

GREAT LAKES HOSTS ANNUAL INTER B – SCHOOL FEST - 'L'ATTITUDE 13°05' AT ITS CAMPUS

Chennai, 29th January, 2018: Great Lakes Institute of Management, Chennai hosted its Annual Inter B – School fest – 'L'Attitude 13°05 2018' on 27th & 28th at its campus. The two day event was inaugurated by **Mr. Ranganathan , Managing Director - Grundfos, Mr. N. Krishnamoorthy, Chief Quality Manager, Blue Dart Aviation and Mr. Rajashekharan, CEO - ITC Agarbatti division** in the presence of Dr. Vaidy Jayaraman, Associate Dean & Principal, Great Lakes Institute of Management, Chennai, students and faculty members

The theme of this year's fest was 'Kairos – the opportune moment' that witnessed over 5000 + registrations, for 7 grand events, from various B-Schools across the country. The shortlisted participants were invited for the final rounds at L'Attitude 2018.

Welcoming the chief guest and participants, **Dr. Vaidy Jayaraman, Associate Dean & Principal, Great Lakes Institute of Management, Chennai**, said "*This is the first time in the history of Great Lakes that we have received over 5000 + registrations for our Inter B School fest. The current batch of students have put in a lot of hard work to make this a grand success. Each one of you present here, this is the right moment to meet your peers, faculty and network. As the theme states – grab the moment as this is once in a lifetime opportunity.*"

Delivering the address and advising the students in line with theme, **Mr. N K Ranganathan, Managing Director – Grundfos India**, said, " *To be successful in this dynamic and changing world, first thing you have to do is impact that change in minds of your target audience. Seize the opportunity effectively and execute it to success smartly. As all of you have only few months left to join work, remember successful corporates look for individuals who have ability to communicate, learn, build a relationship with a team, and strong base to stand up on the choice you make.*"



Sharing experience from his professional journey, **Mr. N Krishnamoorthy, Chief Quality Manager, Blue Dart Aviation**, too advised the students to stay updated on the news and make a right choice to progress in their career ahead.

Mr. V M Rajashekaran, CEO – Agarbathi Divisions, ITC Group shared about the growth of Agarbathi market over the years. Despite being part of top brand in the country, the Agarbathi business faced struggles and still stood over time to retain the number one position in the market. He added, "Deep dive

in your business, even if you are at peak, be careful and always keep looking at your figures, target, competitors, only then you will feel the drive to take your brand to next level."

Post the inaugural ceremony, the event kick-started with series of events. A ' Quiz Pro Quo' was conducted by renowned **Quiz Master Mr. Gautam Bose**, which was well received among the participants. Two of the major events were sponsored by leading players in the market. Supply Chain & Operations event - SCInnovatia was sponsored by SKCL and Consulting event – Excelsior was sponsored by SMERA Ratings Limited. As precursor to L'Attitude, many competitions were conducted in college such as FIFA Gaming, counterstrike, Redbull Futsal, Lagori and Antakshari, followed by sporting events such as Box Cricket, Men's Kabaddi and Women's Throwball.

This led to cultural evening that began with band performances by Great Lakes' own ensemble. For the first time, Great Lakes theatre club 'The Arte' performed an original play, "Covet", filled with drama, dance and music that spoke of love, passion and obsession. The play was followed by a dance performance and ended the night with performances from in house DJs - DJ Subro and DJ Sagnik.

On the second day, a "Legends of Tomorrow – One day at a Premier B School" for all aspiring B School candidates was organized that saw participation from various High school and colleges in the city.

This year's fest also hosted a Mock UN at the campus on the topic 'Women Empowerment'. **Mrs. Sandhya Shekar, Head – Research Park, IIT Madras** was the chief guest. The discussion was a very meaningful one where many questions on women empowerment was addressed. The importance of equi-values over equality, and the directive to "act and not "react" were among the main points discussed.



The judge list for the events consisted of Great Lakes faculty members and, achievers from various sectors: **Dr. PK Vishwanathan, Program Director – Business Analytics and Business Intelligence, Great Lakes, Chennai , Mr. R. Ananthan Ramakrishnan, Vertical Head – MPS, Global Data Insight and Analytics, Dr. Suresh Srinivasan, Professor – Strategy & Accounting, Great Lakes Chennai and Mr. Anthony Jose, Senior VP, SMERA Credit Rating Limited, Mr. Umamaeshwaran Dhananjayan, CEO – Bigfix Gadget Care, Mr. Dhevibala Mahesh, Director & Co- Founder, Bigfix Gadget Care, Mr. Manoj Beno, Director – Billroth Hospitals & Corporate Healthcare Consultant, Dr Tamil Oli, Development consultant – Common Wealth Project, Dr. Sundara Boopathi, Manager – Service Quality, SKCL, South India, Mr. Krishnan J, Manager –**

International Operations, SKCL, South India, Shri CA V Gopalan Kalaynaraman – Entrepreneur. Winners list as below:

S. No.	Event	Winners
1	Data Tales (Analytics)	1 st - IIT Madras 2 nd – Praxis Business School, Great Lakes Chennai
2	Excelsior (Consulting)	1 st – GLIM Chennai 2 nd – IIT Madras
3	SCInnovatia (Supply Chain & Operations)	1 st – GLIM Chennai 2 nd – GLIM Chennai
4	Invader (Marketing)	1 st – PSG Institute of Management 2 nd – GLIM Chennai
5	Spandan (Karmayoga)	1 st – GLIM Chennai 2 nd – Christ University
6	Rational Exuberance (Finance)	1 st – GLIM Chennai 2 nd – IMI Delhi

The event came to an end with the valedictory function, presided over by **Mr. Sethu Madhavan, MD of Tempel Steel**, who also felicitated the winners for each competition.