



**IILM ACADEMY OF HIGHER  
LEARNING, LUCKNOW**

**ANNUAL FEST**

**ZEAL-2024**  
**Information Brochure**

**REGISTRATION COORDINATORS**

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**IILM ACADEMY of HIGHER LEARNING, LUCKNOW****LIST OF EVENTS**

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Registration Links for **Academic/Informal/Cultural Events** -

<https://forms.gle/Deods1aarPv3u1th7>



# **ACADEMIC EVENTS**

## **I. inQUIZitive (General Awareness Quiz)**

*We quiz; therefore, we are!*

### **About the Activity:**

It will test the general awareness of the participants about Politics, Environment, Business, Economics, Society and Legal Environment.

### **Rules:**

- It is an event for both Undergraduate and Post Graduate students.
- Only 1 team per college is allowed.
- Each team will have 2 participants.

### **Rounds:**

**Elimination Round:** Round 1 will be an Elimination Round, with 15 questions on General Awareness to be attempted in 10 minutes. A pre-designed question paper will be given to the contestants on a team basis. After the elimination round, 4 teams will be selected based on merit for the final round.

**Final Round:** The Final Round will be an on-stage activity with several sub-rounds like - Famous Personality Round, Rapid Fire Round, Audio/Visual round, etc.

**No. of Members:** 2 per team

**Time Limit:** 10 minutes for Elimination Round and 1 hour for Final Round

## **II. Turncoat: The Debate Competition**

*Don't raise your voice, improve your argument.*

### **About the Event:**

It is a form of debate where the speaker will literally debate against himself. The speaker will start by taking a stance (say, for the motion) on the topic and will switch sides (against the motion) after a certain duration of time, on the sound of the buzzer.

**Topic: "Evolving generation and dropping IQ level"**

### **Rules**

- It is an individual event for both UG and PG students.
- Two participants per course per college are permitted.
- Each speaker will have to speak for a total of 3 minutes. During these 3 minutes, he/she will have to change his/her stance once, as per the sound of the first buzzer. On the sound of the second buzzer, he/she will have to summarize.
- The speaker will start by taking a stance (say, for the motion) on the topic. After a certain time, the buzzer will sound, and the speaker will switch sides (against the motion).
- Participants may speak in Hindi OR in English, but not both.
- Participants are advised not to include any controversial issue in their speech.

Categories: Hindi & English

**No. of members:** Individual Event

**Time Limit:** 3 minutes per participant

### III. Markethon (Advertisement Making Competition)

*Enact an advertisement that will make the audience go crazy and feel compelled to buy your product.*

**Rules:**

- It is an event for UG and PG students.
- Only 1 team per college.
- Number of Participants should be 4 per team.
- Use of Hindi and English is allowed.
- Products will be given to teams two hours before the start of the event.
- Each team will get 5 minutes to perform their act.
- The advertisement should have a jingle.

**Judgment Criteria:**

- Originality of Idea
- Jingle
- Presentation
- Dialogue Delivery
- Overall Appeal

**No. of Members:** 4 per team

**Time Limit:** 5 minutes per team

### IV. Wordworth – Creative writing

*Creativity is not everyone's cup of tea. Let your words do the talking.*

**About the Activity:**

The activity encourages participants to let their creative juices run wild and write imaginative and original content on a given theme. In the words of George Washington Carver: *"When you can do a common thing in an uncommon way; you will command the attention of the world."*

**Rules:**

- It is an event for both UG and PG Students.
- Participants have to write poetry/prose on a provided theme in not more than 300 words.
- Themes will be given on the spot.
- The poetry/prose must be original. Plagiarism is not allowed.
- The poetry/prose must not contain any provocative, objectionable, or inappropriate content.
- Each College can nominate only two participants, one in Hindi category and one in English category.
- Participants can write either Hindi or English (but not Hinglish).
- You will be judged on the basis of originality, relevance to the theme, creativity and impact.
- Blank Sheets will be provided to participants. However, they must bring their own writing instruments.
- Mobiles are not allowed during the event.
- The winning contributions will be published in the IILM Newsletter.

**No. of Members:** Individual Event

**Time Limit:** 30 minutes

**Word Limit:** 300

**Categories:** Hindi & English

### V. Intrapreneur (Existing Product Development)

*Sell that dream!*

**About the Activity:**

Looking to innovate on a concept that already exists? Ordinary products get a new life when they find the perfect blend of form and function. The activity consists of participants being required to suggest a single innovation in an existing product.

**Rules:**

- It is an event for UG and PG students.
- The participants will be required to propose a single innovation in an existing product.
- The product will be announced at the start of the event.
- The participants shall arrange for all the required material (chart paper, pens etc.) on their own.
- The counters will be visited by the judges and questions will be asked.
- The participants will be judged based on originality of idea, relevance of the innovation and its incremental cost as well as price.
- Mobiles are not allowed during the event.

**No. of members:** 3 per team

**Time Limit:** 1 hour

## VI. CHINTAN (The HR Role Play Competition)

### About the Activity:

Role play involves applying knowledge, skills, and ability to a situational problem. The team will be given a scenario related to HR issues in an organization and will be expected to analyze the situation & enact the scenario with a problem-solving approach.

### Rules:

- Applicants should be from UG/PG level (One team per college)
- Each team should be comprised of 4-5 Members.
- The duration of the role play should be a minimum of 10 and maximum 12 minutes including the time for stage arrangement.
- A bell will ring at the 10th minute to indicate 2 more minutes are left.
- Participants may speak in English or Hindi but not both and refrain from using offensive language.
- There shall be only one round.

### The Judging Criteria are as follows:

- Storyline of the scenario
- Ability to convey the central theme effectively.
- Creativity
- Body language and Confidence

### The situation for role plays is:

You are the MD. You are having a one on one meeting with the head of HR and two senior HR Managers. Your company is downsizing. Your preferred strategy is 'last in, first out', i.e. to lay off the most junior employees, because they cost less in redundancy pay than more senior staff and are less attached to the company. All the parties have to put their points and probable consequences.

## VII. FinAnalysis

### About the Activity:

An event based on the concepts related to Financial Reporting & Analysis. The Teams will be given the last 5 financial year's financial statements of any public limited company, listed in India. The teams will be required to conduct Financial Analysis and make a presentation about the financial health of the company.

### Rules:

- This is a team event for both UG/PG Students.
- Financial Statements (of the last 5 financial years) of a public limited company, listed in India, will be given to the participating teams 3 hours prior to the competition.
- The teams are supposed to analyze the financial health of the given company and present the same

before the jury, using a PowerPoint Presentation. The teams will be required to work in isolation, during the prep time, with no external support.

- A maximum of 10 minutes will be given to the team for the presentation, after which, the Q&A will be for 5 minutes regarding the presentation.
- Judgement criteria include – the use of financial analysis tools, interpretation of results, presentation skills, and answers to the questions asked by jury members.
- Each team can have a maximum of 3 members (One team per college)

## **CULTURAL EVENTS**

*“All of us are talented in our own unique way. We just need to recognize our capacity and develop our talents to their full potential.”*

### **Rules:**

- The participating teams should not get any assistance from the non-participants. If found, negative marking will be done.
- Time limits need to be strictly adhered to; else it would invite negative marking.
- The material required must be carried by the participants themselves (nothing will be provided by the institute).

### **I. Splash of Colors (Rangoli)**

*Sprinkle the earth with beautiful colors and make it come alive.*

#### **Rules:**

- It is an event both for UG and PG students.
- Only one team per course per college is permitted to participate.
- Teams will make a Rangoli that depicts some meaningful message related to management, social issues, or culture.
- Every team will explain the design and theme to the jury members.
- The material required for making the Rangoli must be carried by the participants themselves (nothing will be provided by the institute)
- Participants will be allotted a 2ft x 2ft area for their work.
- The decision of the judges will be final and binding on all participants.

**Judgment Criteria:** Theme, Creativity, Use of Colors, Aesthetic Appeal, and Presentation

**No. of members:** 2 per team.

**Time Limit:** 1 hour

### **II. The Singing Sensation (Solo)**

*If you have a song that you are singing from your instinct; you make the audience, feel it in their gut.*

*The Viral Voice (Solo Song- Any genre)*

#### **Rules:**

- It is an event both for UG and PG students.
- Only one entry per course per college is permitted.
- Orchestra/music support will not be provided. Karaoke is not permitted.

**Judgment Criteria:** Voice modulation, Presentation, Sur/Taal, Audience Connect, Choice of Song.

**Time limit:** 2 minutes.

### III. The Dancing Fever (Solo Dance)

*We dance for laughter, we dance for tears, we dance for madness, we dance for fears, we dance for hopes, we dance for screams, we are the dancers, and we create dreams.*

#### **Beat Buster (Solo Dance)**

**Rules:**

- It is an event both for UG and PG students.
- Only one entry per course per college is permitted.
- Usage of props is allowed.
- Participants must carry their songs in a Pen Drive along with them.

**Judgment Criteria:** Choreography, Facial expression, Costume, Overall Presentation, Theme/Originality of idea, Stage Coverage.

**Time Limit:** Minimum 2 minutes, maximum 3 minutes.

### IV. Break the Floor (Group Dance)

**Rules:**

- It is an event both for UG and PG students.
- Only one entry per course per college is permitted.
- Usage of props is allowed.
- Participants must carry their songs in a Pen Drive along with them.

**Judgment Criteria:** Choreography, Props usage, Facial expression, Costumes. Overall Presentation, Theme/Originality of idea, Stage Coverage.

**No. of members:** 3-8 per team.

**Time Limit:** Minimum 3 minutes, maximum 4 minutes

### V. Forms of Art

*Life imitates art far more than art imitates Life. Oscar Wilde*

**Rules:**

- It is an event for both UG and PG students.
- One team per course per college is permitted.
- The participants can choose any one form of painting:
  - (a) Face Painting
  - (b) Canvas Painting
  - (c) Sketching
  - (d) Tattoo Making
  - (e) Mehndi
- All the material required for all forms of art will be carried by the participant.
- The decision of the Judge would be final and binding.
- There will be separate prizes for each category.

**Judgment Criteria:** Theme, Creativity, Neatness, Presentation, and Overall Aesthetic.

**No. of members:** Individual

**Note:** For Face Painting, Tattoo Making & Mehndi, the main participant will make the design and the support participant will be the subject.

**Time Limit:** 1 hour

## INFORMAL EVENTS

### I) Chameleon

*Makeover is not a mask, it is an art, it is passion. Makeover is Expression.*

**Theme: Anime Characters**

**Rules:**

- It is an event for both UG and PG students.
- Only 1 Team of 2 participants per course per college will be allowed to participate, one will do the styling and 'DC Characters & Marvel' will be the subject.
- The participants are supposed to create one complete look including dress, makeup, hairstyle, and accessories.
- Pictures of **Before** and **After** Makeovers will be taken and the judgment will be done based on these pictures.
- The judges' decision will be final and binding.

**No. of members:** 2 per Team

**Time Limit:** 1 Hour

### II) Salad Making

*Feeling blue? Try some greens!!!*

Create a spectacle with color and taste.

**Rules:**

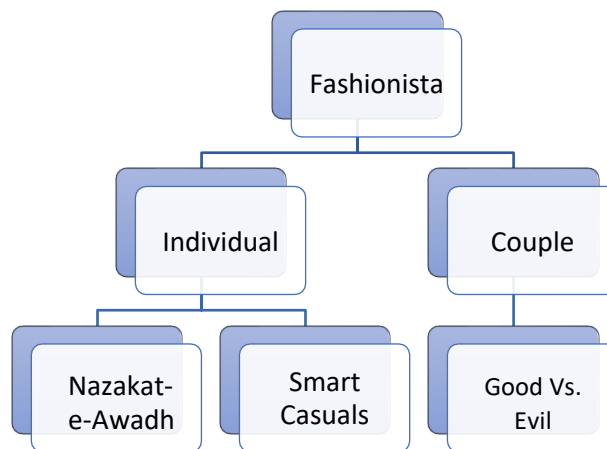
- It is an event for both UG and PG Students.
- One team of two members per course per college is allowed.
- Participants will have to bring the material, utensils, and whatever material they need with them.
- Pre-done work will lead to disqualification.
- Tabling is to be done by the participant.
- The judges' decision will be final and binding.

**No. of members:** 2 per Team

**Time Limit:** 1 hour

### III) Fashionista

*Versatility, Glamour, Fashion and Style all converged under one roof.*



**Rules:**

- It is an event for both UG and PG Students.
- There will be one entry in each category of Individual Walk and one in Couple Walk per course per college.
- The themes for the individual fashion walk categories are "Nazakat-e-Awadh" and "Smart Casuals" and the theme for Couple Walk category is "Good Vs. Evil".



- Nazakat-e-Awadh: The theme gives you an opportunity to express the love for your culture of Awadh with your attire.
- Smart Casuals: A fashion show theme calling out your creativity, mix-match your formals and casuals to match your comfort.
- Good Vs. Evil: The good vs. evil fashion show is the theme where you will get the chance to elevate any of your favorite iconic characters with your creative take.
  - The participant can choose any one theme depending upon the category
  - In each round the participant will get maximum of 30 seconds to walk the ramp and show off their style.
  - Choice of dress & style for the walk should be theme-based.
  - The participants have to walk to the music provided by the event coordinator. Music will be according to the theme.
  - There will be separate prizes for each of the 3 sub-categories.
  - The judges' decision will be final and binding.

#### **IV) Street Play (Nukkad Natak)**

***Exhibit your acting skills in the manner of a street play, reaching out to the masses effectively conveying a theme.***

**Theme: Superstitions**

**Rules:**

- It is an event for both UG & PG students.
- One team per college can participate.
- The play should contain a social message.
- No pre-recorded music or voices are allowed.
- Please note: Only household objects can be used as a prop (dholak, sticks, drums, gular are allowed). For other props, prior permission of the event coordinators needs to be taken.
- The teams are expected to bring their own props (if any).
- The judges' decision will be final and binding.

**No. of members:** Max 12 per Team

**Time Limit:** 10 minutes

#### **V) Insta Reels**

***Stories well told.***

**Rules:**

- It is an event for both UG and PG Students.
- Each participant will submit 1 reel (only regarding or related to ZEAL 2024), which has been shot during the Sports Fest dates, February 28 & 29, 2024.
- Participants must bring their own cameras/phones/recording equipment.
- The reel should be based on your own creativity.
- The duration of the video should not be more than 60 seconds.
- The participants are not allowed to post the submitted reels on their personal accounts directly. The reel must be submitted to rishu.tiwari@iilmko.ac.in for approval latest by March 01, 2024, 11:00 am.
- The Insta reels will be uploaded on March 01, 2024, by 1:00 pm on the following link:  
**<https://www.instagram.com/iilmlucknow/reels/>**
- You can invite your friends for likes and views on the same.
- Only approved reels will be judged.
- The reels will be the properties of IILM Lucknow.
- The final counting of Likes and views would be done on March 02, 2024, at 1:00 pm.
- The judges' decision will be final and binding.

**1 LIKE= 5 POINT**

**1 VIEW= 1 POINT**

**Time for Shooting Reel:** February 28 & 29 (during outdoor sports events)

**Duration of Reel:** Up to 60 seconds

## **VI) Best out of Waste**

### **Rules:**

- It is an event for both UG and PG Students.
- One team of two members per course per college is allowed.
- Participants will have to bring the all the materials they need with them.
- Pre-done work will lead to disqualification.
- Evaluation will be based on no. of different types of waste items utilized and usefulness of the final creation.
- The judges' decision will be final and binding.

**No. of members:** 2 per Team

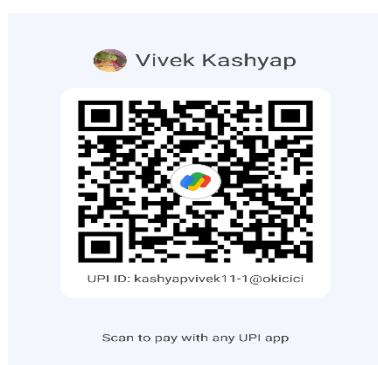
**Time Limit:** 1 hour

**SPORTS EVENTS – SNAPSHOT**

February 28 &amp; 29, 2024 at Mini Stadium, Vinay Khand, Gomti Nagar, Lucknow

| S. No. | Event                  | Categories  | Cost per Category |
|--------|------------------------|-------------|-------------------|
| I      | Badminton - Singles    | Women & Men | 300/-             |
| II     | Table Tennis - Singles | Women & Men | 300/-             |
| III    | Volleyball             | Women & Men | 800/-             |
| IV     | Kho-Kho                | Women & Men | 800/-             |
| V      | Athletics              |             |                   |
|        | (a) 100m               | Women & Men | 200/-             |
|        | (b) 4*100m Relay       | Women & Men | 300/-             |
|        | (c) Shot-Put Throw     | Women & Men | 200/-             |
|        | (d) Javelin Throw      | Women & Men | 200/-             |
|        | (e) Discus Throw       | Women & Men | 200/-             |
| VI     | Basket Ball            | Women & Men | 800/-             |
| VII    | Tug-Of-War             | Women & Men | 800/-             |
| VIII   | Chess                  | Unisex      | 200/-             |
| IX     | Carrom -               |             |                   |
|        | • Singles              | Unisex      | 200/-             |
|        | • Doubles              | Unisex      | 300/-             |

Scan the below given QR for payment:



Please Click Here to fill out the Registration Form after making the payment. <https://forms.gle/nvCCRLEHnW6XKRNZ6>



## **SPORTS EVENTS – RULES**

### ***General Rules***

- Only College / University students, with a valid College ID Card are eligible to participate.
- For a team to be eligible, the college of all team members should be the same.
- Teams need to report at least 15 minutes before the scheduled time.
- Decision by the referee would be final and binding.
- If a team doesn't turn up for its match, it will be disqualified from the tournament.
- For any other information regarding rules of play, kindly contact the coordinator.

## I) Badminton

*Don't be afraid, just make the bird fly.*

### **Rules:**

- The final match will be best of three sets, each set being a race to 11 points.
- All league matches will be knock-out matches.
- In case of conflict the decision of the event coordinator will be final and binding
- **Note: Participation fee is Rs. 300/- per player.**

### **Category:**

- Singles – Women & Men

## II) Table Tennis

*Toss and spin with a twist of the wrist.*

### **Rules:**

- The general rules of the game are to be followed.
- In case of conflict the decision of the event coordinator will be final and binding
- **Note: Participation fee is Rs. 300/- per player.**

### **Category:**

- Singles – Women & Men

## III) Volleyball

*Don't let it touch the earth while the ball is in your court.*

### **Rules:**

- A minimum team of 6 should be present and a maximum of 9 players.
- A maximum of 3 substitutes.
- Rotation preferable though depends on teams (international rotation rules apply).
- Standard size ground and net height.
- Substitutions as per international rules.
- All the matches will be 3-set matches, with each set will be played for 25 points.
- The final will be a 5-set match.
- Rally scoring to be used in all matches.
- The referee's decision shall be considered final.
- **Note: Participation Fee for each team is Rs. 800/-.**

### **Category:**

- Men
- Women

#### IV) Kho-Kho

*Life is all about chasing and being chased. What about having a game with the same theme and thrill?*

**Rules:**

- A team of 9 players are required to participate in the event.
- The name of the 9 main players will be submitted by the captain 15 min before the commencement of the match.
- All the decisions of the referee shall be final and binding to all.
- Other rules will be announced on the spot.
- **Note: Participation Fee for each team is Rs. 800/-.**

**Category:**

- Women & Men

#### V) Athletics

*The road to athletic greatness is not marked by perfection, but the ability to constantly overcome adversity and failure.*

**Rules:**

- The general rules of the game are to be followed.
- All rounds will be knock out rounds.
- In case of conflict the decision of the event coordinator will be final and binding
  - **Note: Participation Fee for Individual Races/Throws will be Rs. 200/- per participant and for 4\*100 Meters Relay will be 300/- per team.**

**Categories:**

- Dash (100mtrs sprint) – Women & Men
- 4\*100mtrs Relay – Women & Men
- Shot-put Throw – Women & Men
- Javelin Throw – Women & Men
- Discus Throw – Women & Men

#### VI) Basketball

*Net the Ball to get it ALL!*

**Rules:**

- Each team will be made up of 7 players with only 5 allowed on the court at any time.
- Standard size ground and net height.
- The game will be split up into 4 twelve-minute quarters. In between the 2nd and 3rd quarter is a 15minute halftime interval.
- The ball can only be moved by either dribbling (bouncing the ball) or passing the ball.
- After each successful basket the ball is then turned over to the opposition.
- The referee's decision shall be considered final.
- **Note: Participation Fee for each team is Rs.800/-.**

**Category:**

- Men
- Women

## VII) Tug of War

*Feet firmly on the ground and all attention on the rope.*

### About the Activity:

A game of strength and teamwork, in which there will be rope pulling by the two teams. Each team will try to pull the other team to his side. It will be a knockout tournament based on the best of three pull.

### Rules:

- Types of tournaments: Separate team for Boys & Girls.
- There will be 3 matches per pair of teams, in knockout, semifinal as well as final rounds, and the team which wins 2 out of 3 matches will be declared the winner.
- All the decisions of the referee will be final.
- The rope is marked with a “center line” and two markings six meters either side of the center line.
- The rope must be under the arms. Actions like pulling rope over shoulders will be considered foul.
- No knots or loops may be made in the rope, nor may it be locked across any part of the body of any member of the team. Crossing of the rope over oneself constitutes a loop.
- **Note: Participation Fee for each team is Rs. 800/-.**

**No. of members:** Maximum 8 players.

### Categories:

- Women
- Men

## VIII) Chess

*The Brain Game: the battle of strategic intent*

### Rules:

- It is an event for both UG and PG students.
- Only one participant per course per college is permitted.
- The general rules of the game are to be followed.
- In case of conflict the decision of the event coordinator will be final and binding
- **Note: Participation fee is Rs. 200/- per player and only one participant will participate per course per college.**

## IX) Carrom

### Rules:

- It is an event for both UG and PG students.
- Only one team per course per college is permitted.
- Each team will consist of two players.
- The general rules of the game are to be followed.
- In case of conflict the decision of the event coordinator will be final and binding

**Note: Participation fee for singles is Rs. 200/- per player and for doubles will be Rs. 300/- per team. Only one team will participate per course per college.**

**No. of members:** 2 players per team

### Categories:

- Singles
- Doubles