



#### 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





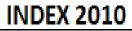




The teams of the street play competition also performed at the INDEX Fair 2010 at Colvin Taluqdar's grounds.

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







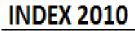
### SENSITIZATION OF STUDENTS IN COLLEGES ACROSS LUCKNOW





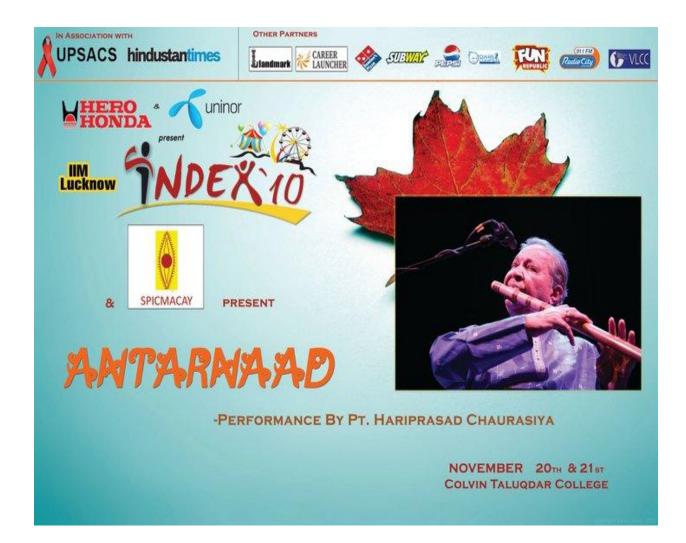
This year IIM Lucknow and UPSACS went one step further and did sensitization in colleges across Lucknow. Colleges like Jaipuria, JNPG, MPMM, IT college participated in the competition. The colleges performed in their campus and thereby spreading AIDS awareness among their fellow students







## UPSACS ENDORSED BY PANDIT HARI PRASAD CHAURASIA JI



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.



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#### INTERNET PUBLICITY AND MESSAGE CIRCULATION

INDEX this year had association with numerous internet Blogs like Coolavenue, Pagalguywhich 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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Country Angola Anguilla Antarctica Antigua & Barbuda Argentina	a(	IIM Lucknow's biggest marketing abuzz with lot of activities like st	ng social awareness ( g research event of the country, INDEX 20 reet play on Road Safety, a concert on All activities, games, fashion show and Roc	WOSL Vieweu Weekiy           010, was         "Weird Al" Yankovic launching first- ever children's picture book at
<u>Armenia</u> Aruba Austria		R IMMEDIATE RELEASE Log (Press Release) – Nov 22, 2010	) Prove Delance	Canada's Top Billionaires, Wireless Carriers, Internet Marketing Firms and Economic Hot Spots - 1913

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anday, November 22, 2010	Past: Day Week Month
By CoolAvenues Newswire	CAT 2010 result out: catiim.in faces outage issues as huge traffic hits
INDEXTON TALKNOW'S much awaited premier management event, INDEX 2010, kicked off to	IIM Ahmedabad selection criteria for candidates short-listed in CAT 2010
much fun and frolic at Colvin Taluqdar College today. The excitement in the air could be clearly	CAT 2010: Way forward for the 80 plus percentile scorers
Felt in the 16th edition of the biggest marketing research event of the country. The atmosphere	IIM Ranchi short lists 1036 candidates for 2011-13 batch, issues admission policy
research event of the county. The atmosphere was abuzz with lot of activities throughout the day.	CAT 2010 : IIM Rohtak issues Admission Policy 2011
	MBA forum
There were many game stalls being put up by the students of IIM Lucknow for the city people,	<ul> <li>emba/nibm need assignment materials</li> <li>NIBM MBA Assignments</li> </ul>

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.



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#### **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.





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#### 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,

Abhishek Ashat INDEX Coordinator Mob: 7897181015 Amit Srivastava INDEX Coordinator Mob:7897181044