



Winners @ Crest 5.0 had a theme 'Chanakya Neeti or Political Ethics of Pt. Chanakya

Great Lakes, Gurgaon hosts Management Festival 'Crest 5.0'

Great Lakes Institute of Management hosted its two-day Annual Management Fest 'Crest- 5.0'. The fifth edition was based on the theme 'Chanakya Neeti-Aarambh hai Prachand' (Beginning is Fierce). At least 300 students participated from various institutes including IIM Lucknow; MDI Gurgaon; SRCC Delhi; BITS Pilani; MICA; IP University Delhi, Christ Bangalore, KJ Somaiya Mumbai, GIM Goa, IIFT Delhi and NMIMS Mumbai among others. The flagship event, B-PLAN, embraced creative ideas from various teams to not only test the calibre of the business plan but also of alternatives (PLAN-B). The first prize was won by Siddharth Batra and Vidhi Batra of IP University while Keshav Rai and Manish Karnatak from Satyug Darshan Technical campus won the Second place.