

The Annual Inter B-School fest L'Attitude 13°05' hosted at Great Lakes

- The event saw participation of 1080 teams from 100 + colleges including the IIMs, IITs, FMS, MDI, SP JAIN, Symbiosis etc.
- More than 3000 students participated in the two-day event.

Great Lakes hosted its annual inter B-School fest L'Attitude 13°05' on 5th and 6th of December, 2014. The eighth edition of the most anticipated Fest was based on the theme 'En route India-Harnessing the Indian-ness' and saw a participation of 1080 teams from various B-Schools across India including the IIMs & IITs.

The most awaited event started with a CEO's conclave. Shri N S Rajan, Chief Human Resources officer and member of the Group Executive Council of Tata Sons, Shri Srini Raju, Founder & MD, Peepul Capital Advisors Pvt. Ltd. inaugurated the Fest and a special address was delivered by Shri Robin Singh, Cricketer and Coach – Mumbai Indians.



Welcoming the gathering, Dr. Bala V Balachandran, Founder and Dean, Great Lakes said, "With every passing year, L'ATTITUDE 13°05' is witnessing increasing participation of talent from top business schools across the country. The students, the faculty and the staff at Great Lakes are working towards raising the standards through innovative competitive events and engaging prominent industry thinkers."

Speaking on the topic of Happiness at workplace, Shri N S Rajan said, "I believe that the time has come to go beyond employee engagement. Great leaders and progressive enterprises should now seek to unravel the contours of what makes people happy at work."

Delivering the chief guest address on the theme of the event, Shri Srini Raju said, "Indian-ness is a way of life and is little understood by westerners who confuse it with Religion. Indian-ness is based on flexibility and tolerance than being binary." It is nor 0 or 1, he added.

Delivering a special address, Shri. Robin Singh, Cricketer and Coach – Mumbai Indians said "I take all my inspiration from the game of Cricket which is a team effort. Building a great team in an organization needs an environment where each and every member of the team is empowered with a sense of purpose and ownership towards their work."

The cultural night saw Sunburn entertaining the students on the end of day 1 and gearing up for the series of competitions on the next day. The seven formal events Marketing (Invader), Finance (Seeking Alpha), Operations (Nirnay), Social Cause (Spandan), Consulting (Excelsior) and Economics (Arthayuga), National-level Quiz (QuizProQuo) saw participations from students of various premier institutes in the country such as the IIMs, XLRI, ISB, MDI, SP Jain, NMIMS, SIBM, SCMHRD, FMS, IITs etc. A total of 100+ colleges and over 3000 students participated in the B-School fest.



Cultural Night—Sunburn in Campus

Dr. Navin Jayakumar, one of the most celebrated quizmasters in the country hosted National-level Quiz (QuizProQuo) at the mega Fest - L'ATTITUDE 13°05'. It was a generic quiz with business flavour designed to discover and reward the best quizzing talent among Indian Corporates, undergraduate and postgraduate schools.