



UPSACS at INDEX 2010

Partnership Report

INDEX, IIM Lucknow



hindustantimes



IIM LUCKNOW

presents

INDEX '10

NOVEMBER 20TH & 21ST
COLVIN TALUQDAR COLLEGE



Jaago re
Street plays and Dramas



Fuzon
The Fashion Parade



Footloose & Lucknow Idol
Chorus Nite & Vocals Solo



Food Festival
Italian, Mughlai & Chinese

The Fun Weekend!!

STREET PLAY COMPETITION 'JAAGRAN' AT FUN MALL



Colleges from across Lucknow participated in the street play competition 'Jaagran'. The event was held in three stages with the elimination rounds taking place at Fun Mall, Gomtinagar. The street plays had a terrific impact with large crowds gathering to see them. Through the medium of street plays and with the help of college students the message of creating awareness about AIDS was delivered to the Lucknow residents.

STREET PLAY COMPETITION 'JAAGRAN' AT INDEX FAIR 2010



The teams of the street play competition also performed at the INDEX Fair 2010 at Colvin Taluqdar's grounds.

A team of students from IIM Lucknow also performed at the Fair to deliver the message of creating awareness about AIDS.

SENSITIZATION OF STUDENTS IN COLLEGES ACROSS LUCKNOW



This year IIM Lucknow and UPSACS went one step further and did sensitization in colleges across Lucknow. Colleges like Jaipuria, JNPG, MPMM, IT college participated in the competition. The colleges performed in their campus and thereby spreading AIDS awareness among their fellow students



INDEX 2010

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW



UPSACS ENDORSED BY PANDIT HARI PRASAD CHAURASIA JI

IN ASSOCIATION WITH
UPSACS hindustantimes

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Landmark CAREER LAUNCHER SUBWAY PEPSI FUN REPUBLIC Radio City VLCC

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present
IIM Lucknow **INDEX 10**

& SPICMACAY PRESENT

ANTARNAAD

-PERFORMANCE BY PT. HARIPRASAD CHAURASIYA

NOVEMBER 20TH & 21ST
COLVIN TALUQDAR COLLEGE

PANDIT HARI PRASAD CHAURASIYA JI never endorses any Brand other than SPICMACAY. But in INDEX Fair 2010 Pandit Ji endorsed UPSACS and appreciated the social initiative undertaken by the society.

INTERNET PUBLICITY AND MESSAGE CIRCULATION

INDEX this year had association with numerous internet Blogs like Coolavenue, Pagalgywhich are very popular among the students across INDIA. These Blogs had message of UPSACS and their association with IIM Lucknow in spreading awareness against AIDS.



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IIML INDEX 2010 focuses on marketing research activities and raising social awareness on AID

IIM Lucknow's biggest marketing research event of the country, INDEX 2010, was abuzz with lot of activities like street play on Road Safety, a concert on AIDS awareness, marketing research activities, games, fashion show and Rock Show.

FOR IMMEDIATE RELEASE

PRLog (Press Release) – Nov 22, 2010 – Press Release

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HOME • NEWS WIRE • B SCHOOL NEWS • PT. HARIPRASAD CHAURASIA PULLS THE CROWD AT INDEX 2010 AT IIM LUCKNOW

Pt. Hariprasad Chaurasia pulls the crowd at Index 2010 at IIM Lucknow

Monday, November 22, 2010
By CoolAvenues Newswire

IIM Lucknow's much awaited premier management event, **INDEX 2010**, kicked off to much fun and frolic at Colvin Taluqdar College today. The excitement in the air could be clearly felt in the 16th edition of the biggest marketing research event of the country. The atmosphere was abuzz with lot of activities throughout the day.

There were many game stalls being put up by the students of IIM Lucknow for the city people,

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The Blogs gave a glimpse about the various AIDS awareness activities undertaken by the students and UPSACS. The importance of imbibing social activities was also another avenue of discussion.

UPSACS STALLS AT INDEX FAIR 2010



There were some UPSACS stalls at the INDEX Fair. And many of flexes were used to display presence of the society at the fair.

Moreover it was made sure that anyone who wants to play games at the fair was made available with red ribbons to wear.





Conclusion

The partnership of INDEX 2010 with UPSACS was mutually beneficial and immensely satisfying as students of the IIM Lucknow community. As members of the coordinating team of INDEX we were privileged to associate with a cause such as AIDS awareness. Through the platform of INDEX we could make an impact on thousands of individuals who attended the fair and beyond.

The partnership went one step ahead from last year, where the sensitization was done not only in public places but also in colleges across Lucknow.

We express our heartfelt gratitude to UPSACS and we hope that this fruitful partnership would continue in the years to come.

Regards,

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