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**CONSTITUTION
OF
LUMS PHOTOGRAPHIC SOCIETY**



"But only in their dreams can men be truly free. 'Twas always thus and always will be." –
Tom Schulman, Dead Poets Society.

PREAMBLE

1. Whereas, the Society may be referred to as the 'LUMS Photographic Society', 'Photographic Society' or 'PhotoLUMS'.
2. The LUMS Photographic Society (hereafter, 'PhotoLUMS') aims to serve as the sole Photography Society at the Lahore University of Management Sciences (hereafter, 'LUMS').
3. PhotoLUMS shall operate under the Co-curricular Activities Office (CCA), the Office of Student Affairs (OSA) and any other concerned administrative division of LUMS.
4. The LUMS Student Handbook shall guide all affairs of PhotoLUMS, in a manner that is always respectful to all LUMS' traditions. PhotoLUMS shall not discriminate on the basis of caste, sex, race, gender, sect, class, nationality, ethnicity or political affiliations.
5. Whereas, PhotoLUMS will be led by a patron, who shall be the sole patron of PhotoLUMS i.e not become patron of any other society.
6. Whereas, this constitution was drafted in the year 2017-18 by the Executive Council.
7. Whereas, this constitution was first amended in the year 2018-19 by the Executive Council.
8. We, the members of PhotoLUMS, hereby establish and ordain this constitution, which seeks to unite students interested in the field of photography in good fellowship; to assist students to advance the standards of photography within this university by:
 - a. Being conscious of our role, responsibility and duty towards PhotoLUMS.
 - b. To provide individuals at LUMS a platform to highlight their expressions and channel their thoughts through photography and thus introduce a diverse range of photographic styles and cultures.
 - c. To encourage individuals to come forth and provide them with a base of operations to express their photographic ability.
 - d. To promote the learning of photography through professional lectures, tutorials, workshops and practical exercises.
9. To encourage amateur photographers to bring forth their talent, thus providing exposure through various photography events, competitions and trips.
10. To encourage and promote aspiring photographers by displaying their work through exhibitions or other media.
11. To provide the members of the LUMS Photographic Society and the rest of the LUMS community the exposure of planning, managing and arranging both small and large scale photography events with respect to event management, exhibition set-up, corporate sponsorships and leadership roles within this domain.
12. To be the sole representative and organizer of all photography-related events at LUMS for external sponsors, media, photographers and any other concerned entity and ensure quality and standards of all such events under the banner of LUMS Photographic Society.

PART 1: THE SOCIETY

Chapter 1 - Introduction

13. PhotoLUMS is a non-governmental, not-for-profit, apolitical, student run organization which aims to:
 - a. Promote the art of photography;
 - b. Create awareness about the different functions which photography can serve;
 - c. Create a responsibility towards social causes through photography;
 - d. Engage individuals in a culture that promotes teamwork and spread technical know-how relating to photography;
 - e. Promote leadership, teamwork, engaging the youth;
 - f. Use photography as source of expressing that which cannot be done otherwise.
14. Any and all principles, duties, powers and restrictions laid out in the Preamble shall be considered a substantive part of the PhotoLUMS constitution.

Chapter 2 - Framework

15. PhotoLUMS shall operate under the following hierarchical structure (Executive Council):
 - a. The President
 - b. The Vice-President; Editor in Chief
 - c. The General Secretary
 - d. The Treasurer
 - e. The Conveners of LAPS
16. All posts in PhotoLUMS including the Executive Council and Extended Council shall be open only for the members of PhotoLUMS only.

Chapter 3 - Membership

17. Members of PhotoLUMS shall be inducted in the beginning of the Academic Year in the Fall Semester each year.
18. Members shall be inducted through application forms, walk-in interviews, or performance in society events. This decision will be made by the Executive Council chosen for that year.
19. The Executive Council has the ability to set a cap for number of members inducted in that particular year.
20. Once inducted, a member shall remain part of PhotoLUMS, though depending on their performance, may have to renew/reconfirm his/her membership, at the Executive Council's discretion.
21. All members are expected to uphold and exhibit the highest standards of integrity, honesty, discipline and professionalism in their dealings amongst themselves,

regardless of their position within the society, and with students, societies, bodies or organizations outside of PhotoLUMS, both within and outside of LUMS.

22. All members:

- a. Reserve the right to be informed of
 - i. The PhotoLUMS Constitution and any amendments thereof, if made;
 - ii. PhotoLUMS Society events, once they have been approved and finalized by the EC and the CCA;
- b. Are expected to actively participate in all society events.

23. A member may resign from PhotoLUMS through a formal application to this effect, addressed to and approved by the General Secretary, on advice of the President, who may file this with the Patron.

24. The Executive Council reserves the right to terminate membership of any member of PhotoLUMS with the approval of the President if he/she:

- a. Seeks to undermine the Constitution of PhotoLUMS
- b. Undermines the goals set by the Executive Council of the society
- c. Fails to perform in a professional and timely manner
- d. Becomes an inactive member
- e. Fails to uphold the qualities prescribes in Article 21.

Chapter 4 - The Patron

25. PhotoLUMS shall operate under the guidance of a Patron such that he/she:

- a. Is a member of the LUMS Faculty;
- b. Is solely the Patron of PhotoLUMS and no other society;
- c. May direct the activities of PhotoLUMS as he/she deems fit;
- d. Shall reserve the final say on any matter, including arbitration of any conflict between the EC;
- e. May remove any member from the society, in conjunction with the Executive Council, if deemed necessary.

PART 2: THE EXECUTIVE COUNCIL

Chapter 1 - Composition of the Executive Council

26. The PhotoLUMS Executive Council shall consist of the following six posts:
 - a. The President;
 - b. The Vice-President; Editor in Chief
 - c. The General Secretary;
 - d. The Treasurer;
 - e. The Conveners of LAPS;
27. There shall be two Conveners for LAPS each year.
28. The tenure of the Executive Council shall start from the day it is announced till the end of that academic year.
29. There shall be a training period for the incoming Executive Council from the day it is announced till the end of that academic year.
30. No member of the PhotoLUMS Executive Council may hold any Executive Council position of any other society at LUMS.
31. No member of the PhotoLUMS Executive Council may be an Executive Council member of the Student Council.
32. A member of the Executive Council may be removed by either the Patron or a vote of no-confidence unanimously passed by the other members of the Executive Council, if that member partakes in any of the following:
 - a. Undermining this constitution;
 - b. Undermining the internal working of the PhotoLUMS
 - c. Consistently failing to discharge his/her duties;
 - d. Consistently failing to attend Executive Council meetings;
 - e. Failing to follow the core values of PhotoLUMS including, but not limited to, honesty, integrity, professionalism, discipline, meritocracy, justice and equality;
 - f. Not following through any Policies laid out in the LUMS Student Handbook.

Chapter 2 - Selection of the Executive Council

33. Notwithstanding anything contained in this constitution, members of the Executive Council must fulfill and meet the CCA and OSA's criteria for office bearers of any such society. This includes academic qualifications, restrictions based on disciplinary records and other such criteria as communicated by the CCA and the OSA.
34. Only second year and third year students, who will achieve the status of third year and fourth year students, respectively, at the start of the following Fall Semester, may apply for the Executive Council. All other individuals applying shall be disregarded.
35. The Executive Council shall be appointed by a panel comprising the out-going Executive Council who are Seniors only.

36. The Patron shall be informed of the interviews by the out-going President and the Patron may choose to be present during the interviews upon his/her prerogative.
37. Interviews for the selection of the Executive Council shall be held before than thirty days prior to the end of the academic year.
38. Interviews will be conducted on the basis of applications that shall be sent out to those interested in applying.
39. There will be no short-listing amongst the applications received.
40. Notwithstanding anything contained in the previous Article, an applicant may be disqualified if the information provided in his/her application is found to be falsified or incorrect, or if the applicant is, at the time of the application, enrolled in the first or fourth year of LUMS.
41. These applications will be released to the General Body within 7-10 days preceding the date of the interviews.
42. In the case that a member of the Executive Council resigns or is removed from his/her position, one of the following two scenarios may be followed depending on the position in contention:
 - a. If this member is the President, the initial selection Panel and the Patron shall be consulted by the remaining members of the Council; the Panel and the Patron will have complete autonomy to proceed in any manner given that it is done keeping the best of the society in mind.
 - b. If this member is not the President, the President may, in consultation with the initial selection Panel, appoint a new member to this position, such that this member may not already be part of the Executive Council.

Chapter 3 - General Powers of the Executive Council

43. The Executive Council is the sole student authority enabled to make decisions for and on behalf of the society, provided that these decisions are made in good faith.
44. Any decision taken collectively by the Executive Council, that affects the society as a whole, requires a simple majority amongst its members.
45. Notwithstanding anything contained in the previous Article, the President shall reserve the final say in all matters of the society.
46. The Executive Council shall decide when to schedule interviews or any such selection process for any posts within PhotoLUMS.
47. The Executive Council shall, collectively and individually, ensure the upholding of this constitution.
48. If the constitution is silent on a matter, the Executive Council must respond to any given issue based on precedent; in case no precedent is available, the Executive Council must make the decision judging the situation to the best of their ability. However, the President shall have the final say in every matter.
49. All members of the Executive Council must conduct themselves as role models for the remaining members of PhotoLUMS, and must present themselves in a manner representative of the values of PhotoLUMS, including, but not limited to, the qualities of honesty, integrity, justice, discipline, professionalism and approachability.

50. Should any member of the Executive Council be absent for a period of more than seven days on account of academic reasons, ill-health, family reasons (including, but not limited to a marriage or death in the family) or representing PhotoLUMS or LUMS on an international forum, he/she may appoint any other member in the Executive Council, in advance, to oversee his/her duties, for the period of absence. If no such prior appointment is done, then the President may make the appointment on their behalf.

Chapter 4 - Division of Power and Duties within the Executive Council

51. The President, in addition to any other duties and obligations mentioned in the constitution must fulfil the following:

- a. Provide an overall vision for PhotoLUMS;
- b. Provide, in consultation with the Executive Council, an executable plan for this vision;
- c. Preside over the Executive Council sessions, with at least one review meeting per month;
- d. Liaison with the Patron and keep him apprised of developments in the Society;
- e. Supervise and aid the overall functioning of PhotoLUMS, including, but not limited to:
 1. LAPS
 2. Annual Exhibition
 3. Social Responsibility Program
 4. The Host Team
 5. The financial situation
 6. Any Special project that is initiated
 7. PhotoLUMS International Participation
 8. Induction of new Members
 9. Local/International Trips
- f. Reserve the right to be updated, upon his/her request, regarding any society activity by the relevant office bearer;
- g. Serve as the central repository for all PhotoLUMS Documents;
- h. Reserve the right to call a meeting of the Executive Council as and when he/she may see fit;
- i. Reserve the final say in all decision-making matters of the society, second only to the Patron;
- j. Shall initiate all projects and pass all budgets in mutual agreement with the Treasurer.
- k. The President may not reapply for the Executive Council position once the applications open.

52. The Vice-President;Editor in Chief, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:

- a. This post is reserved for an individual who has
 - i. proved his photography skills within the time span of his membership with PhotoLUMS, or
 - ii. provided an exceptional vision for the development of photography in PhotoLUMS
- b. Assist the President in all matters relating to the society;
- c. Provide a year-long vision for PhotoLUMS at year start;
- d. Serve as the right hand of the President;
- e. Ensure, with the President, that all LUMS policies are followed through in all PhotoLUMS events;
- f. Establish liaisons with the administrative and marketing divisions of LUMS;
- g. Build stronger ties with existing affiliations;
- h. Create new affiliations;
- i. Act as President in case the President is unable to attend to any issue at hand.
- j. Shall initiate all projects and pass all budgets in mutual agreement with the President, General Secretary, and the Treasurer;
- k. Initiate and execute projects for the academic year in order to engage the members of the society;
- l. Draw up proposals for photography oriented projects that he/she intends to execute the following year, in conjunction with the President, General Secretary, and the Treasurer;
- m. Oversee any photography oriented projects going on round the year;
- n. Oversee any special projects and social responsibility programs going on round the year;
- o. Mobilise the members to work through projects;
- p. Ensure that through the initiations it takes, PhotoLUMS presence on campus is improved and engages the student body.

53. The General Secretary, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:

- a. Aid the Executive Council in the general running and management of the society;
- b. Maintain a year-wise master copy of the director's log in society's hard drive
- c. Keep all the records of meetings held both internal and with administration;
- d. Maintain membership directory of Executive, Senior and Extended Councils, and the General Body for current year;
- e. Disseminate information/decisions made by the Executive Council to all the members of the Society;

- f. Oversee year-round communications and public relations for PhotoLUMS, in consultation with the President, Vice-President; Editor in Chief, and the Treasurer;
- g. Initiate all projects and pass all budgets in mutual agreement with the President, Vice-President; Editor in Chief, and the Treasurer;
- h. Propagate all initiated projects, ensuring they proceed and conclude smoothly;
- i. Maintain a checklist of operations, to be gone over by every office-bearer prior to any event.

54. The Treasurer, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:

- a. Create the annual PhotoLUMS budget, on the advice of the Executive Council, to be approved by the President, including the budget for:
 - i. LAPS;
 - ii. Annual Exhibition;
 - iii. Any other event/activity initiated throughout the Academic year.
- b. Handle the finances of the society.
- c. Keep accounts of all receipts, incomes and expenditures.
- d. Maintain a year-wise record of the MoU's signed both internally and externally on society's behalf
- e. Generate a budget once an event is proposed.
- f. Get budget approvals from the patron and the Accounts Office.
- g. Coordinate with the accounts office and co-curricular office for petty cash.
- h. Maintain transparency and keep a track of the flow of money.
- i. Ensure that all members have paid their dues.

55. The Conveners of LAPS, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:

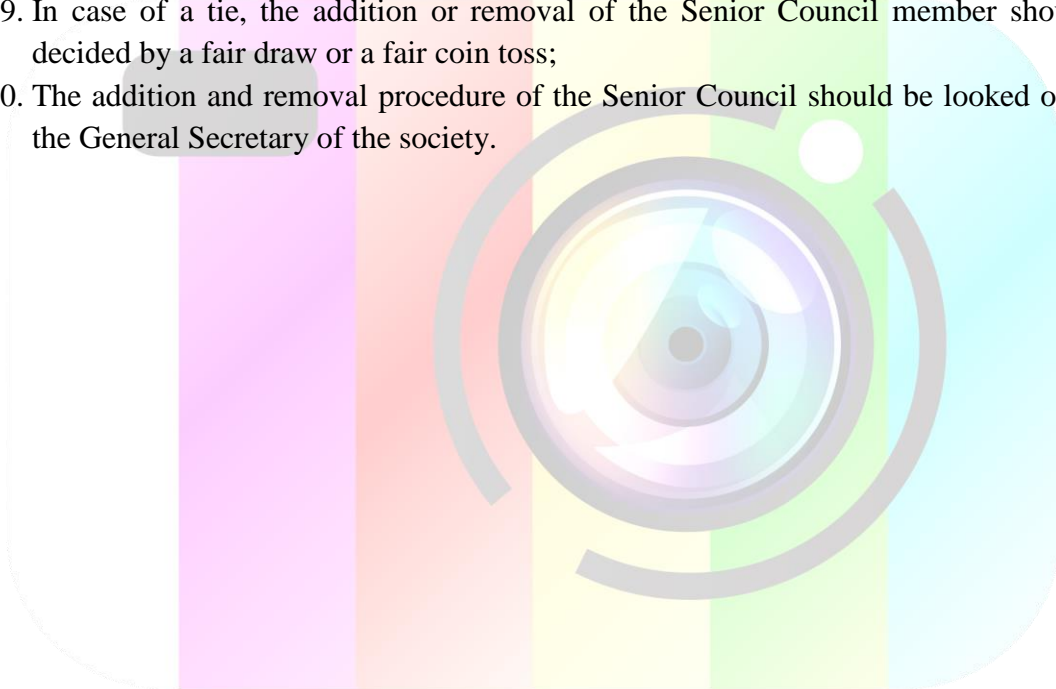
- a. Execute, to the fullest of their abilities the 3-day event, LAPS, in conjunction with the Executive Council;
- b. Select, in consultation with the Executive Council, lead and manage the Host Team for LAPS;
- c. Be tasked with the review, planning and execution of LAPS;
- d. Select, in consultation with the Executive Council, a theme for LAPS, in line with PhotoLUMS principles, goals and objectives;
- e. Supervise the submission of all necessary and relevant documentation to the LUMS Administration, including, but not limited to, Purchase Orders and Indents;
- f. Create, in collaboration with the Executive Council, an event proposal for LAPS, and submit it to the CCA, after review and approval by the President;
- g. Create and compile a report reviewing the functioning of the Host Team and all associated events in LAPS, in collaboration with the Executive Council, and submit it, after approval by the President, to the CCA;

- h. Co-ordinate with the Treasurer regarding the registration and fundraising procedure for LAPS and, in particular, the functioning of the Finance Departments;
- i. Create and expand, in collaboration with the General Secretary, the on-campus presence of PhotoLUMS;
- j. Mobilize the Host Team as and when necessary for LAPS events;
- k. Undertake, leading up to LAPS, meetings and workshops (if deemed necessary), with regards the entire Host Team.
- l. Create, in collaboration with the Treasurer, within a period of twenty days after the conclusion of the Conference, a financial report detailing the income and expenses incurred at LAPS;
- m. Guide and look over the proceedings of other annual society events e.g. Annual Exhibition and “Chirag-e-Umeed”
- n. Aid the President, Vice President; Editor in Chief, General Secretary and Treasurer in the running of the society event after LAPS;
- o. Work shall be delegated to the conveners by the President, Vice President; Editor in Chief, General Secretary and/or treasurer;

Chapter 5 - Senior Council

- 56. Senior Council members can ONLY be the members from LUMS community who are either in their Senior or Super Senior year (law majors);
- 57. Senior Council members must have served the LUMS Photographic Society for either 3 or 4 years;
- 58. Senior Council members must have given an Executive Council interview or applied for the Executive Council at least once;
- 59. The Senior Council, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:
 - a. Bridge the gap between Executive Council and the Advisory board;
 - b. Assist and advise the members of the Executive Council in matters concerning the Society;
 - c. Assist and advise the members of the Extended Council;
 - d. Oversee administrative decisions.
- 60. The Senior Council members have a right to be involved in the General Body discussion and meetings;
- 61. The Senior Council reports to the President of LUMS Photographic Society;
- 62. The Senior Council members may choose to work with a certain department with the permission of President and VP; Editor in Chief;
- 63. Senior Council has no decisional or voting right. However, can request the Executive Council, through General Secretary, to vote on a suggestion for the betterment of the society;

64. If a vote is requested on a certain matter, the Executive Council shall take an immediate vote on the suggestion highlighted by the Senior Council;
65. Senior Council has the right to call an Executive Council meeting any time they want by clearly disclosing the agenda beforehand. This meeting should be a briefing session on how some decision taken by the Executive Council can be improved upon or how steps can be taken to ensure society acquires its goals;
66. Senior Council can be held accountable for their misconduct with the unanimous decision of the Executive Council. In case of a severe allegation against a member of the Senior Council, the Executive Council with the help of General Secretary can call a disciplinary hearing as per the procedure mentioned in Part 5, Chapter 2 of the Constitution;
67. If proven guilty for misconduct, the Executive Council may limit the offender's say;
68. The Executive Council may add or remove a member to the Senior Council with majority votes at the end of their tenure if deemed necessary;
69. In case of a tie, the addition or removal of the Senior Council member should be decided by a fair draw or a fair coin toss;
70. The addition and removal procedure of the Senior Council should be looked over by the General Secretary of the society.



PART 3: THE EXTENDED COUNCIL

Chapter 1 - Framework

71. The Extended Council shall comprise, in order of hierarchy, of:
 - a. Annual Exhibition Conveners (2);
 - b. Director(s);
 - c. Assistant Directors;
 - d. Team Members;
72. Notwithstanding anything written in Clause 71, the opinion of each member of the Extended Council, with regards to the affairs of the society, shall have an equal standing.
73. The Extended Council must consist of active, serving members of PhotoLUMS.
74. They should have an experience of at least one year in PhotoLUMS(with the exception of Team Members).
75. The Annual Exhibition Conveners, in addition to any other duties and obligations mentioned in the constitution shall be obliged to:
 - a. Execute, to the fullest of their abilities, The Annual Exhibition, under the close supervision of the Executive Council;
 - b. Select, in consultation with the Executive Council, lead and manage the Host Team for the exhibition;
 - c. Undertake, meetings and workshops (if deemed necessary), with regards the entire Host Team.
 - d. Select, in consultation with the Executive Council, a theme for exhibition, in line with PhotoLUMS principles, goals and objectives;
 - e. Create and expand, in collaboration with the General Secretary, the on-campus presence of PhotoLUMS;
 - f. Co-ordinate with the Treasurer regarding the registration and fundraising procedure and, in particular, the functioning of the Finance Department;
 - g. Be tasked with the review, planning and execution of the exhibition;
 - h. Supervise the submission of all necessary and relevant documentation to the LUMS Administration, including, but not limited to, Purchase Orders and Indents;
 - i. Create, in collaboration with the Executive Council, an event proposal for exhibition, and submit it to the CCA, after review and approval by the President;
 - j. Create and compile a report reviewing the functioning of the Host Team and all associated events, talks and workshops schedules during the exhibition, in collaboration with the Executive Council, and submit it, after approval by the President, to the CCA;
 - k. Mobilize the Host Team as and when necessary for exhibition proceedings;
 - l. Create, in collaboration with the Treasurer, within a period of twenty days after the conclusion of the Conference, a financial report detailing the income and expenses incurred at the exhibition;

76. The Directors, in addition to their Department specific duties and responsibilities, shall:
 - a. Ensure the smooth running of their department alongside their Assistant Directors and team members;
 - b. Submit an annual report in the beginning of the Academic Year consisting of an agenda and action plan for the department;
 - c. Lead their department and delegate work to their Assistant Directors;
 - d. Coordinate with other directors to ensure smooth flow of work during events and otherwise;
 - e. Report directly to the concerned Executive Council members regarding their work.
77. The Assistant Directors, in addition to their Department specific duties and responsibilities, shall:
 - a. Report directly to their respective Director(s);
 - b. Manage and co-ordinate the respective Department's Team Members;
 - c. Act as the link between the Director(s) and the Team Members of the respective Department.
78. The Team Members, in addition to their Department specific duties and responsibilities, shall assist the Assistant Directors with the effective operation of the respective Department and other Departments in their work, should the need arise.
79. The Extended council shall include, but may not be limited to the following departments:
 - a. Special Projects
 - b. Social Responsibility Program
 - c. Coverage
 - d. Video Coverage
 - e. Logistics
 - f. Marketing and Finance
 - g. Events
 - h. Social Media Marketing and Publications
 - i. Design
 - j. Human Resource and Registrations
 - k. Creativity and Publicity
 - l. External Promotions and Relations
80. The Team Members shall be inducted by the Executive Council in the beginning of the Academic Year, in consultation with concerned department Directors.
81. The out-going Executive Council shall hold interviews for Directors and Assistant Directors, before interviews for Executive Council are held.
82. The interviewees for Directors and Assistant Directors must fill out an application that shall be accessible to them prior to the interviews, and it is mandatory for those applying for Directorship to bring an Action Plan with them for the interview.
83. The Social Responsibility Program and Annual exhibition heads must also draw up a proposal for their event(s) that they may plan to hold in the Academic Year.

Chapter 2 - Department wise Duties and Responsibilities

84. Special Projects

- a. Responsible for initiating and executing photography oriented projects in order to engage the members of the society;
- b. Mobilise the members to work for these projects;

85. Social Responsibility Program

- a. Responsible for organizing 'Chirage-e-Umeed';
- b. Responsible for highlighting the prevailing social issues in the society through the use of photography;
- c. Responsible for working with an NGO throughout the year.

86. Coverage

- a. Responsible for coverage of all events and trips; of PhotoLUMS and other societies if allotted;
- b. editing and uploading/sharing` pictures to relevant platform in a timely manner.
- c. Shall be responsible for the photographic coverage of all events being held within LUMS.
- d. Shall be responsible for maintaining a database of the photographs taken during the course of events.
- e. Shall coordinate with the executive council to proceed on requests made by other societies for coverage of their events.
- f. Shall coordinate with the director information technology to update the society website with photographs of all the latest events.
- g. Shall coordinate with the executive council in order to get access to events organized by other societies for the purpose of coverage.
- h. Shall coordinate with the rest of department heads to ensure the success of the event in every possible way.

87. Video Coverage

- a. Responsible for making promotional videos for every society event ;
- b. Responsible for making an after-movie for each trip & event;
- c. Responsible for covering necessary events along with Coverage department if required;
- d. Responsible for making the farewell video of the outgoing batch.

88. Logistics

- a. Responsible for catering to all the logistical requirements of the society which includes, but is not limited to:
 - i. raising indents;
 - ii. procuring items for storage;

1. email moderation;
 2. auditorium booking.
- iii. plan and implement the logistical requirements of any society event including LAPS and the Annual Exhibition;
 - iv. Direct and provide day to day leadership, management, and guidance regarding all logistical activities within PhotoLUMS;
- b. Manage the procurement, tracking and reception of materials and products required by all departments; it will additionally be required to maintain copies of all procurement indents submitted to the Procurement Department and must submit copies to the Executive Council;
 - c. Make sure all procurement indents are first approved by the concerned Executive Council members;
 - d. Oversee and ensure that all logistics-related operations comply with applicable health, safety, and other such regulatory rules and regulations;
 - e. Drive and facilitate activities that improve coordination and communication within the Logistics Department and other departments throughout the Host Team;
 - f. Aid in developing and managing the LAPS budget and all related forecasting and planning activities, in consultation with the Treasurer and Conveners;
 - g. Anticipate and resolve any unspecified and unforeseen scenarios, problems or work increases that may arise during the Society events, by creating a contingency plan that is approved by the Executive Council;
 - h. Ensure the existence, maintenance, and functioning of an adequate system of internal controls in order to limit the Host Team and Secretariat spending, so as to avoid wastage of resources;
 - i. Coordinate with the General Secretary for all administrative issues;
 - j. Collaborate with the Department of Events, to search and secure potential vendors for the Social Events for the Annual Exhibition and LAPS;
 - k. Manage all printing functions of the PhotoLUMS Society in that it shall:
 - i. Handle all the printing requirements and ensure that all printing demands are met in a timely, efficient and cost effective manner;
 - ii. Be responsible for the printing of all the various identification tags, for both the LAPS Host team and the delegates, certificates, flexes, Delegate Guidebooks, and any other material required at LAPS.
 - iii. Collaborate with the Department of Publications to procure all publication material;
 - iv. Identify and select appropriate options for binding, inks, paper, quality, and special printing processes;
 - v. Select and negotiate with the vendors in order to agree on the best price, quality, and due date for the print material,
 - vi. Examine all finished samples and approve quality before delivering material to the Host Team;
 - vii. Ensure that all print material is produced in alignment with the environmental policy in a socially responsible manner.

89. Marketing and Finance

- a. Function in direct coordination and collaboration with the Treasurer;
- b. Design, implement and monitor a comprehensive annual marketing plan for PhotoLUMS, detailing the year's activity, to meet agreed PhotoLUMS objectives, and enhance the image and position of the Society;
- c. Establish a marketing Budget and deliver all marketing activity within the agreed budget;
- d. Create a marketing database that shall include client and prospect information, both recent and accumulated from previous years;
- e. Maintain and develop current and potential strategic partner relationships within the Corporate Sector and otherwise, in order to secure support for various PhotoLUMS projects;
- f. Assure that all corporate sponsors are responsibly stewarded for their support and that strong relationships are maintained;
- g. Liaison and network with a range of stakeholders including schools, PhotoLUMS members and Alumni, institutions and donor and partner organizations in order to source and secure sponsorship for PhotoLUMS events;
- h. Conduct Market research in order to determine market trends and conditions with respect to LAPS and other such student-run events, for the purpose of analyzing target markets and ways of communicating with them, studying competitor Annual Conferences, exploring ways of improving the society's event and increasing the profitability of the Society;
- i. Collaborate with the Department of Social Events, and take primary responsibility for the sponsorship, management and execution of the annual LAPS concert;
- j. Coordinate with the LUMS Marketing Department and the Marketing Department of the particular company or agency in the eventual stage of finalizing the terms of the Memorandum of Understanding (hereafter 'MOU');
- k. Create a link with the Finance Department for efficient completion of all sponsorship agreements and MOUs.
- l. Find a year-long or event specific sponsorships which include :
 1. monetary;
 2. media;
 3. print;
 4. sampling & travel sponsors.
- m. Work in coherence with Treasurer and Finance Department of LUMS
- n. Keep track of incoming registration fees and update participant's information in a timely manner
- o. Responsible for handling trip registrations and collecting payments for society shirts/jackets

90. Events

- a. Responsible for planning and executing events, workshops, trips;
- b. Responsible for getting approval of events and trips by the CCA office;
- c. Responsible for contacting and negotiating with vendors and with dealing with the CCA office and procurement office in this regard;
- d. responsible for contacting celebrities for events and workshops;
- e. Responsible for drafting reports for all events and trips;
- f. Produce detailed proposals for each social event including the theme, venue,
- g. arrangement, specifications, budget, prospective vendors and manpower requirements;
- h. Liaison with the LUMS Administration and the Logistics Department for vendor selection and subsequent purchases;
- i. Coordinate with the Publicity Department to create a publicity plan for the social events via social and electronic media;
- j. Coordinate with the Department of Security for the security requirements for each social event, including both the pre-event and post-event delegate entry and exit;
- k. Set-up and oversee the running of the Delegate Lounge at LAPS;
- l. Oversee the dismantling and removal of the event set-up and clearance of the venue;
- m. Coordinate with Department of Logistics and Treasurer so that all indents go through the proper channel and hierarchy well in advance.

91. Social Media Marketing and Publications;

- a. Responsible for overall publicity of the events and happenings of PhotoLUMS on social media
- b. Work with the External Promotions department for off-campus promotions
- c. Ensure that posting schedules on the PhotoLUMS page on Facebook, Instagram, Snapchat or any other website are followed through
- d. Keep abreast of current trends in publications with regards to local and international electronic and social media influences, tools and techniques
- e. Responsible for providing write-ups for the society brochure ;
- f. Responsible for providing written content for LAPS delegate guidebook, assist IT department in creation of content for LAPS website & help any relevant department with writing proposal and invitations;
- g. Develop, coordinate and supervise the writing, editing, designing, illustrating and conceptualizing of all publication material for the PhotoLUMS on both print and electronic media;
- h. Collaborate with the concerned Departments in order to provide, upload and review all content for and on the PhotoLUMS Website or social media accounts;
- i. Liaison with the Department of Logistics in order to ensure that all publication material is timely procured to a high quality and is cost effective;

- j. Prepare a Delegate Guidebook, in coordination with the Department of Design that provides information about LAPS and PhotoLUMS;
- k. Prepare a monthly PhotoLUMS electronic newsletter for the Society members that shall provide information regarding upcoming events, LAPS updates and Society progress, in collaboration with the Departments of Design, Creativity, Human Resource and Social MEdia Marketing, in consultation with the Executive Council;
- l. Ensure that professional standards of writing are maintained;

92. Design;

- a. Responsible for designing of any graphic posters for the usage on social media and on campus for the purpose of promotions and publicity on campus or on social media;
- b. Responsible for designing PhotoLUMS/LAPS website.

93. Human Resource and Registrations;

- a. Establish a criterion through which students will be inducted into PhotoLUMS as members;
- b. Work with the Department of Design to establish an efficient means of intra-PhotoLUMS communication;
- c. Create ways of inculcating motivation and the core values of the Society across all PhotoLUMS members;
- d. Conduct and innovate methods of ice-breaking with the society members;
- e. Create and keep track of contact details of all PhotoLUMS members;
- f. Create and keep track of year-wise director's log
- g. Plan and implement a sound policy for member attendance in social events and communicate this with the General Secretary and the Executive Council
- h. Be responsible for filling in unexpected gaps in manpower and workload during LAPS, Annual exhibition or any other event initiated by the society by maintaining backup team members;
- i. Find an effective link of coordination with the Registrations Department
- j. Conduct Host Team Training Sessions to inculcate basic skills such as Indent Procedure and Basics of Photoshop, in coordination with the relevant Departments;
- k. Make sure attendance is sufficient at the Society Meetings and Training Sessions and create ways to check and improve attendance;
- l. Responsible for drafting a registration package for all annual events with external participation;
- m. Assist the IT department in designing online registration portals for society's events
- n. Come up with a feedback and evaluation survey for delegates and institutions required to improve various aspects of each event

- o. Contact institutions to ensure that the dates decided for a particular event do not clash with general exam trends;
- p. Manage all delegate related queries and address them in a timely manner;
- q. Manage a Help Desk and Information Desk at all society's events with external participation
 - i. the Help Desk is a source of information where any queries brought by delegates shall be addressed
 - ii. Contact and ensure the presence of Emergency Medical Services at each event day
 - iii. Develop a process to provide for lost tags in an efficient manner, in coordination with the relevant Departments
 - iv. Co-ordinate closely with all departments and compile a list of FAQs to streamline the process of responding to delegate queries
 - v. Update the Committee Directors and the Host Team about any developments during the Annual Conference
- r. Encourage a sense of community within PhotoLUMS, especially with the new inductees, and the Alumni network (in coordination with the General Secretary and the Department of Publications);
- s. Create a system of checks and balance through an evaluation system within the society
- t. Implement a proper termination system based on the attendance record and feedback from concerned department directors in mid-year under the guidance of the Executive Council.

94. External Promotions and Relations;

- a. Responsible for creating and maintaining a database of institutions participating regularly in external events;
- b. Delegate members to visit schools within and outside of Lahore and send them invitations to participate in PhotoLUMS external events.

95. Creativity and Publicity;

- a. Responsible for ensuring that all decorative assistance needed for any society activity throughout the year;
- b. Responsible for on campus publicity of all PhotoLUMS Events;
- c. Can publicise through posters, flyers and any other means approved by the executive council;
- d. Liaison with other departments to ensure that all items needed for publicity are procured throughly;
- e. Ensure that all the rules and regulations provided by LUMS marketing department and CCA are maintained in every medium used for publicity.

PART 4: EVALUATION TEST

96. An evaluation exam shall be conducted within a month of the starting date of the academic year
97. The exam shall
 - i. Be aimed to gauge the general understanding of new inductees about photography
 - ii. Include general knowledge questions about the basic concepts of photography, the composition of society (departments, executive council, annual evets etc.)
98. The relevant preparation material shall be sent to the general body at least 1 week prior to the exam date
99. The exam will be made by the Vice President; Editor in Chief under the supervision of the president
100. The passing criteria shall be decided by the current Executive Council
101. The grading shall be absolute and not relative
102. Marks shall be disclosed within a week of exam
103. Failure to pass the exam shall result in compulsion to attend workshops arranged by PhotoLUMS.

PART 5: COMPLAINT AND ACCOUNTABILITY

Chapter 1: Complaint Mechanism

104. PhotoLUMS shall have a formal mechanism for the filing of complaints against any office bearer in the society, to ensure transparency, a check and balance and accountability.
105. Any grievances against any member in the society, provided that this member is not a member of the Executive Council, may be filed, via e-mail, with the Executive Council.
106. Any grievances against a member of the Executive Council, such that this member is not the President, may be filed, via e-mail, with the President.
107. Any grievance against the President of the Society may be filed, either in writing or via e-mail or both, to the Patron of the Society.
108. A complaint may be against actions including gross misconduct, exploitation of the powers associated with a particular post, failure to discharge duties reasonably or professionally, violation of the core values of honesty, integrity, discipline or professionalism, misrepresentation of the member's post in the society, or any other such offense.
109. All complaints formally filed shall be investigated in a timely manner, provided the complaint is not in bad faith and is supported by documented evidence.

Chapter 2: Disciplinary Hearing

110. The executive council holds the right to call any member of the extended council for a disciplinary hearing.
111. A member may be called for the disciplinary hearing for gross misconduct, exploitation of the powers associated with a particular post, failure to discharge duties reasonably or professionally, violation of the core values of honesty, integrity, discipline or professionalism, misrepresentation of the member's post in the society, or any other such offense.
112. PhotoLUMS shall have a formal mechanism for disciplinary hearings
 - a. A detailed email specifying the reason for calling for the hearing, specifying the rules and regulation for presenting their case and the date and time of hearing should be sent at least one week prior
 - b. The verdict shall be communicated within a week via email
113. The identity of the accused shall not be disclosed to anyone except the members of the Executive Council.
114. The hearings can be held at any point in the academic year.
115. The verdict shall be in accordance to Chapter 3 of Part 1 of the constitution.

PART 6: AMENDMENT TO THE CONSTITUTION

116. The constitution shall be considered the primary reference regarding any procedural or administrative matter that may arise in the working of the PhotoLUMS.
117. Where the constitution is silent on a matter, a member, regardless of post, shall be expected to follow established precedent.
118. No amendment shall be passed to this constitution unless the passing of such amendment shall greatly improve the relevance and scope of this constitution. The power to amend the constitution shall lie with the Executive Council.
119. A member of the Executive Council may, after consultation with a member of any previous Executive Council, introduce an amendment to this constitution in a meeting of the Executive Council where all members shall be present, such that:
- a. The General Secretary shall be informed in advance regarding this intention;
 - b. The proposed amendment shall be circulated amongst all the members present at the meeting;
 - c. The General Secretary shall call the Executive Council to vote on the amendment.
120. A proposed amendment shall require a two-thirds majority in the Executive Council to pass; therefore for an Executive Council of seven members, four votes shall be needed in favour for the amendment to become part of the Constitution, whereas in a Deadlock situation the President may be given 2 votes to decide on the matter.
121. Any amendments made to the constitution shall not conflict with the interest of PhotoLUMS as stated in this constitution. It should be directed towards the betterment of the society and the LUMS community as a whole.
122. It should comply with the ethics and values of community and in no way should compromise the reputation of the Society.