



## IIM Lucknow's Manfest-Varchasva 2020-21



**Department of IT & Electronics, Uttar Pradesh Government**

Sponsorship Report



# AGENDA



## Overview

Line-up of events across two days of the fest



## Theme

Understanding the theme of the fest and the concept behind it



## MV Redefined

The Hybrid Fest - MV was reimagined & executed as an online fest



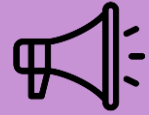
## MoU

Memorandum of understanding underlining the terms of agreement



## Collaterals

Sponsor specific collaterals created across online and offline formats



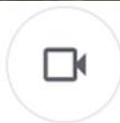
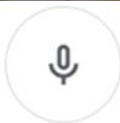
## Branding

Sponsor branding as part of Manifest-Varchasva 2020-21



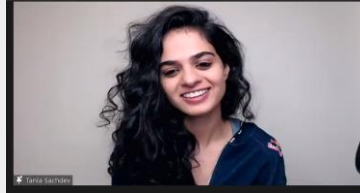


# OVERVIEW



# Manfest-Varchasva 2020-21: Snapshot

## Leaders Express



### ICONS:

**Mr. N.R. Narayana Murthy**  
*Founder, Infosys*

**Dr. Krishnamurthy V. Subramanian**  
*Chief Economic Advisor, Govt. of India*

**Mr. Vineet Nayar**  
*Former CEO, HCL Technologies*

**Mr. Saugata Gupta**  
*MD & CEO, Marico Ltd.*

**Mr. Junaid Kamal Ahmad**  
*World Bank Country Director of India*

**Ms. Tania Sachdev**  
*Indian Chess Grandmaster*

750+ participants

### Social Conclave:

**Mr. N. Hai Menon**  
*Director, The Bill & Melinda Gates Foundation*

**Ms. Poorva Joshipura**  
*Vice President, of International Affairs, PETA UK*

**Mr. Sudarshan Suchi**  
*CEO, Save The Children*

### Policy Conclave:

**Mr. Amitabh Thakur**  
*I.P.S. Officer*

**Mr. Armstrong Pame**  
*I.A.S. Officer (District Magistrate)*

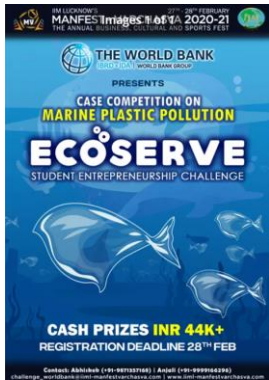
**Mr. Rohit Kumar**  
*Founding Partner, The Quantum Hub*



# Manfest-Varchasva 2020-21: Snapshot

## Management Events

- INR 9 lakh worth prizes
- 10000+ participation from 900+ colleges & organizations
- 20 events for students and corporates
- B-Schools & top 50 UG Colleges
- Case Competitions | Treasure Hunt | B-Plan Competitions
- Quizzes | Stock Pitch | Algorithmic Trading | Simulations



Towards a better tomorrow:

- Young minds presented solutions to fight social problems
- LIC addressed students on importance of insurance
- Sustainability Challenge to save our marine and blue life



# Manfest-Varchasva 2020-21: Snapshot

## CSR Initiatives

### CAMPUS RUN

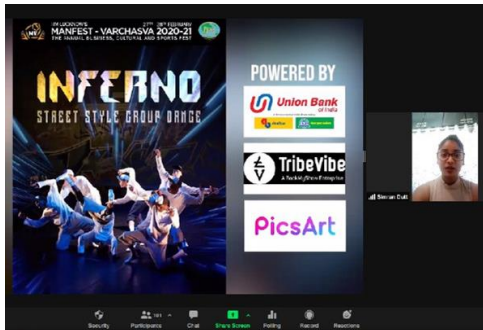
200+ people participated in campus run with the theme of Run To Rise

### REEL OF CHANGE

A short film making competition to sensitize the public on issues related to maternal/child/ adolescent health.

### HALLABOL

Street play competition to raise awareness on social issues.



## Cultural & Literary

- 13 events across Dance, Theatre, Music & Fashion
- 100+ participating colleges
- 4000+ participants from top B-schools & UG colleges
- 120+ delegates representing different nations and members of the parliament in a 2 day MUN of 2 committees



# Manfest-Varchasva 2020-21: Snapshot

## Workshops

### Nielsen Workshop

Mr. Amitesh Tyagi, Director  
*160+ participants*

### Razorpay Workshop

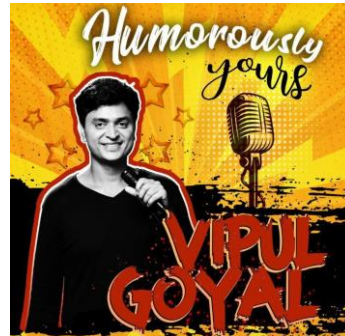
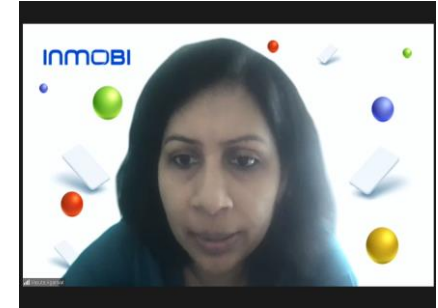
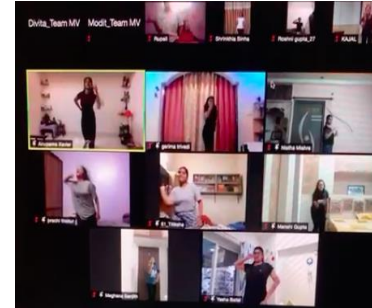
Mr. Vivek Karna, Associate Director  
*100+ participants*

### Inmobi Workshop

Ms. Vasuta Agarwal, SVP & MD, APAC  
*100+ participants*

### Dance Workshop

Mr. Savio Barnes, Choreographer  
*300+ participants*



## Proshows

- Bollywood Nite starring KK
- Standup Comedy show by Vipul Goyal
- Online ProShows with viewership of 2000+



# Manifest-Varchasva 2020-21: Snapshot

## Print Media

### Articles

Over 20 articles in leading National Dailies including Business Standard, The Times of India, Hindustan Times, Dainik Jagaran, Dainik Bhaskar

### Advertisement

10+ advertisement and promotions in leading National Dailies and Online Media Channels

**बेहतर देने के लिए खुद को कसौटी पर कसें : मूर्ति** *Benchmark yourself against the best, Murthy tells IIM students*

आईआईएम लखनऊ में मेनेफेस्ट-वर्चस्व 2020-21 की शुरुआत, लीडर्स एक्सप्रेस में वक्तार्यों ने साझा किए अनुभव

**आईआईएम लखनऊ** में मेनेफेस्ट-वर्चस्व 2020-21 की शुरुआत, लीडर्स एक्सप्रेस में वक्तार्यों ने साझा किए अनुभव

**प्रतियोगिता व सांस्कृतिक कार्यक्रमों में हुआ धमाल**

लखनऊ। इंडियन के संस्थापक एडवार्ड मूरथी ने कहा है कि नए युवा को इस कसौटी पर कसना चाहिए कि इन विचारों के साथ ही। वह आईआईएम लखनऊ के 20 दिवसीय मेनेफेस्ट-वर्चस्व के शुभारंभ कार्यक्रम में संबोधित करते हुए कहा कि इस दौरान हमें अपने अपने क्षेत्र में बेहतर बनना और प्रतिस्पर्धी बनना है। उन्होंने कहा कि हमें अपने क्षेत्र में बेहतर बनना है और प्रतिस्पर्धी बनना है। उन्होंने कहा कि हमें अपने क्षेत्र में बेहतर बनना है और प्रतिस्पर्धी बनना है।

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## Radio & Online

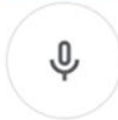
25 seconds jingle played over 40 times on Radio Mirchi Exclusive interview of team on Radio Mirchi Online coverage through NowLucknow and India CSR



Let the flame inside you bring light into this world  
*Inspire the Revolution*



# THEME



## Inspire The Revolution

We are all one.  
No matter how hard it has been, we have always stayed together.  
Things have been tough,  
surrounded by the same pale walls for months now, restricted, tamed!  
The flame inside constantly on the search for the fuel to keep burning.  
The rebel inside can't wait to change the world for the better.  
We'll get through, because we always do.  
We've been hit hard. We're hurt, but we are not down!  
It's on us now!  
Let's build a new world. Every inch forged to conquer come what may!  
Let's bridge the gaps; bring back the same speed to life, because that's who we are!  
Because that's what humanity has always been!  
And, that's the spirit Manfest-Varchasva 2020-21 celebrates!  
Let's Inspire the revolution!



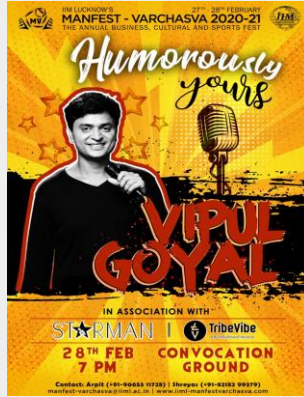
# MV REDEFINED



## MV - Redefined



Live screening from Mumbai



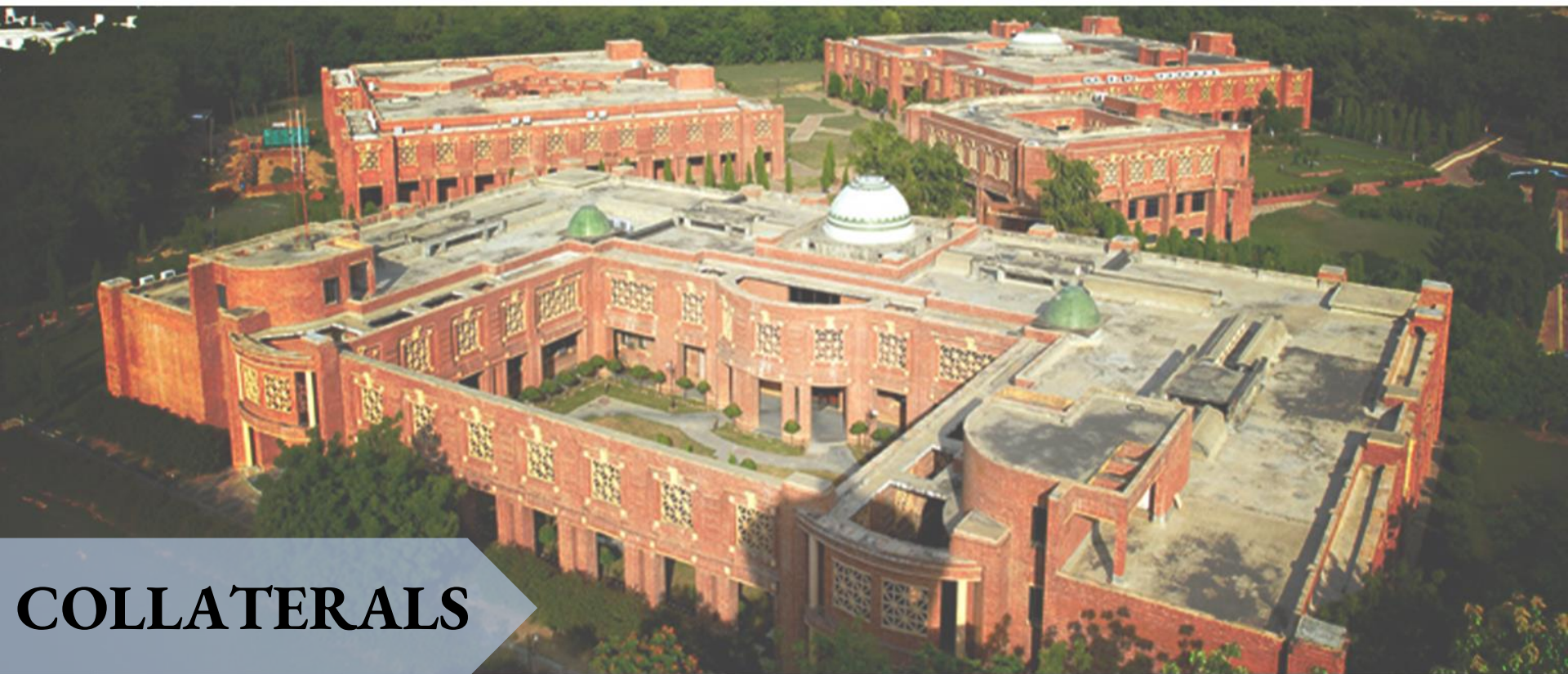
Vipul Goyal's online stand-up show

Manfest-Varchasva 2020-21 was the most unique edition of MV ever!

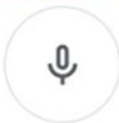
With COVID-19 putting up boundaries in all directions. Team MV redefined the entire model of this year's fest. Every event registered participation in huge numbers from across the nation and with artists like KK and Vipul Goyal performing live online in front of a thousand people, MV 2020-21 was truly an event to remember!

The legacy of Manfest-Varchasva still stands strong in the face of adversity.





# COLLATERALS



## Life Care Partner & Management Event Partner



# Fest Collaterals (2/3)



Standeers

Drop-Downs  
&  
Pipes



# Fest Collaterals (3/3)

Backdrop

**SBI PRESENTS** IIM LUCKNOW'S **MANFEST - VARCHASVA 2020-21** 27<sup>TH</sup> - 28<sup>TH</sup> FEBRUARY  
THE ANNUAL BUSINESS, CULTURAL AND SPORTS FEST

IS PROUD TO ASSOCIATE WITH

**SBI** सचको दूनर, शकको ककर  
सकको दूनर शकको ककर  
IIM-INCUBATOR IIM LUCKNOW  
Innovating the future  
LIG LIC  
एकको दूनर शकको ककर  
एकको दूनर शकको ककर  
Zoomcar Never Stop Living  
Union Bank of India  
MEGA WWW.GETMEGA.COM  
MIRCHI 98.3 FM  
TribesVibe A BookMyShow Enterprise  
gonuts Home To The Stars  
एनटीपीसी NTPC  
BSE  
SAFEXPRESS  
IIM Lucknow SCIFI  
THE WORLD BANK  
COOLWINKS  
PETA  
MATRIX Business Standard  
JOVEES HERBAL  
PicsArt WOMANIA  
QUANT INSTI  
Alpaca True Elements  
indiacr Corporate Sustainability & Responsibility  
NEWS 18 उत्तरप्रदेश उत्तरखंड  
WILEY BINDAS अमर उजाला



## Event Collaterals (1/2)

### Event Banner



### Event Poster



## Event Certificates



# Campus Run Collaterals (1/3)

## T-shirt Design

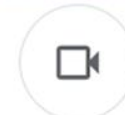
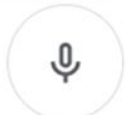


## Poster





# BRANDING



# Physical Branding (1/3)



Registration Zone



Informals Area: Banner in the informals arena



## Physical Branding (2/3)



Branding in Classrooms



Main Sponsors Flex

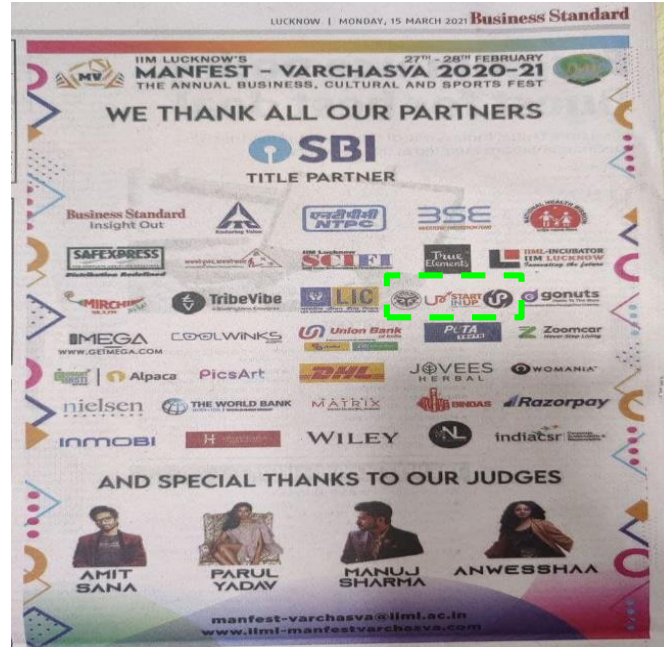


**Innovation:** The case study competition was judged by IIM Lucknow Professors

### Dropdowns and Pipes



# In Media Branding



Media coverage: Business Standard Newspaper



Manfest-Varchasva  
IIM Lucknow's Annual Business, Cultural & Sports Fest

Home About us **Our Partners** Events Proshows Informals Workshops Extras

## OUR PARTNERS - 2020-21

Manfest-Varchasva works with companies, governments, nonprofits and other organizations

### Management Event Partners

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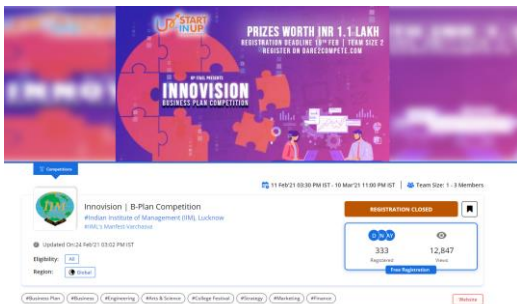
# Event Branding



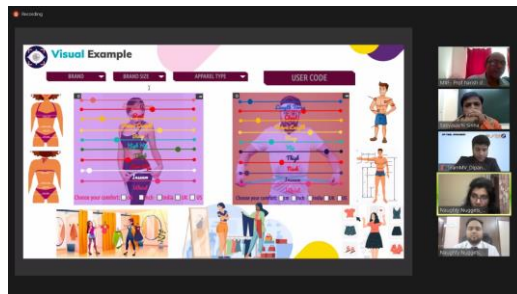
Event conducted on Zoom platform



Zoom background used during the event



Event listing on Dare2Compete



Team presentations during Innovision

## Event Highlights:

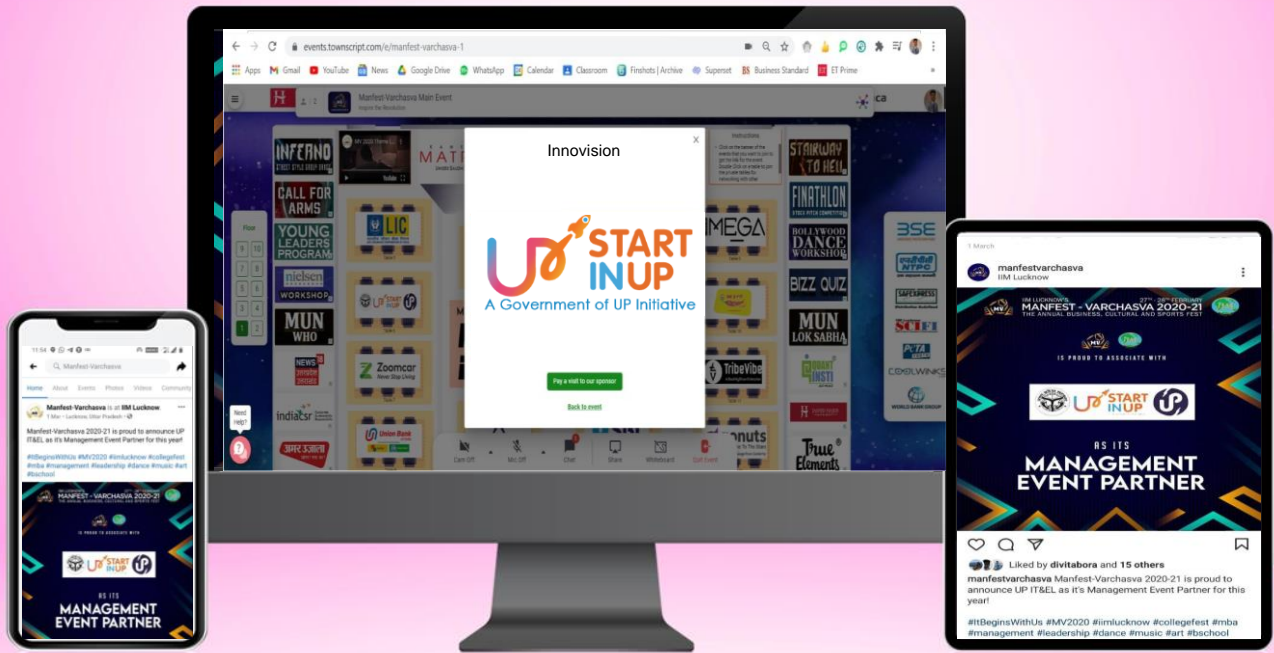
Name: Innovision  
Type: A case study on use of technology in different industries

Registrations: 150+ Teams  
From 200+ colleges pan India, including premier B-schools and undergraduate colleges

Winners:  
1. Team Samatva.AI, SMVIT  
2. Team Sanrakshak, VIT, Chennai



# Online Branding



MANFEST-VARCHASVA 2020-21 | IIM LUCKNOW'S ANNUAL BUSINESS, CULTURAL & SPORTS FEST | 27<sup>TH</sup> - 28<sup>TH</sup> FEBRUARY





# Contact Us



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[linkedin/Manfest-Varchasva](https://linkedin/Manfest-Varchasva)



## Thank You!

With Manifest-Varchasva 2020-21 coming to a perfect end, we would like to take this opportunity to express our gratitude. We thank you for partnering with us and helping us bring Manifest-Varchasva 2020-21 to life in these challenging times.

This would not have been possible without you.

It was an honour and pleasure to collaborate with you for this year's fest. We hope to continue this partnership for many more years to come.

Warm Regards

Arpit Burad | IIM Lucknow Batch of 2022

Manifest-Varchasva Co-ordinator | Annual Business, Cultural and Sports Festival

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