

Rajarata University of Sri Lanka

University Business Linkage Cell

PROPOSAL FOR MASK LAUNCHING CEREMONY

The University Business Linkage Cell has entered into an MoU with a Commercial Partner to commercialize a double layer mask, a research output of Faculty of Applied Sciences. This is the first ever product commercialized by the Rajarata University of Sri Lanka. The product launch ceremony will take place at the end of June 2022.

The UBLC has decided to handover the event planning and management part of this product launch to a Students' Association of the University as this will enhance the events management skills among the undergraduates. Further, it will be a great opportunity to get hands-on experience in event planning for the students. Thus, the proposals are entertained from student bodies of RUSL till 12th June 2022 via email to biz.rusl@gmail.com. For more information please contact Mrs.Anuruddhi (0712929987).

The proposals may include followings:

1. Venue & facility plan
2. Product launch plan
 - a. Event day schedule
 - b. Invitation plan
 - c. Agenda
 - d. Compeering
 - e. Official launch
3. Promotional plan
4. Refreshment plan
5. Decorations plan
6. Photography and videography plan
7. Marketing plan (optional)
8. Budget (please keep the budget below Rs.75,000.00)
9. Post-launch plan (if any)

Important

- The duration of this event is around 1.5 hours and the expected number of participants is 35.
- A Lecturer should be in charge of this event.
- All the financial transactions will be handled by the UBLC.
- The student associations must identify 10 key members to run this product launch and their CV's should be submitted along with the proposals.
- The teams with events management knowledge and experience will be prioritized.
- Only the RUSL undergraduates are eligible to submit their self-made proposals with the recommendations of the concerned Head of the Department or the Dean of the Faculty.
- All the proposals will be opened at 9.00 a.m. on 13th June 2022. Any proposal received after the closing date will be rejected.

Dr.Manoj Samarathunga
Director
University Business Linkage Cell
07.06.2022