



IMS UNISON UNIVERSITY

presents

LAMHE 2025

YOUR PASS



1234567

**27-28-29
MARCH**

**IMS UNISON
UNIVERSITY**

Mussoorie Diversion Rd



ABOUT THE UNIVERSITY

Nestled amidst serene surroundings, IMS Unison University, a proud constituent of the Unison Group, is a beacon of transformative education and research. Established in 1996 as IMS Dehra - dun by visionary educators, it evolved into a prestigious university under Uttarakhand Act No. 13 of 2013, recognized by UGC and a member of the Association of Indian Universities.

With cutting-edge IT-enabled infrastructure and a vibrant learning ecosystem, the University crafts future-ready graduates, postgraduates, and researchers equipped to meet corporate demands. Beyond academics, IMS Unison University drives impactful community outreach, including legal aid camps, blood donation drives, and environmental initiatives, fostering holistic development. Focussed on creating value for all stakeholders, IMS Unison University thrives on a culture of innovation, collaboration, and excellence, empowering students and faculty to achieve their fullest potential in a dynamic and competitive world. Here, learning meets creativity, and aspirations find their wings.

The University offers various under graduate and post graduate programs under the following five schools:

- 1. School of Management**
- 2. School of Law**
- 3. School of Mass Communication**
- 4. School of Hospitality Management**
- 5. School of Liberal Arts**
- 6. School of Computer Application**

GENESIS OF LAMHE

***Connect *Create *Celebrate**

Since its inception in 1996, Lamhe has been the ultimate inter-collegiate cultural extravaganza of IMS Unison University, captivating hearts and minds with its electrifying energy and unmatched vibrancy. This three-day fiesta unites creative talents from across Uttarakhand and beyond, offering a thrilling platform to showcase passion, artistry, and innovation. Renowned for its larger-than-life charm, Lamhe has hosted an array of intellectual and cultural spectacles, with each year scaling new heights of excitement. Iconic events like the dazzling Fashion Show riveting music and dance performances, spellbinding drama, and rocking band gigs keep the audience enthralled. Adding star power to the fest, celebrated personalities from the film and entertainment industry light up the stage. Get ready for Lamhe 2025—a kaleidoscope of music, art, humor, quizzes, and unforgettable moments. Brace yourself for three days of pure adrenaline, creativity, and fun like never before!



MARCH
27
THURSDAY

DAY 1

SCHEDULE

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
09:30 AM - 10:50 AM	Inaugural Ceremony	Main Stage	In the August Presence of Dignitaries	
MAIN STAGE EVENTS				
11:00 AM - 12:30 PM	Sur Sargam (Solo singing) (DSA)	Main Stage	Individual performers showcase their vocal talents on a big stage	Solo
12:30 PM - 01:30 PM	Sur Sargam (Duet singing) (DSA)	Main Stage	Pairs of vocalists showcasing their vocal skills and harmony	2 members per team
01:30 PM - 01:45 PM	Lucky Draw	Main Stage	Grab Your Fortune!	
LUNCH BREAK 01:30 PM- 02:30 PM				
05:00 PM - 07:30 PM	Grandeur: The Fashion Show (DSA)	Main Stage	An opportunity to flaunt designer wear, teams to be made of 15-20 evincing costumes, personalities, and a question-answer round	Max 20 members per team
08:00 PM - 10.00 PM	DJ Night	Main Stage	DJ CARNIVORE	
SCHOOL OF MANAGEMENT EVENTS				
11:00 AM - 1:30 PM	HR Sketch Quest: Visualizing the Workplace Story (HR Club, SoM)	Room No. 411 Computer Lab 4th Floor Block V	A dynamic platform for students to explore the understanding of Human Resource Management (HRM) through drafting an HR story by sketching	2 members per team
10:30 AM Onwards	Invest-O-Finiesta (Finance Club, SoM)	Room No. 103 Block I	A Financial Capital Raising Challenge where participants will propose investment strategies and capital-raising techniques for a startup or business idea	3 members per team

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
11:00 AM – 01:30 PM	Campus Royale BGMI Champions (Business Analytics Club, SoM)	Lab 217 Block V	The BGMI Tournament provides opportunities for students to network with peers from other colleges, gain exposure to India's rapidly growing gaming industry, and explore potential career paths in esports	4 members per team
11:00 AM – 3:00 PM	Bazaar-E-Ideas (Entrepreneurship Club, SoM)	Area between Block V and Block III	"Bazaar-e-Ideas" is an exciting entrepreneurial competition designed to challenge students creativity, business acumen, and sales strategies. The stall generating the highest verified profit will be declared the winner	3 members per team
11:30 AM – 1:30 PM	Lean Process Race (Operations Club, SoM)	Room No. 305 Conference Hall Block V	Teams will perform a simple assembly task (e.g., making paper planes) in two rounds first without planning and then with process optimization using lean principles	4 members per team
2:30 PM – 4:30 PM	Ad-Mania (Marketing Club, SoM)	Seminar Hall Block I	Ad-Mania displays skills in the field of advertising, where the first round will comprise a print advertisement to be displayed by the students, and the second round will be role-playing enactment of the advertisement	2-4 members per team
10:00 AM – 04:00 PM	National Business Hackathon (SoM)	Seminar Hall Block V	Hackathon themes will be given where teams must work on one of the specified themes: Biomass, Alternative Energy, Pharma, Blockchain, Cyber Security, SDG, or AI-Driven Decision Making. The hackathon will be conducted in hybrid mode	3-4 members per team
SCHOOL OF HOSPITALITY MANAGEMENT EVENTS				
11:30 AM – 12:30 PM	Sweet Treat Culinary Contest (SoHM)	1st Floor BTK Block II	In this event, there will be a set of common ingredients available in the kitchen. The participant needs to prepare any sweet dish, which can be Indian or international	2 members per team
02:30 PM – 04:00 PM	Best Out of Waste (SoHM)	3rd Floor FO Lab Block II	The objective is to generate the least amount of waste while getting the most useful uses out of things. Making beautiful objects out of resources that are no longer in use	2 members per team

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
SCHOOL OF LAW EVENTS				
11:30AM - 12:30PM	Vaad Vivad: Legal Debate (SoL)	Room No. 006 Block III	A contest where participants will argue legal issues, presenting and defending opposing viewpoints based on laws, precedents, and legal principles	Solo
12:30 PM - 01:30 PM	Legal Camera (SoL)	Reception Area, Block III	The aim of the competition is for students to display the photos which are best captured in legal context	Solo
03:00 PM - 04:00 PM	Spot the Luminary (SoL)	Room No. 001 Block III	Participants will be shown a photograph of a legal luminary for 30 seconds. After identifying the person within next one and a half minute they must speak about the luminary.	Solo
SCHOOL OF MASS COMMUNICATION EVENTS				
10:30 AM - 12:00 PM	Face the Camera Competition (SoMC)	Room No. 208 Audio-Visual Lab Block IV	Participants take up Face the Camera Challenge and showcase their ability to engage in front of camera	Solo
02:30 PM - 4:30 PM	CinéVoyage Documentary and Short Film Competition (SoMC)	Room No. 206 Radio Lab Block IV	Participants will be shown a short film/documentary and thereafter asked to write a film review in less than 500 words within 30 mins	5 members per team
SCHOOL OF LIBERAL ARTS EVENTS				
11:00 AM - 1:00 PM	Cinematique Film Review (SoLA)	Room 505 Block V	Participants will be shown a short film/documentary and thereafter asked to write a film review in less than 500 words within 30 mins	Solo
2:30 PM - 4:00 PM	Cosplay Recreations (SoLA)	Main Stage	An event where participants dress up as characters from pop culture and showcase their creativity, craftsmanship, and performance skills	Solo
GAMES				
02:45 PM - 4:45 PM	Roadies (DSA)	Central Plaza	The event will be majorly comprising of fitness activities and other on-the-spot dares and challenges	Solo

MARCH
28
FRIDAY

DAY 2

SCHEDULE

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
MAIN STAGE EVENTS				
11:00 AM - 12:00 PM	Exhibition Extraordinaire (Kalashilp Club)	Seating Stage	Exhibition of students' art work	Solo/ Team of Max 3 Participants
11:00 PM - 12:00 PM	Monologue/ Method Acting (Sanskriti Club)	Main Stage	Delve deep into a character's interior world and demonstrate your acting chops! One can switch between two characters while delivering the monologue, but be sure to keep cliches away!	Solo
12:00 PM - 01:30 PM	One Act Plays (Group Theatre) (Abhivyakti Club)	Main Stage	A contest where participants will perform short, self-contained plays typically lasting 5-7 mins, showcasing creativity, acting, and storytelling skills	2-12 Members per team
01:30 PM - 01:45 PM	Lucky Draw	Main Stage	Grab Your Fortune!	
LUNCH BREAK 02:00 PM – 02:30 PM				
02:00 PM - 04:00 PM	Band Combat - War of Bands (DSA)	Main Stage	The Bonanza event where Bands will be evaluated based on vocal skills, instrumental power, co- ordination and the overall feel of the musical performance	Max 7 members per team
07:00 PM - 10:00 PM	Musical Night	Main Stage	SALMAN-ZAMAN (Duo) Sufi & Bollywood Music	
SCHOOL OF MANAGEMENT EVENTS				
9:30 AM - 1:30 PM	HR Innovate: Showcasing Best HR Practices (HR Club, SoM)	Room No. 405, Conference Hall, 4th Floor Block V	"HR Sketch Quest" is an innovative HR storytelling and visual-representation competition, where participants will listen to an audio or watch a video (15-20 minutes) depicting an HR-related scenario	3-5 members per team.

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
10:00 AM - 04:00 PM	National Business Hackathon (SoM)	Seminar Hall Block V	Hackathon Themes: Biomass, Alternative Energy, Pharma, Blockchain, Cyber Security, SDG, or AI-Driven Decision Making. The hackathon will be conducted in hybrid mode.	3-4 members per team
11:00 AM - 1:30 PM	Data Treasure Quest: The One-Piece Adventure (Business Analytics Club, SoM)	Central Plaza	It is an exciting and intellectually stimulating competition. Teams of 2-4 players will race against the clock to solve data-driven puzzles, analyse clues, and uncover the "Treasure" hidden within the event area.	4 members per team
11:00 AM - 02:00 PM	Entrepreneurial Debate (SoM)	Room No. 207 Block I	The Entrepreneurship Debate Competition encourages the participants to engage in debates centered around brands, startups, and business strategies.	2 members per team
11:20 AM - 1:30 PM	Workshop on Case study (Operations Club, SoM)	Room No. 305 Conference Hall Block V	The event will begin with a short lecture on "How to Analyze Case Studies". This will be followed by a team-based competition, where participants will analyze and present solutions to operations-related case studies	4 members per team
11:30 A.M - 1:00 PM	Flaunt the Product (Marketing Club, SoM)	Central Plaza	Flaunt the Product is a product fashion show where the students will be individually designing and developing innovative product and flaunting the product on the music with a ramp walk.	Solo
12:00PM - 2:30PM	Mock Stock (Finance Club, SoM)	Room No 217 Computer Lab Block V	A competition that would simulate real-world stock trading, where participants will buy and sell virtual stocks to compete for the highest portfolio value within a set time frame.	Solo
SCHOOL OF LAW EVENTS				
11:30 AM - 12:30 PM	Turncoat (SoL)	Moot Court Block III	In this event, the speaker shall have to change sides and start speaking from the other side instantly on the given topic	Solo
12:30 PM - 1:30 PM	Legal Quiz (SoL)	Room No. 001 Block III	Questions will cover various areas of law, including legal history, and current legal affairs.	Solo

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
02:00 PM - 04:00 PM	Legal Poster Making (SoL)	Reception Area Block III	The aim of the competition is for students to display the photos which are best captured in legal context.	Solo
SCHOOL OF HOSPITALITY MANAGEMENT EVENTS				
11:00 AM - 12:30 PM	Plate Painting-Aipan (SoHM)	FO Lab 3rd Floor Block II	This competition would showcase the artistic skill of participants as they create intricate, traditional motifs on plates using the folk-art style of Aipan	2 members per team
2:30 PM - 4:00 PM	Master Blender (SoHM)	BTR Lab 1st Floor Block II	Participants will be given basic ingredients to prepare a mocktail. Extra marks will be awarded for presentation	2 members per team
SCHOOL OF MASS COMMUNICATION EVENTS				
12:00 PM - 01:30 PM	RJ Hunt (SoMC)	Room No. 206 Radio Lab Block IV	It aims to find aspiring radio hosts with unique voices, presentation skills, and engaging personalities.	Solo
03:30 PM - 04:30 PM	Photography (SoMC)	Photography Lab Block IV	This event challenges participants to capture compelling images based on a specific theme or criteria	Solo
SCHOOL OF LIBERAL ARTS EVENTS				
12:00 PM - 01:30 PM	Kalamkar - Creative Writing (SoLA)	Seminar Hall Block - I	Participants are expected to showcase their storytelling and poetry skills through original, imaginative written works, with a specific theme or prompt.	2 members per team
04:00 PM 05:30 PM	Unfiltered Echoes – Open Mic (SoLA)	Near Hugs & Mugs	Individuals shall perform their talents, such as singing, comedy, or poetry	Solo
GAMES				
12:00 PM - 02:00 PM	Treasure Trove	Central Plaza	One of the most anticipated events where participants follow clues and solve puzzles to find hidden treasures or prizes	Max 5 members per team
03:00 PM - 4:30 PM	Rang Birangi Face Painting	Central Plaza	Here participants showcase their artistic skills by painting designs on faces of their own friends	2 members per team

MARCH
29
SATURDAY

DAY 3

SCHEDULE

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
MAIN STAGE EVENTS				
11:00 AM - 12:00 PM	Nritya-O-Logy (Solo)	Main Stage	A Main Stage contest where individuals showcase their dancing skills and creativity.	Solo
12:00 PM - 1:00 PM	Nritya-O-Logy (Duet)	Main Stage	Another Main-Stage competition that showcases pairs of dancers performing synchronized routines, competing for the best execution, creativity, and coordination.	2 members per team
01:00 PM - 02:00 PM	Nritya-O-Logy (Group)	Main Stage	The Biggest Dance event of Lamhe that requires 8 to 12 dancers to perform perfectly in-sync moves over five minutes to swoon the judges and audiences alike.	Maximum 12 members
LUNCH BREAK 02:00 PM - 03:00 PM				
03:45 PM - 04:00 PM	Grand Lucky Draw	Seating Stage	Go Grand, Win Big!	
04:00 PM - 04:30 PM	LAMHE 2025: Valedictory Ceremony		In the august presence of Dignitaries	
07:00 PM - 10:00 PM	Celebrity Night		SALIM-SULAIMAN, Bollywood Singers & Music Directors	

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
SCHOOL OF MANAGEMENT EVENTS				
9:30 AM - 1:30 PM	HR Battle: The Ultimate Role-Play Challenge (HR Club, SoM)	Seminar Hall Block V	An engaging and competitive HR Role-Play event designed to test participants' problem-solving, negotiation, leadership, and decision-making skills in real-world HR scenarios.	4-8 members per team.
11:00AM - 1:00PM	Verbal Volley (Finance Club, SoM)	Room No. 103 Block I	A finance-based debate competition to encourage discussions on contemporary financial issues and critical thinking.	2 members per team
11:00 AM - 1:30 PM	BizTech Hackathons (Business Analytics Club, SoM)	Lab 511 Block V	The BizTech Hackathon challenges participants to solve three complex problems within a 2-hour timeframe, testing their logic, speed, and creativity through coding and programing skills	Solo
11:00 AM - 02:00 PM	Tark Shank (Entrepreneurship Club, SoM)	Room No. 207 Block I	A hilarious, high-energy twist on Shark Tank in Tark Shank, participants must pitch crazy, fun, or genius business ideas to a panel of dramatic, over-the-top investors. There will be unexpected twists, surprise challenges, and unpredictable investor demands	Solo
11:30 AM - 1:30 PM	Beer Game (Operations Club, SoM)	Room No 311 Computer Lab Block V	The Beer Game is a simulation used in Operations and Supply Chain Management to illustrate supply chain complexities and the Bullwhip Effect.	4 members per team
1:30 PM - 3:30 PM	Marketing Mystery (Marketing Club, SoM)	Seminar Hall Block V	Marketing Mystery event will be about finding some cues and puzzle around the campus which will be hidden and the teams will track about these treasures reaching from one flag to another	5 members per team
SCHOOL OF HOSPITALITY MANAGEMENT EVENTS				
11:30 AM - 12:30 PM	Tourism Quiz (SoHM)	3rd Floor FO Lab Block II	A favorite with the students and always a tremendously exciting quiz that explores the quaint as well as famous corners of India and abroad	2 members per team

TIME	EVENT	VENUE	EVENT BRIEF	TEAM SPECIFICS
9:30 AM - 1:30 PM	Towel Origami (SoHM)	3rd Floor FO Lab Block II	A quintessential art in hospitality business where imagination and skill go hand in hand.	Solo
SCHOOL OF LAW EVENTS				
11:00 AM - 12:00 PM	Extempore (SoL)	Room 006 Block III	Participants will be given a set of topics and must choose one to speak on, there will be 5 minutes given for preparation	Solo
12:00 PM - 01:30 PM	Legis Creativity (SoL)	Moot Court Block III	Participants will be given a set of topics. A creative platform to create and design law against a given theme. 5 minutes given for preparation	Solo or Team of 2
01:30 PM - 3:30 PM	Star Wars of Law Verse (SoL)	Room No. 001 Block III	Curate Video or Skit upon any legal issue subsisting in society.	Team of 3-5
SCHOOL OF MASS COMMUNICATION EVENTS				
12:00 PM - 01:30 PM	AD Mad Show (SoMC)	Photography Lab Block IV	The most fun General Knowledge test where participants in teams of five will answer questions from movies, music, dance and the arts.	5 members per team
01:30 PM - 3:30 PM	Slogan Making Competition (SoMC)	Room No. 206 Radio Lab Block IV	Crafting impactful and memorable slogans that resonate with diverse audiences	Solo
SCHOOL OF LIBERAL ARTS EVENTS				
11:00 AM - 1:00 PM	Two Minute Murder Mysteries (SoLA)	Room No 505 Block V	Find the murderer by listening to clue in just a minute scenario	2 members per team
2:00 PM - 03:30 PM	Jigyaasa- Entertainment Quiz (SoLA)	Seminar Hall Block I	The most fun General Knowledge test where participants in teams of two will answer questions from movies, music, dance and the arts.	2 members per team
CULTURAL EVENTS				
02:00 PM - 03:00 PM	Photo Montage – Collage (DSA)	Central Plaza	This event challenges participants to creatively combine multiple images into a cohesive, artistic composition	2 members per team

MAJOR ATTRACTION



War of Bands ♦ Mock-Stocks ♦ Legal Debate ♦ Master Blender ♦ Theatre/Cosplay
Nritya-Logy ♦ Open Mic ♦ Sur-Sargam

LUCKY DRAW EVERYDAY*
WIN EXCITING PRIZES

REGISTRATION DETAILS

The registration fee is Rs. 200 per participant. After registration one can participate in all the events except War of Bands, Group Dance, Fashion Show.

No Registration fees applied for IUU students

The Registration fees for special-group events are as follows:

GROUP EVENTS
GROUP DANCE
WAR OF BANDS
FASHION SHOW

PARTICIPATION FEE
RS 2000/-
PER TEAM FOR
EACH GROUP EVENT

PRIZE MONEY
WINNER 7500/-
RUNNER UP 2500/-

Stay arrangements done by IUU.
Limited accommodation available.
Book your spot early.

'Refer to Registration form for more details'

LAMHE2025

SAMPLE REGISTRATION FORM

1. Details of Participating Institution

NAME OF PARTICIPANT : _____

ADDRESS : _____

CONTACT DETAILS: Mobile: _____ Phone: _____

Email : _____

2. Details of Participating Students

Sr No.	Name	Names of Events	Stay Required		
			26th	27th	28th

*Accommodation is only provided to out station students

I/We hereby confirm our participation- at LAMHE 2025 by paying a total amount of Rs._____ (Rs. 200 for individual participant) & (Rs. 2000/- for each group event: War of Bands, Group Dance & Fashion Show) by Online Payment using the following details:

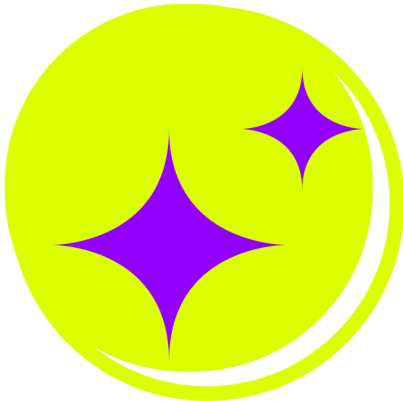
Account Name : IMS Unison University
Account No. : 02251450000456
Bank Name : HDFC Bank Ltd.
IFSC Code : HDFC0000225
Branch : Rajpur Road, Dehradun



Details of Payments

UTR. No./ Transaction I D : _____

Dated : _____



DECLARATION

I/ We agree to abide by rules of LAMHE 2025 being organized by IMS Unison University, Dehradun at the university campus as mentioned in the Rule Book which will be mailed separately.

TEAM LEADER'S

DATE

MOBILE NO.

SIGNATURE

CERTIFICATE OF THE DEAN/HEAD OF THE INSTITUTION

Certified that the above participants is/ are students of _____

Director/Dean/HOD/ PRINCIPAL/ REGISTRAR

(Date and Signature with seal)

DATE

MOBILE NO.

SIGNATURE

* If any clashes in events take place, organizers shall not be responsible.
Please plan your participation accordingly



CONTACTS FOR REGISTRATION

FACULTY REGISTRATION COMMITTEE

Dr. N. Rajeswaran ✨ Ms. Treenashri Ghosh ✨ Dr. Akshay Saroha ✨ Dr. Arti Sharma
9756400033 7633013303 8373980180 9988873891

Dr. Nayani Sarma ✨ Dr. Shiv Kumar ✨ Ms. Sakshi Makkar
9205813039 8398809501 9027251077

STUDENT REGISTRATION COMMITTEE

Shubh Jain ✨ Nandini Kothari ✨ Neha Nauriyal
7060512490 9568228958 9820026370

STUDENT ORGANIZING COMMITTEE

Yasho Nandini Hafsa Farooqui Khushi Singh Monika Sameexha Singh Komal Gupta
Rohit Sharma Aditi Mamgain Parth Kukreja Arnima Sakshi Tewari Tenzin Norzom Rishika Arya
Arpita Madhwal Varad Raizada Chesta Midha Ananya Shah Sreemoyee Bose

FACULTY ORGANISING COMMITTEE

Dr. Vinay Rana
Dean Student Affairs

Dr. Rai Ganguly
University Cultural Co-ordinator

For any further queries Email at: iamheregistration2025@iuu.ac

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