

# Alumni Guest Lecture 2024

Date: 7th November, 2024

## GUEST SPEAKER



### **Shreeish Raja**

Founder, Geoin Services &  
SASIB Sports Apparel  
Alumni of Great Lakes Institute  
of Management, Gurgaon.

## About the Event

We're so proud to share highlights from an incredible session hosted by Great Lakes Institute of Management, Gurgaon, that truly celebrated ambition, resilience, and entrepreneurial spirit. We had the privilege of welcoming our very own distinguished alumnus, Shreeish Raja, who took us on a fascinating journey from his time at Deloitte to founding Geoin Services. His story is a powerful reminder of how vision and determination can lead to transformative success.

The session kicked off with warm words from Professor SK Palhan, who praised Mr. Raja's impressive accomplishments and the way he's making waves as a successful entrepreneur. The room came alive as Mr. Raja opened up about how he established Geoin Services. Starting with limited funds, he strategically grew the company, which now excels in geophysics, geology, remote sensing, and energy research. He shared memorable experiences, including Geoin's prestigious projects like surface investigations for the Prime Minister's House. It was clear that trust and strong client relationships have been the backbone of Geoin's success.

## Charting a Path of Innovation and Resilience: Mr. Raja's Entrepreneurial Journey

Mr. Raja's leap from Deloitte to entrepreneurship was full of risks but driven by a passion to revolutionize underground infrastructure mapping. And he didn't stop there. With SASIB Sports Apparel, he's contributing to India's booming MMA industry, proving his versatility and unwavering drive.

### Key Takeaways

1. **Team Building:** Hire people who are eager to learn and grow. Mr. Raja believes that building a team full of curious, adaptable, and proactive individuals lays a strong foundation for success.
2. **Networking:** Relationships are everything. Strategic networking played a huge role in securing high-profile collaborations for Geoin.
3. **Client Retention:** Keeping clients' happy means simplifying complex services and being transparent. Trust is essential, and it has kept Geoin's clients coming back time and time again.

## Overcoming Challenges with Determination

Mr. Raja candidly shared his struggles, like motivating his team and earning client trust. However, he stressed that overcoming such hurdles is crucial to any organization's growth. Persistence and adaptability are key.

## Laying the Foundation: Strategic Beginnings and Funding

Geoin's early days were all about resourcefulness. With only his savings and rented equipment, Mr. Raja showed how to be strategic even with limited resources. Side gigs kept the company afloat, and he stressed the value of taking bold steps, even when conditions aren't perfect. Outsourcing played a critical role in managing resources as the business grew.

We are so grateful to Mr. Raja for sharing his journey and invaluable insights. His reflections highlighted how skills from Great Lakes—like negotiation, financial modeling, and operations management—helped pave his way to success. This session was a reminder of the lasting impact of the education and values we cherish here. As we look forward to more inspiring events, we continue our commitment to lifelong learning and innovation.

Here are some images from the event.

