

**PGDM – Communication – BATCH – 2017 – 2019 – VI TRIMESTER
EVENT MANAGEMENT END TERM EXAM**

**K.J. Somaiya Institute of Management Studies & Research
Course : PGDM COMMUNICATIONS – 2017 - 19
VI TRIMESTER END TERM EXAM
Sub : EVENT MANAGEMENT**

Date of Exam : 09/04/2019

Time : 3 Hours

Marks: 50

**Note : All Questions are Compulsory
Quality and not Quantity will fetch you more marks**

I. Attempt the following Case Study (Compulsory)

BULLET TRAIN – Good for Citizens – Pride of India

Situational Analysis

India entering the league of developed nations by introducing its own bullet train, but the country is divided. In 1853, India moved from horse to steam when the first passenger locomotive between Bombay and Thane was introduced.

Fast forward to 2017 another watershed moment for India was to arrive with the commencement of work on its first high-speed railway project – the bullet train, connecting Mumbai and Ahmedabad, to be launched through a ceremonial ground-breaking ceremony held on the banks of the Sabarmati by the Hon'ble Prime Minister of India and Hon'ble Prime Minister of Japan.

The project involved a staggering investment of Rs 1,10,000 crore (USD 17 billion) with 81% funding support from the Government of Japan at attractive terms. Around the same time, the Indian Railways was battling with a slew of challenges by way of large, high-fatality accidents and facing unrelenting criticism on its lack of adequate investments and safety administration.

This context also led to pervasive criticism on 'wasteful luxury and 'low-priority' expenditure by the Government when India was plagued by debilitating crisis of employment and food for all. A country which is struggling to provide basic infrastructure for all its citizens does not need to make disproportionately high investments in a high-speed rail for the few – were the arguments mounted by the critics.

Also, since the project covered two states – Maharashtra and Gujarat, political and economic perception issues were rampant and rife. The 508-km line aims to reduce the journey time between Ahmedabad and Mumbai to two hours from the eight it takes at present. This project will transform the very paradigm of commuting in India and also be seen as a vindication and coming of age of a country long derided as 'third-world' and 'backward'. However, with many groups and interests ranging from effected populations to political and environmental pressure groups opposing this project, challenges to intended communications delivery were daunting.

Objectives of the Event Campaign

The launch of this project is slated for 1st January 2021. The main objective is to present the High-Speed Rail as a shining example of India's development; unify the nation behind the march

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to progress The single-point mandate for the consultancy was to make the High-Speed Rail, the bullet train launch a widely acclaimed success and position it as a shining example of the progressive mindset of the current Government. It is important to minimise any negative fall-outs and establish national – level positives and gains. A key focus is to also position National High Speed Rail Corporation (NHRC) the corporation setup to execute the project, as a vehicle which will not only introduce India's first bullet train but also act as a catalyst for the arrival of world class project management and infrastructure development capabilities in the country paving the way for uplifting India's railway infrastructure as a whole.

Insights and Strategy – Event Brief

Focus on the citizens instead of the critics; take the 'high speed for high growth' theme to deliver the 'Pride of India' story at all interfaces There were voices of dissent questioning the massive investments as a backdrop. However, there was a heightened sense of excitement among citizens. Therefore, as the event company decided to focus on messaging which would connect with the common-man. Accordingly, project high points were brought to the fore:

- From a never-before heard soft-terms of the loan from Japan at 0.1 % interest spread over 50 years made the project almost free for the country;
- A world-class product in India;
- Prospect of more such trains to be introduced in other corridors in India through transfer of technology (TOT) from Japan all leading to a sense of pride among the citizens.

What also helped was an inclusive approach in the event format. A landmark event of such high importance to the nation should not be restricted to VVIP's and VIP's but also allow the common populace to witness it. Accordingly, the venue had a section where residents of the city of Mumbai are being allowed to attend through a pre – registration process through their local counsellors. Create excitement around the product, the biggest communication asset was the to-be-introduced product itself. Highlights were:

- The arrival of the fastest means of ground transportation for the citizens of India.
- A safety record of zero casualties in the last 50 years.
- The comfort and convenience of travelling in a modern HSR (High Speed Rail).
- Technology which is an environment friendly and energy efficient were what would resonate best with citizens.

India has one of the lowest penetration of air travel and majority of Indians are used to travelling by train. The fact that by riding an HSR people will reach their destination in total transit time which would be lesser than travelling by air. One project, many catalysing benefits: collapsing the distance to economic growth, in one stroke India was taking a leap with a catalytic effect on triggering new directions for economic growth and connectivity:

- Bridging the distance between two large commercial centres of the two most progressive states of India would give new boost to business, industries and economy.
- The 12 cities where the stops were planned en-route would witness new opportunities for growth and development.
- Thousands of jobs would be created through the life of the project and subsequently in running and maintaining the operations.
- The transfer of technology and a breed of engineers and technical staff which would be

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trained to man the project would be instrumental in creating future infrastructure of introduction of many more high speed rails across other commercial corridors of the country.

Challenges and Tactics

Taking the action inside the launch event, outside! Managing communication for an event of a scale and class with the line-up of the highest levels of political dignitaries posed unique challenges and limitations. The launch event will have the presence of the Prime Minister of India, Prime Minister of Japan, Chief Minister of Gujarat, Chief Minister of Maharashtra, and Minister of Railways. This calls for the highest level of security imposing strict restrictions on who could be invited, the movement of attendees, as well as minimal control on the messaging inside the event venue.

In addition, there will be a multitude of Government departments which will be deeply involved with the event – The Prime Minister's Office (PMO), the Railway Minister's Office, project leadership from National High Speed Rail Corporation which is executing the project and the offices of the Chief Ministers of Gujarat and Maharashtra along with their publicity departments. This posed restrictions on the journalists and influencers who could be invited to attend the launch event. Leading social media influencers were provided content support for tweets with relevant images of the event to have a positive tonality in the digital media space.

Questions

1. If you are the event company, Event Crafts who is incharge for the launch of the Bullet train project in India, come up with the following :
 - i. Event Name, Branding and Logo Design (illustrate)
 - ii. Event Theme along with positioning strategies
 - iii. Event Ideation Process
2. Prepare an Event Budget (which includes the Pre Buzz & Tech Rider) for the event ?
3. The venue for this event will be in MMRDA grounds, BKC, prepare a logistics plan and event operations strategy
4. What can be the contingency plan to handle the crises for this event ?