



Confederation of Indian Industry



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

Zeal 2026

Annual Fest

BGMI | SPORTS | ACADEMIC | CULTURAL | INFORMAL EVENTS

INFORMATION BROCHURE



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REGISTRATION

Scan the QR code for the registration



Register here for
Academic/Cultural/Informal/Sports



Register here for
BGMI

MOMENTS CAPTURED AT PREVIOUS ZEAL EVENT



ACADEMIC EVENTS

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.

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.

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.

Judgement Criteria-

Final Selection of Winners will be based on performance in the Final Round

No. of Members: 2 per team

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

TURNCOAT: THE DEBATE COMPETITION

Where opinions turn and minds burn.

ROUNDS:

Opening Argument

Turncoat Round (switch stance)

Rebuttal & Closing

RULES:

- Participants must argue both for and against the motion.
- Switching stance mid-debate is mandatory.
- Use of offensive language or personal attacks leads to disqualification.

JUDGEMENT CRITERIA:

- Clarity of thought
- Adaptability
- Argument strength
- Delivery & confidence

No. of Members: 1 per entry

Time Limit: 6-8 minutes per participant



MARKETHON

"Marketing minds in action."

ABOUT THE EVENT

A competitive marketing event that challenges participants to think creatively and strategically. Teams will design innovative marketing ideas and powerful punchlines for given products or business scenarios, testing their branding, analytical, and presentation skills.

ROUNDS-

Round 1: Marketing Aptitude Quiz

Objective-based quiz covering the basics of marketing, branding, and advertising.
Shortlisting round.

Round 2: Creative Pitch

Teams are given a product/service.

Create a catchy punchline, logo idea, and basic promotion strategy.

Round 3: Final Presentation

Detailed marketing plan including target audience, USP, promotional channels, and budget outline.

Live presentation before judges

RULES

- All participants must carry a valid college ID.
- Teams must adhere to the given time limits.
- Use of unfair means or plagiarism will lead to disqualification.
- Judges' decisions will be final and binding.

JUDGEMENT CRITERIA

- Creativity & Innovation
- Relevance of Punchline
- Marketing Strategy & Feasibility
- Presentation & Communication Skills
- Time Management

NO. OF MEMBERS

2-4 members per team

TIME LIMIT

Round 1: 20 minutes

Round 2: 30 minutes

Round 3: 5-7 minutes per team

WORDWORTH – CREATIVE WRITING

"Let your words do the talking "

ABOUT THE ACTIVITY:

Wordworth is a creative writing competition designed to encourage students to express their imagination, emotions, and ideas through poetry or prose. Participants will write original content based on a theme provided on the spot, allowing them to explore creativity in its purest form. The event celebrates originality, artistic expression, and the power of words.

ROUNDS:

This is a single-round event. Participants will be given a theme on the spot and must write a poem or prose piece based on it within the given time and word limit.

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.

JUDGEMENT CRITERIA –

- Originality, Relevance to the theme, Creativity, Impact and expression

NO. OF MEMBERS: INDIVIDUAL EVENT

Time Limit: 30 minutes Word Limit: 300 Categories: Hindi & English

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



Workplace Warriors (HR Role-Play Competition)

ABOUT THE ACTIVITY:

Workplace Warriors is a high-impact HR Role-Play Competition where teams step into the shoes of HR Managers, CEOs, Employees, Union Leaders, and Candidates to solve real-life workplace crises. Participants will face challenges related to recruitment, conflict management, performance appraisal, ethics, layoffs, diversity, and employee engagement. This event tests decision-making, communication, emotional intelligence, and HR strategy under pressure.

ROUNDS-

Round 1 (Situation is given here for Role-Play)

- You are the VP-HR. You are having a one-to-one meeting with the GM-HR and two senior HR Managers. Your company is downsizing. Your preferred strategy is 'last in, first out' (LIFO) 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.
- Teams must role-play and arrive at a fair HR solution.
- Only Top teams qualify for Round 2.

Round- 2 (On the spot problem /situation/case will be given).

- Teams will have to handle a live HR problem like:
- Workplace conflict
- Poor performer vs high-potential employee
- Union vs Management issue

Or any other spontaneous issue raised by Judges / evaluators

Team must role-play and arrive at a fair HR solution/ strategic HR decision and justify it before judges.

RULES

- Applicants should be from UG/PG level (One team per college)
- Each team should be comprised of 3-5 Members.
- The duration of the role play should be a minimum of 10 and maximum 15 minutes including the time for stage arrangement.
- A bell will ring at the 10th minute to indicate 5 more minutes are left.
- Participants may speak in English or Hindi but not both and refrain from using offensive language.
- There shall be two rounds (Based on participation, Judges may also decide less or more rounds).
- No script allowed, all responses must be spontaneous.
- Teams must stay in character during the role-play.
- No use of mobile phones or internet during performance.
- Disrespectful or unethical behavior will lead to disqualification.
- Time limit must be strictly followed.

JUDGEMENT CRITERIA-

Criteria	Weightage
Problem understand	20%
HR knowledge & application	20%
Communication & Body language	25%
Decision Quality and fairness	20%
Teamwork & Role clarity	15%

NO. OF MEMBERS: 03-05
TIME LIMIT- 15 Minutes Per Round



FinAnalysis

"Decode the numbers, decide the future."

ABOUT THE EVENT:

FinAnalysis is an analytical finance event designed to test participants' ability to interpret and analyze financial statements. Participants will evaluate real or simulated company financials to assess profitability, liquidity, efficiency, and financial health, and then make informed managerial or investment decisions.

ROUNDS:

Round 1 – Financial Statement Diagnosis

Participants will be provided with balance sheet, income statement, and cash flow statement of a company. They must calculate key financial ratios and identify strengths and weaknesses.

Round 2 – Decision & Justification (Final Round)

Shortlisted participants will analyze an advanced case and provide recommendations such as investment decision, creditworthiness, or turnaround strategy, supported by financial reasoning.

RULES:

- Group participation—as per the registration.
- Financial statements will be provided on the spot
- Use of calculators is permitted
- Internet usage is not allowed
- Participants must justify all assumptions clearly
- Judges' decision will be final and binding

JUDGEMENT CRITERIA:

- Accuracy of analysis
- Interpretation of financial ratios
- Logical reasoning and clarity
- Quality of recommendations

NO. OF MEMBERS:

Group(2-3 member)-as per the registration.

TIME LIMIT:

Round 1: 30 minutes

Round 2: 15 minutes



Alrena – The Prompt Engineering Challenge **“Prompt, Create & Dominate”**

ABOUT THE EVENT-

Participants will compete to solve real-world business and social problems using AI tools through prompt-engineering, logical structuring, and ethical framing.

TOTAL ROUNDS- 3

RULES-

- The event is open for UG & PG students.
- Only one team per college can participate in the event.
- Teams will be given a business/social problem statement.
- The problem needs to be solved in 3 rounds.
- AI tools will be provided/allowed only during the event.
- Internet access is restricted to AI platforms only.

JUDGEMENT CRITERIA-

- The prompts will be judged on the basis of the following criteria-
- Quality of prompts
- Logic and clarity of the output
- Business relevance and ease in application
- Ethical framing

NO. OF MEMBERS-

Minimum of 2 and a maximum of 3 members can participate

TIME LIMIT-

To solve a problem/case, a maximum of 60 minutes will be given.

Future Board Startup Simulation & Decision Lab **“Every decision has a cost. Can you afford yours?”**

ABOUT THE ACTIVITY:

Teams act as CXOs of a simulated startup navigating funding, hiring, pricing, and crisis scenarios in real time.

RULES:

- UG & PG students
- One team per college
- Multiple decision rounds
- No external assistance
- Judgement Criteria:
- Strategic consistency
- Financial prudence
- Risk management
- Outcome performance

No. of Members: 3 per team

Time Limit: 90 minutes



Crisis@2030 – Future Risk Management Lab
“The crisis hasn’t happened yet. Prepare anyway.”

ABOUT THE EVENT

Crisis@2030 – Future Risk Management Lab is a forward-looking, simulation-based strategic event designed to test participants’ ability to anticipate, analyze, and manage emerging global and organizational risks. The event places students in the role of crisis managers responding to hypothetical but highly plausible future scenarios set in the year 2030.

Participants will be exposed to complex crises such as large-scale AI-driven job displacement, climate-induced operational shutdowns, massive data breaches, geopolitical supply chain disruptions, or regulatory shocks. Teams must rapidly assess risks, identify stakeholders, and design a structured response roadmap that balances strategic, operational, financial, and ethical considerations.

The event aims to develop critical thinking, risk foresight, decision-making under uncertainty, and stakeholder management skills, which are essential for future leaders in finance, management, policy, and analytics.

ROUNDS

Round 1: Crisis scenario & Risk Assessment

- Teams are provided with a future crisis scenario on the spot.
- Participants analyze the nature of the crisis, key risk factors, and immediate implications.
- Identification of affected stakeholders and short-term vs long-term risks.

Round 2: Strategy Design & Response Roadmap

- Teams design a comprehensive crisis response roadmap, including:
 - Immediate containment measures
 - Medium-term stabilization strategies
 - Long-term resilience and prevention mechanisms
- Consideration of economic, social, technological, and regulatory dimensions.

Round 3: Presentation & Defence

- Teams present their crisis response plan before the judging panel.
- Judges may ask questions to test feasibility, realism, and strategic clarity.

RULES

- The event is open to UG and PG students.
- Teams of exactly three members are allowed.
- The crisis scenario will be revealed on the spot; no prior knowledge of the scenario is permitted.
- Teams must prepare and present a structured response roadmap within the given time.
- Use of unethical, impractical, or illegal solutions will lead to disqualification.
- The decision of the judges will be final and binding.

JUDGEMENT CRITERIA

Teams will be evaluated on the following parameters:

- Risk Anticipation
- Depth of understanding of the crisis
- Identification of emerging and hidden risks
- Feasibility of Response
- Practicality and realism of proposed solutions
- Alignment with resources, timelines, and constraints
- Stakeholder Management
- Identification of key stakeholders
- Effectiveness of communication and conflict management strategies
- Strategic Clarity & Innovation
- Logical structure of the response roadmap
- Creativity and future readiness of solutions

NO. OF MEMBERS

3 members per team

TIME LIMIT

- Total Duration: 60 minutes
- Crisis analysis & preparation: 40 minutes
- Presentation & Q&A: 20 minutes



The Attention Game

“You have 8 seconds. Use them wisely.”

ABOUT THE ACTIVITY

In today’s attention economy, brands, leaders, and creators have less than 8 seconds to capture interest before an audience scrolls away. The Attention Game is a fast-paced, high-energy challenge where participants must design and deliver ultra-short hooks that instantly attract attention, spark curiosity, and remain memorable. Teams will be given real-world contexts such as advertisements, startup pitches, public awareness messages, or product launches. Their task is to create a compelling opening hook—not a full ad or pitch—within strict time constraints. The activity tests creativity under pressure, strategic thinking, and communication precision, all of which are critical future skills in marketing, entrepreneurship, consulting, and leadership roles.

EVENT FORMAT & ROUNDS

The competition will be conducted in multiple rapid-fire rounds, increasing in difficulty.

Round 1: Instant Hook

Teams are given a random category (e.g., FMCG product, startup idea, social cause).

60 seconds to think.

One team member delivers an 8-second hook verbally.

Shortlisting based on impact and clarity.

Round 2: Constraint Challenge

Teams receive additional constraints (target audience, platform, tone).

Example:

“Pitch this to Gen Z on Instagram in a humorous tone.”

90 seconds preparation.

8 seconds delivery.

Round 3: Curveball Round (Final Round)

Teams receive an unexpected twist (negative context, controversial product, limited budget).

Example:

“Sell this idea after a public backlash.”

Preparation time: 2 minutes.

Final 8-second hook + 30-second explanation of intent.

RULES

- The event is open to Undergraduate and Postgraduate students.
- One team per course per college is permitted.
- Each team must consist of 2 participants.
- Only verbal delivery is allowed, no props, slides, or mobile phones.
- Hooks must be original and created on the spot.
- Use of offensive, discriminatory, or inappropriate content will lead to immediate disqualification.
- Time limits are strict. Exceeding the 8-second delivery window results in negative marking.
- The decision of the judges shall be final and binding.

JUDGEMENT CRITERIA

Participants will be evaluated on the following parameters:

- Hook Strength
- Ability to instantly grab attention
- Opening impact and curiosity creation
- Creativity
- Originality of idea
- Novel approach within given constraints
- Recall Value
- Memorability of the hook
- Likelihood of being remembered or repeated
- Clarity & Relevance
- Clear alignment with the given context
- Appropriateness to target audience
-

NO. OF MEMBERS

2 per team

TIME LIMIT

- Preparation time varies by round (60–120 seconds)
- Strictly 8 seconds for hook delivery per round



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).

Splash of Colors (Rangoli)

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

ABOUT THE EVENT:

Splash of Colours is a creative Rangoli-making competition that encourages students to express ideas, values, and messages through vibrant designs. Teams will create Rangolis that reflect themes related to management, social issues, or culture, blending artistic expression with meaningful storytelling.

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: 3 PER TEAM.

Time Limit: 1 hour

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)

ABOUT THE EVENT:

This is a singing competition where different participants will showcase their singing talent.

RULES:

- It is an event both for UG and PG students.
- Only 3 entry per course per college is permitted.
- Orchestra/music support will not be provided. Karaoke is permitted.

JUDGMENT CRITERIA: VOICE MODULATION, PRESENTATION, SUR/TAAL, AUDIENCE CONNECT, CHOICE OF SONG.

Time limit: 2 minutes.

The Dancing Fever (Solo Dance)

"Every step, a revolution."

ABOUT THE EVENT:

A solo dance event is a platform where individual performers showcase their talent, creativity, and personal expression through dance. Unlike group performances, the spotlight is entirely on one dancer, allowing them to demonstrate both technical mastery and emotional depth.

Rounds:-1

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.

NUMBER OF MEMBERS:-1

JUDGMENT CRITERIA:

Choreography, Facial expression, Costume, Overall Presentation, Theme/Originality of idea, Stage Coverage.

Time Limit: Minimum 2 minutes, maximum 3 minutes.

Break the Floor (Group Dance)
"Steps in harmony, hearts in sync."

ABOUT THE EVENT:

A group dance is more than synchronized steps—it's a celebration of unity, rhythm, and shared energy. Each performer contributes their individuality while blending into a collective harmony.

Rounds-1

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 the

JUDGEMENT 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

Forms of Art
"Where imagination takes form"

ROUNDS:

- Creation Round
- Presentation & Explanation

RULES:

- Any art form allowed (painting, sketching, collage, etc.).
- Only provided materials may be used (unless specified).
- Artwork must be created on the spot.

JUDGEMENT CRITERIA:

- Creativity & originality
- Technique
- Theme relevance
- Presentation

No. of Members: Individual

Time Limit: 90 minutes

Echoes of Tomorrow – Spoken Word & Slam Poetry
"Say it like the future is listening."

ABOUT THE ACTIVITY:

Participants perform original spoken-word pieces on themes like identity, ambition, technology, freedom, or uncertainty.

RULES:

- Individual event
- Original content only
- No background music
- Judgement Criteria:
- Content depth
- Voice modulation
- Emotional connect

Time Limit: 2.5 minutes

Judgement Criteria:

- Content Depth
- Voice Modulation
- Emotional Connect



INFORMAL EVENTS

Chameleon "Unleash Your Inner Artist"

ABOUT THE EVENT –

Chameleon is a makeover competition where creativity meets style. Participants will transform a model into a themed character using makeup, costume, hairstyle, and accessories. The event celebrates imagination, artistic expression, and visual storytelling through complete character transformation.

THEME – Anime Characters

ROUNDS – Single round makeover challenge

RULES –

- The event is open to UG and PG students.
- Only one team of two participants per course per college is allowed.
- One participant will do the styling and makeover.
- The makeover must be based on DC or Marvel characters.
- Participants must create one complete look including dress, makeup, hairstyle, and accessories.
- Before and after photographs will be taken for judging.
- The judges' decision will be final and binding.

JUDGEMENT CRITERIA –

- Creativity
- Theme interpretation
- Transformation (before and after)
- Overall presentation

NO. OF MEMBERS –

- 2 members per team

TIME LIMIT –

- 1 Hour

Salad Making "Tossed to perfection."

ROUNDS:

- Preparation
- Plating & Explanation

RULES:

- Only vegetarian ingredients allowed (unless specified).
- No pre-cut or pre-cooked items.
- Hygiene is mandatory.

JUDGEMENT CRITERIA:

- Taste
- Presentation
- Innovation
- Nutritional balance

No. of Members: 1-2 per team

Time Limit: 30 minutes



FASHIONISTA 2.0 – THE RUNWAY EDIT
“Fashion is no longer worn. It is performed.”

ABOUT THE EVENT

Fashionista 2.0 – The Runway Edit is a contemporary fashion showcase that goes beyond traditional ramp walks. It celebrates identity, storytelling, styling intelligence, and stage presence, transforming the runway into a cinematic experience.

Participants are not merely judged on attire, but on concept clarity, persona projection, confidence, and narrative expression—mirroring the standards of modern fashion shows, digital creators, and luxury brand showcases.

EVENT STRUCTURE & CATEGORIES

The event will be conducted across three distinct high-impact categories, each designed to appeal to different facets of modern fashion culture.

THEME 1: HERITAGE REIMAGINED (Solo Walk)
“Rooted in tradition. Styled for tomorrow.”

CONCEPT: PARTICIPANTS REINTERPRET INDIAN OR REGIONAL HERITAGE (SUCH AS AWADH, MUGHAL, FOLK, OR CLASSICAL INFLUENCES) THROUGH A MODERN SILHOUETTE, STYLING, OR NARRATIVE LENS.

Focus Areas:

- Fusion of tradition and modernity
- Cultural storytelling
- Elegance and restraint

THEME 2: POWER PLAY (Solo Walk)
“Dress like the room already belongs to you.”

CONCEPT: A CONTEMPORARY TAKE ON CONFIDENCE-DRIVEN FASHION—WHERE POWER DRESSING MEETS PERSONAL STYLE. PARTICIPANTS MAY EXPLORE SMART CASUALS, BUSINESS-CASUAL, STREET-LUXURY, OR MINIMALIST AESTHETICS.

Focus Areas:

- Personal brand expression
- Confidence and posture
- Styling intelligence

THEME 3: DUALITY (Couple Walk)

CONCEPT: COUPLE PARTICIPANTS PORTRAY CONTRASTING OR COMPLEMENTARY IDENTITIES—NOT LIMITED TO HERO-VILLAIN, BUT OPEN TO BROADER INTERPRETATIONS SUCH AS:

- Chaos vs Calm
- Past vs Future
- Reality vs Illusion
- Light vs Shadow

Focus Areas:

- Coordination and chemistry
- Visual contrast or harmony
- Concept execution



RUNWAY FORMAT

- Each participant/team will get:
 - 30 seconds for runway walk
 - 10 seconds pause at centre-stage for pose/persona projection
- Music will be curated and theme-aligned by the event team to ensure consistency and professionalism.
- Participants must own the narrative visually—no verbal explanation during the walk.

RULES

- The event is open to Undergraduate and Postgraduate students.
- One entry per category per course per college is permitted.
- Participants may choose only one category to compete in.
- Outfits must be originally styled by the participants.
- Props are allowed only if they enhance the narrative and do not disrupt stage movement.
- Obscene, offensive, or unsafe attire will lead to immediate disqualification.
- All participants must report 30 minutes prior to the event for briefing and sequencing.
- The judges' decision shall be final and binding.

JUDGEMENT CRITERIA

Participants will be evaluated on the following dimensions:

1. Concept & Theme Interpretation
 - Clarity of idea
 - Alignment with chosen category
2. Styling & Creativity
 - Outfit coordination
 - Accessories, grooming, and finish
3. Stage Presence & Confidence
 - Walk, posture, expressions
 - Command over the runway
4. Overall Impact
 - Visual appeal
 - Memorability and glamour quotient


PRIZES

- Best Heritage Reimagined
- Best Power Play Look
- Best Duality Walk

NO. OF PARTICIPANTS

- Solo Categories: Individual
- Couple Category: 2 participants

TIME LIMIT

- 30 seconds per walk
 - Event duration subject to number of entries
- 

Street Play (NukkadNatak)
"Drama that speaks, streets that listen"
THEME: GOOD HEALTH & WELLBEING

ABOUT THE EVENT-

The event will showcase the superstitions that surround us as a society in the form of a street play.

ROUNDS- 1

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, gulal 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.

JUDGEMENT CRITERIA-

The teams will be judged based on the gravity of the message delivered and the acting skills of the participants.

No. of members: 12

Time Limit: 10-15 minutes



Insta Reels
"Create, Capture, Content."

ROUNDS:

- Reel Creation
- Screening

RULES:

- Reel duration: 30–60 seconds.
- Content must be original.
- No offensive or copyrighted material.

JUDGEMENT CRITERIA:

- Creativity
- Engagement potential
- Editing & transitions
- Concept clarity

No. of Members: Individual or Duo

Time Limit: 24 hours (including submission)

Best out of Waste
"Turning waste into wonder"

ABOUT THE EVENT: –

Best Out of Waste is a creative competition that challenges participants to transform discarded materials into useful and innovative products. The event promotes sustainability, environmental awareness, and creative thinking by encouraging students to give new life to waste items.

ROUNDS:-

- Single Round Activity

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.

JUDGEMENT CRITERIA –

- Variety of waste materials used
- Creativity
- Usefulness of the final product
- Overall presentation

No. of members: 2 per Team

Time Limit: 1 hour



Persona Switch – The Role Flip Game

“Think like someone you’re not.”

ABOUT THE ACTIVITY:

Participants randomly draw roles (CEO, Influencer, Politician, Climate Activist, AI) and must respond to scenarios live.

RULES:

- Individual event
- No preparation time
- Rapid-response format

JUDGEMENT CRITERIA:

- Adaptability
- Presence of mind
- Role authenticity

Time Limit: 2 minutes per participant

Memeconomy

“Create. Caption. Capture Minds.”

ABOUT THE EVENT:

Memeconomy is a creative management event where participants design witty and impactful memes based on themes such as management concepts, placements, startups, AI, and campus life. The event tests participants' ability to communicate ideas humorously while maintaining relevance and shareability in today's digital economy.

ROUND:

Single round event

Participants will receive template on the spot. Participants must create one meme within the given time.

RULES:

- Max. 2 participants per group.
- Templates will be provided on the spot.
- Memes must be original and created during the event.
- Content should be clean, ethical, and non-offensive.
- Political, religious, or discriminatory content is strictly prohibited.
- Use of personal laptops or mobile devices is allowed.
- Internet usage is permitted unless restricted by organizers.
- Pre-made memes or templates are not allowed.
- Participants must submit memes within the stipulated time.
- Plagiarism or rule violation will result in immediate disqualification.
- The decision of the judging panel shall be final.

JUDGEMENT CRITERIA:

- Creativity & Originality
- Relevance to the Theme
- Humor & Impact
- Visual Appeal
- Clarity of Message

No. of Members: Individual participation or teams of up to 2 members

Time Limit: 15 minutes

Zero to Viral – Content Ideation Challenge

“Think it. Pitch it. Trend it.”

ROUNDS:

- Topic Reveal & Ideation
- Pitch Presentation

RULES:

- Content idea must be original.
- Platform-specific strategy required.
- No use of AI-generated final content (unless allowed).



E-SPORTS

Battle Grounds Mobile India (BGMI)

ABOUT THIS EVENT-

BGMI is the most played mobile battle royale, where teams of 4 player are against the entire lobby of enemies, teams not only have to finish off their enemies but also make strategies for perfect scoring which will be used as criteria for qualifying to further rounds. Main objective of the game is to stay alive, get finishes and use strategy as your main weapon not your AKs or M4s.

ROUNDS-

Round 1: Thirty-two teams will be divided into two Pools A and B, 16 teams will compete amongst themselves in their respective pool in two matches

Round 2: Twelve teams will be selected for the second round from each pool, in total 24 teams. Based on the scoring guidelines. These teams will play one match each amongst their respective pools.

Round 3: Eight teams, from each pool will be then selected for the final showdown of the event.

RULES-

- No cheating software is allowed, if caught by the spectators, team will be disqualified from the entire tournament.
- No external triggers or gaming accessories are allowed, except, mobile cooler, earphones/headphones/earbuds and gaming thumb sleeves.
- Each team will consist of only four players.
- Usernames must be acceptable, no discomfoting or racial usernames are accepted.
- All the teams are expected to adhere to the judgement criteria and decision of the organizers.
- Maps and match settings will be announced prior to the start of the event.
- Classic squad mode will be used for all the matches.
- Players are responsible for their own internet connections and devices, along with their chargers.

JUDGEMENT CRITERIA-

- Each player will get 1 point for scoring a kill, this score will also be added for the entire team's performance.
Example: Player Fusion got 2 kills, he will be given 2 points independently and 2 points will be given to his team.
Only top five qualifying teams will get scores as listed below,
#1 position will get 10 points
#2 position will get 8 points
#3 position will get 6 points
#4 position will get 4 points
#5 position will get 2 points
- Total scores will be used for deciding of winner of the tournament, irrespective of team's position in the final match.

TIMINGS-

- All the teams need to arrive for registration and roll call by 11:30 am on 20th of February at IILM Lucknow.
- Event will start at 12 pm sharp.
- Each match will stretch up to 25 minutes, after each match, organizers will take 15 minutes at most for evaluation of the pointes scored.
- The event will be concluded by 5 pm at most.

REGISTRATION FEE-

All the participants of Annual Fest of Zeal are paying Rs.49 but due to a separate prize pool of BGMI Event, all the teams need to pay Rs.300 for registering themselves. Prize Pool is-

- 1st position – Rs.2000
- 2nd position – Rs.1500
- 3rd position – Rs. 1000
- Team of the Tournament – Rs.750
- Player of the Tournament – Rs.500

DETAILS FOR PAYMENT:

Payment should be made in favor of "IILM Academy of Higher Learning" Lucknow or transferred to Savings Bank Account No- 7113088680 of Kotak Mahindra Bank, IFSC Code- KKBK0004620.

SPORTS EVENTS

19 Feb,2026 at Mini Stadium, Vinay Khand, Gomti Nagar, Lucknow

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.

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

CATEGORY:

Singles – Girls & Boys

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

CATEGORY:

Singles – Girls & Boys



Volleyball

“ Don’t let it touch the earth while”

ABOUT THE EVENT-

Volleyball is a popular team sport played between two teams of six players each on a rectangular court divided by a net. The main objective of the game is to score points by grounding the ball in the opponent's court while preventing the ball from touching one's own court.

ROUNDS-

Minimum rounds (sets) required to decide a match = 2 sets , final will be a 3-set match

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 2-set matches, with each set will be played for 25 points.
- The final will be a 3-set match.
- Rally scoring to be used in all matches.
- The referee's decision shall be considered final.

JUDGEMENT CRITERIA :

- Serving (10 marks)
- Passing / Reception (10 marks)
- Setting (10 marks)
- Spiking / Attacking (10 marks)
- No. of members: (On the court - 6 players per team)

Time Limit : Approx. 20-25 Minutes for each set match.

Category: Only Boys (UG & PG)

Kho-Kho

“Chase Fast. Think Faster. Win Smarter.”

ABOUT THE EVENT:

Kho-Kho is a traditional Indian sport that showcases speed, agility, endurance, coordination, and strategic thinking. Played between two teams, one acting as chasers and the other as defenders, the objective is to tag opponents within a stipulated time. The game demands quick reflexes, sharp decision-making, and seamless teamwork, making it one of the most exciting events of the sports fest.

ROUNDS:

- Round 1: Knockout / Qualifying
- Round 2: Semi-Final
- Final Round: Championship Match

RULES:

- 9 players from each team will be on the field.
- Chasers must sit in the central lane in alternate directions.
- “Kho” must be given by touching a seated teammate from behind.
- Defenders must stay within the playing area.
- A defender is declared out when touched by a chaser.
- Direction rules must be strictly followed by chasers.
- Substitutions are allowed only during intervals.
- Any indiscipline may result in disqualification.
- Referee's decision is final and binding.

JUDGEMENT CRITERIA:

- One point is awarded for each defender dismissed.
- The team scoring the maximum points at the end of the match is declared the winner.
- In case of a tie, extra innings or official decision will apply.
- Time Limit

Each inning: 9 minutes; Total match duration: 18 minutes; Interval: 2 minutes



Athletics
"Push Limits. Break Record."

ABOUT THE EVENT –

The Athletics event celebrates strength, speed, endurance, and sportsmanship. Participants will compete in track and field events designed to test physical ability, focus, and determination, encouraging athletes to push their limits and strive for excellence.

ROUNDS –

All events will be conducted in knockout rounds until the final winners are determined.

RULES –

- General rules of each athletic event must be followed.
- Proper sports attire.
- All rounds will be knockout rounds.
- In case of any dispute, the decision of the event coordinator will be final and binding.

CATEGORIES –

- 100 meters Dash – Women & Men
- 4 × 100 meters Relay – Women & Men
- Javelin Throw – Women & Men

JUDGEMENT CRITERIA –

- Performance according to standard athletic rules
- Speed, strength, and technique
- Fair play and discipline

NO. OF MEMBERS –

- Individual (Relay: Team of 4)

TIME LIMIT –

- As per event schedule

Basketball
" Net the Ball to get it ALL!"

ABOUT THE EVENT:

Basketball match between 2 teams competing for the title.

ROUNDS- 3 rounds

- Qualifying
- Semi-Final
- Final

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.

CATEGORY:

Boys

Girls


JUDGEMENT CRITERIA-

- The team who scores more points will win.

No. of Members-

- 5 playing members +2 reserve

Time Limit-

- 15 minutes for the knock-out round.
 - 20 minutes for semi-finals.
 - 30 minutes for finals.
- 

Tug of War

“Pull Together. Stand Strong. Win Together.”

ABOUT THE ACTIVITY:

Tug of War is a traditional team sport that highlights physical strength, endurance, coordination, and collective strategy. Two teams compete by pulling a rope in opposite directions with the objective of pulling the opposing team beyond a marked line. The event fosters team spirit, discipline, and sportsmanship, making it a major attraction of the sports fest.

ROUNDS:

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.

- Round 1: Knockout / Qualifying
- Round 2: Semi-Final
- Final Round: Championship Match

RULES:

- Separate team for Boys & Girls.
- Exactly 8 players must participate per team.
- The rope is marked with a “center line” and two markings six meters either side of the center line.
- Rope must be held with hands only.
- Wrapping the rope around the body is strictly prohibited.
- Players must remain behind the starting line until the whistle.
- Match begins only on the referee’s signal.
- Intentional falling or sitting leads to disqualification.
- Use of gloves, spikes, or external aids is not allowed.
- Any misconduct may result in immediate disqualification.
- Referee’s decision is final and binding.

JUDGEMENT CRITERIA:

- A team wins a pull by dragging the opposing team past the central marker.
- Matches follow a best-of-three pulls format.

TEAM COMPOSITION:

Players: 8 members per team; Substitute: 1 (optional); Teams must strictly adhere to the prescribed team size.

Time Limit

- 3 minutes per pull; 1-minute rest between pulls
- If unresolved, the referee may declare a result or order a re-pull.

No. of members: Maximum 8 players.

Categories:

Girls
Boys



Chess

The Brain Game: the battle of strategic intent

ABOUT THE EVENT:

Chess is a two-player strategy game played on a checkered board with 64 squares, where the goal is to checkmate the opponent's king. It combines tactics, planning, and foresight, making it both simple to learn and endlessly complex to master.

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 conflicted decision of the event coordinator will be final and binding

No. of members: Maximum 2 players.

Categories:

Girls

Boys

Carrom

ABOUT THE EVENT:

Carrom is a tabletop game of Indian origin in which players flick discs, attempting to knock them to the corners of the board, in a similar fashion to billiards. Throughout South Asia, many clubs and cafés hold regular carrom tournaments. Carrom is commonly played by families, including children, and at social gatherings. Different standards and rules exist in different areas.

ROUNDS:

There will be single round in the game

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, decision of the event coordinator will be final and binding

No. of Team Members:- 2



CONTACT US

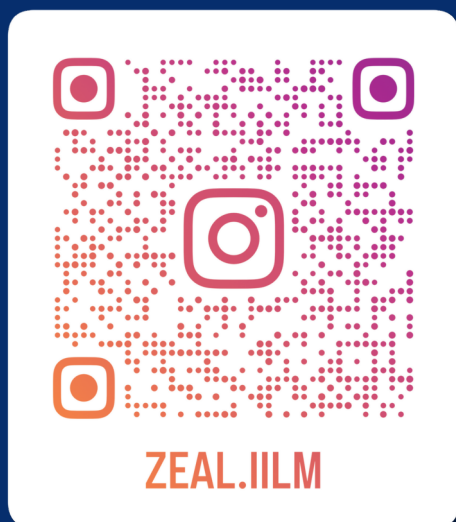
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