</sup> Nov  
at [dare2compete.com](http://dare2compete.com)

Team of two

Prizes worth Rs. 50,000/-

Contact : Khushboo: +91-7303702310  
Prakrati: +91-8989011296  
[traveltrails@iiml-manfestvarchasva.com](mailto:traveltrails@iiml-manfestvarchasva.com)

EVENT PARTNER



UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.





IIM LUCKNOW'S

**MANFEST-VARCHASVA 2018**

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER



*"U.P. nahi dekha to India nahi dekha"* ...That's what they say! And with the Kumbh Mela slated for early 2019 the crowds are going to go berserk. An event of such grandeur, replete with its own set of challenges and contingencies to plan for. Sounds exciting?

Manfest-Varchasva and the Directorate of U.P. Tourism Board present UP Tourism Travel Trails. An engaging case-study based competition that stimulates your grey matter and puts to test your managerial skills. Immerse yourself in the case and enjoy a simulation of the Kumbh. Participants will be tested on their ability to plan and handle contingencies and last minute disruptions.

With prizes worth INR 50,000 at stake, what are you even waiting for. Test the waters mate! Come, be a part of this challenging opportunity and deal with the real-world issues of state business and tourism. Register now!

**Prizes worth INR 50,000 !!!**

**travel trails**

**Uttar Pradesh**  
UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.



Khushboo: +91-97303702310 Prakrati: +91-8989011296

[traveltrails@iiml-manfestvarchasva.com](mailto:traveltrails@iiml-manfestvarchasva.com)



## EVENT DETAILS

The event will be held in 2 Phases as follows :

Phase	Details	Deadline
<b>Phase I (Online)</b>	<ul style="list-style-type: none"> <li>B-school students first need to register in a team of 2 at <a href="https://dare2compete.com/uttar-pradesh-tourism-travel-trails-manfest-varchasva-indian-institute-of-management-iim-lucknow-69906">https://dare2compete.com/uttar-pradesh-tourism-travel-trails-manfest-varchasva-indian-institute-of-management-iim-lucknow-69906</a></li> <li>Each team will then download the case study from Manfest Varchasva website</li> <li>The format and details of case solution submission are given in the subsequent slides</li> </ul>	<p><b>Registrations open till:</b> 2300 hrs, Oct 22, 2018</p> <p>Extended to 23:00 hrs, Nov 2, 2018</p> <p><b>Case solution submission:</b> 2300 hrs, Nov 2, 2018</p>
<b>Phase II (On Campus)</b>	<ul style="list-style-type: none"> <li>Selected teams from the above entries will be invited to the campus to present their solutions to the judging panel from UP Tourism during Manfest- Varchasva 2018</li> <li>If any team fails to make it to the campus for final round, the waitlisted teams will be called.</li> </ul>	<p><b>On Campus rounds:</b> Nov 16-18, 2018</p> <p><b>Result Announcement:</b> On Campus</p>

# travel trails

*Uttar Pradesh*  
UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.





## PARTICIPATION & REGISTRATION GUIDELINES

- Entries open to all undergraduate and post graduate college students;
- Participating teams must consist of 2 members from the same institute;

### 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;
- The solution shall be designed such that it can be leveraged for promoting tourism in UP and encourage youth participation in Kumbh-2019; 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 2, 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\_TravelTrails\_R1>

# travel trails

Uttar Pradesh  
UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.





## 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

## Round 2

The final presentation will be a Power-point deck (.pdf/.ppt/.pptx)

<b><u>EVENT TIMELINE</u></b>	
<b>Event launch</b>	Oct 16, 2018
<b>Deadline for registrations</b>	2300 Hours, Oct 22, 2018 Extended to Nov 2, 2018
<b>Case Release</b>	2100 Hours, Oct 23, 2018
<b>Case Solution submission deadline</b>	2300 Hours, Nov 2, 2018
<b>Announcement of National Finalist Teams</b>	Nov 6, 2018
<b>Grand Finale during Manfest-Varchasva 2018</b>	Nov 16-18, 2018

For more details, send an email to [travel\\_trails@iiml-manfestvarchasva.com](mailto:travel_trails@iiml-manfestvarchasva.com) or

**Contact:**

Khushboo Maheshwari: +91 7303702310

Prakrati Mittal : +91 8989011296

# travel trails

*Uttar Pradesh*  
UTTAR PRADESH TOURISM

You haven't seen India  
till you've seen U.P.

