

20+ Industry leaders & CXO's address students at Great Lakes Digital Symposium 2019

A total of 24 speakers from top organizations and new age start-ups across the country participated and addressed on various topics at **Great Lakes Digital Symposium** on August 22, 2019. Based on the theme 'Digital innovations reforming business strategies', the event witnessed leaders share their journey and mantras from the success and failure of modern digital tech changes from business perspective. The leaders also gave insights on how organizations should develop corporate and competitive strategies in order to stay relevant on the digital front.

Organized by Team Corporate & Career Services of Great Lakes Institute of Management, Chennai, the event witnessed participation of Chief Guests **Mr. Rajeev Krishnan**, Managing Director & CEO, SPAR Hypermarkets India, Landmark Group, **Mr. Ashok Ramachandran**, President, India & South Asia, Schindler, **Mr. Robin Banerjee**, Managing Director, Caprihans India Limited, **Mr. Sanjay Kao**, Chief Business Officer, Ujjivan Small Finance Bank Limited, **Mr. Mukundan Govindraj**, Head Technology Design Studio, Boston Consulting Group and **Mr. Vijay Shah**, CEO, Vero Robotics. The one-day symposium also witnessed live demonstration by 'Nao' the robot by Vero Robotics.



Welcoming the gathering, **Dr Bala V Balachandran, Founder & Chairman, Great Lakes Institute of Management**, said, *“Given that technological paradigm shift is taking place in the way businesses, economies and even nations are being administered, it is incumbent upon schools and colleges to overhaul their offerings to provide the latest, cutting-edge skills to their students and educate them on the next/best practices. Technology is experimental and ‘build as you go’, which means that the best way to learn is with the help of subject-experts who are defining the ‘next big thing’ and driving the change. The Great Lakes Digital Symposium is the perfect platform that will showcase success stories about companies and products that have made history and people who have converted their ‘silly’ ideas into a multi-million-dollar business plans and turned around struggling and dying businesses into sustainable and highly profitable ventures. This is a wonderful opportunity for students to experience the thrill of success, change, innovation and enterprise.”*

Addressing the audience, **Dr Suresh Ramanathan, Dean & Principal, Great Lakes Institute of Management**, said, *“The Digital Symposium at Great Lakes brings on stage a panoply of leaders and experts who are shepherding their organizations through the fast-changing business landscape. It is a unique opportunity for our students to learn from the experiences of this august body of speakers and to understand what it takes to succeed.”*

Delivering the keynote address on ‘Emotional Quotient: The Digital Soul’, **Mr. Rajeev Krishnan, Managing Director & CEO, SPAR Hypermarkets India, Landmark Group**, said, *“To be the most engaging and innovative business in India, make a difference in lives of your communicators, customers and shareholders every day.”*

Mr. Ashok Ramachandran, President, India & South Asia, Schindler delivered a talk on ‘Digitisation in Elevators’, advised the students and said, *“When you start working for an organization, a sudden longing to move again, for better salary strikes your mind. My advice is, you avoid that thought. Instead ask yourself – ‘Why not consider to value the work I have and make a mark with it? What’s the story I am going to convey to the world?’ Challenges and innovations might constantly occur, but remember that ‘You’ are the constant during all these changes.”*

Mr. Robin Banerjee, Managing Director, Caprihans India Limited spoke on ‘Business and Technology: The evolving corporate world’, and stressed on the fundamental change of 4th industrial revolution. *“Fourth stands for Finance, Organisation, Unique selling proposition, Risk management, Technology and Human resource. When all are these are enabled by technologies, both organization as well as the economy will achieve sustainability and profitability”* added Mr. Robin

Mr. Sanjay Kao, Chief Business Officer, Ujjivan Small Finance Bank Limited, talked on ‘Financial Services to the Underserved & Unserved: The Digital Way’. He said *“It doesn’t matter how fast or slow you grow, but it definitely matters how effectively you grow and create an impact. Today,*

Ujjivan has the largest number of women customers, and also provides them with necessary support in terms of financial planning among other banking services.”

The inaugural session concluded with **Mr. Mukundan Govindraj, Head Technology Design Studio, Boston Consulting Group** presenting on ‘Technology Trends and its Impact on Industry’ followed by Mr. Vijay Shah, CEO – Vero Robotics addressing on ‘Future of Robotics’ and demonstrating ‘Nao’ the robot.

The second part of the event begin with subject matter presentations consisting of 13 speakers including Mr. Prashant Sharma, President - Group Manufacturing & Operations, Zydus Cadilla, Mr. David Zakkam, Vice President – Analytics, Swiggy, Mr. Avinash Tiwary, Media Director, Dentsu Aegis Network, Ms. Rachna Ganatra, Head of Business Development & Strategy, Social Beat to name a few.

This was followed by HR Panel discussion on ‘The next generation talent profile – How will you fill the digital skills gap’ by Mr. Damodaran Venkatesan, CEO & Managing Director Ameex Technologies Inc, Mr. Jegapriyan V, Head - Corporate HR Tech Mahindra, Dr. Murali Padmanabhan, Senior Vice-President and Global Head – Talent Development, Virtusa, and Mr. Sutanu Chowdhury Sr. Vice President HR, SPAR Hypermarkets India, Landmark Group.



Great Lakes digital symposium concluded with winner announcements for various competitions that were held in parallel to the event such as boardroom contest, DigiFi (most common and viral digital selfie that shows the current trends & change in technology), and Digi pitch (pitch your product to place in the market) followed by a cultural event & networking dinner.

List of winner for the events which happened during the course our Mega event of Digital Symposium.

(i) DIGI Pitch - This event was the cynosure for the Symposium as it allowed the budding entrepreneurs of Great Lakes to Pitch their ideas directly to the CXO's. The event had 25 teams out of which 3 teams emerged as the winners. The total cash price awarded was Rs 10000 /-

Winners

1st Place - Team isports- Aakar Gangrade, Akash Srivastava, Chetanaya Jhamb

2nd Place- Disco Ninjas- Palak Bachani, Rakesh Kumar, Ramya Chandrasekaran

3rd Place AI Ladoos- Ashish Joseph, Lakshmi Sailaja

(ii) Boardroom Contest- This event allowed students to solve the live case study given by the CXO's and then actually present the solution to the CXO's in a boardroom, This event gave students an opportunity to step in the shoes of CXO's and try to work out on the solutions for the problems which the industry is actually facing now. Total Prize money is 7500 /-

Schindler Boardroom Contest- Nishant Chaubey & Pranit Kumar

Swiggy Boardroom

1st Place-The Saint the surfer the CEO- Sanjana Maggu, Nishant Chaubey, Pranit Kumar

2nd Place- AKA Gourmets- Akshat Jain, Amit Inamdar, Komal Gupta

3rd Place- Shark in Suits- Annu Aggarwal, Preetam Banerjee, Ronjoy Kumar.

Facilio Boardroom-Team Procorns-Ojas Agarwal, Nitanshu Upadhyay, Yogesh Ralhan

Actyv Boardroom-Team Weekend Warriors-Kishan Prasad, Himashi Jain, Gaurav Kumar