



IIM Lucknow's
Manfest-Varchasva 2016
Annual Business, Cultural and Sports Fest



Uttar Pradesh

Amazing Heritage Grand Experiences

UTTAR PRADESH TOURISM

Travel Trails

A marketing case study competition

Deadline extended
Register by 5 November, 2100 hrs
at dare2compete.com

Teams of 2
(open for undergrad
and postgrad students)

PRIZE MONEY
RS. 80,000

Contacts

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Event Partner



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IIM Lucknow's

18th to 20th NOV

Manfest-Varchasva 2016

Annual Business, Cultural and Sports Fest



The popular phrase “Muskuraiye Ki Aap Lucknow Mein Hain” holds true when you think of the Awadhi cuisine that attracts most tourists to this city of Nawabs. The tastes and smells of each corner of Lucknow along with the sights and sounds are an exclusive exposition of the evolution of not just a city, but a culture and a way of life.

IIM Lucknow's Manfest-Varchasva along with the Directorate of UP Tourism Board presents another edition of the stimulating marketing and promotions case study-UP Tourism Travel Trails. A 2-day event that brings to you an exciting opportunity to explore the lesser known parts of the city, while providing the perfect chance to savour the delicacies that Lucknow has to offer. The participants will be made to travel through the lesser known food places of the city, while trying to design the most feasible food trail.

It is an exclusive opportunity that inches you closer to the chance of invigorating the state businesses and tourism.

PRIZE MONEY : INR 80,000

Winner: INR 50,000 | Runner Up: INR 30,000

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EVENT DETAILS

The event will be held in 2 Phases as follows :

| Phase | Details | Deadline |
|---------------------------------|---|--|
| Phase I (Online) | <ul style="list-style-type: none"> • B-school students first need to register at www.dare2compete.com in teams of two • Each team will then download the case study from Manfest Varchasva website • The format and details of case presentation submission are given in the subsequent slides | <p>Registrations open till: 2100 hrs, Nov 5, 2016</p> <p>Case presentation submission: 2330 hrs, Nov 7, 2016</p> |
| Phase II (On Campus) | <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 from UP Tourism during Manfest-Varchasva 2016. • If any team fails to make it to the campus for final round, the waitlisted teams will be called. | <p>On Campus rounds: Nov 20, 2016</p> |

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PARTICIPATION & REGISTRATION GUIDELINES

- Entries open to all undergraduate and post graduate college students
- Participating teams must consist of 2 members from the same institute
- The trail may cover a variety of cuisines across the city. Brownie points for innovation!
- Teams are required to register at <http://dare2compete.com/competitions/19716/UP-Tourism-Travel-Trails/Indian-Institute-Management-Lucknow/Manfest-Varchasva>

Deliverables from Participants:

Phase – 1 (Round - 1): Designing the food trail

- **A 1-page executive summary of the criteria chosen for the trail**
- **A draft map (poster) depicting the food trail on a map**
- The trail may cover a variety of cuisines across the city. Brownie points for innovation!
- The trail shall be designed such that it can be leveraged for promoting tourism in Lucknow
- 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.

Top 8 teams will be shortlisted and invited to the campus for Round – 2

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PHASE I SUBMISSION GUIDELINES

- The deadline for preliminary round is 2330 hrs, Nov 7, 2016
- **Submission should be a zip file containing a pdf with executive summary & a draft map (poster)**
- **It is to be named as**
<TeamName_CollegeName_TravelTrails_R1>
- Teams can upload their entries at
<http://www.iiml-manfestvarchasva.com/case-study/up-tourism-travel-trails>
- 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

Completeness / comprehensiveness of the solution

Round 2

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

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EVENT TIMELINE

Event launch

Oct 24, 2016

Deadline for registrations

2100 Hours, Nov 5, 2016

**Case Solution submission
deadline**

2330 Hours, Nov 7, 2016

**Announcement of National
Finalist Teams**

Nov 10, 2016

**Grand Finale during Manfest-
Varchasva 2016**

Nov 20, 2016

For more details, send an email to
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