Round 2: Task Guidelines

Timeline: T-100

Participation and Hospitality is the heart of the fest, as it is both the quality and quantity of participants that defines the success of the fest. Business leaders, students, alumni, academicians, corporates, NGOs, professional artists from different corners of India dot the entire landscape of IIM Lucknow during the 3 days. To add to it, the participation in online events, off campus case study competitions, and initial rounds of several events, takes the entire participation at the fest to gigantic proportions year after year.

National Publicity Database:

Providing satisfactory hospitality will be just the starting point at Manfest-Varchasva. The objective of the fest is of getting better than ever before, in terms of both quality and quantity of participation. The onus for this lies with the Participation & Hospitality Team. One of the primary tasks of the team is to ensure publicity of all aspects of the fest, including events and Proshows. For that, the team develops a database of influential contacts at all the elite institutes across the country including IIMs, IITs, NITs and major Arts & Science Colleges.

Your task is to develop a miniature model of such a database.

Key Deliverables:

- **(Excel/Word doc Submission)** Get 2 POCs each for the below:
  - 10 MBA colleges – IIMs (Excluding IIM A, IIM B, IIM C)
  - 10 Non IIM MBA Colleges (Excluding FMS, XLRI, IIFT)
  - Top 15 engineering colleges

Details required for each POC- Name, Mobile Number, Email-id, Position of Responsibility, email address.

- **(Word doc Submission)** Additionally, list down 5 practical measures that maybe implemented if participation is low from certain colleges (Word doc)

For any queries regarding the task, contact – Gitapremnath

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