

# Great Lakes Institute of Management, Gurgaon Hosts its Annual Management Fest

The event saw participation of students teams from top business schools like IIM-K, MDI, Gurgaon, FMS Delhi, IMI, Delhi and Fore School of Management.



**Great Lakes Institute of Management**, a premier B School in the country, hosted its two day Annual Management Fest 'Crest- 6.0'. The sixth edition of the Crest was based on the theme 'The Colosseum – Arena for Business Gladiators', to celebrate the Business Acumen of the Gladiators. The event saw participation of students teams from top business schools across the country including schools like [IIM-K](#), MDI Gurgaon, [FMS Delhi](#), [IMI Delhi](#) and [Fore School of Management](#) who competed in events testing their business skills and acumen.

The event started with the lighting of lamp by the honorary chief guest, Mr. Prabhat Singh, Managing Director and CEO, Petronet LNG Limited, who also

delivered the key note address. The opening ceremony was presided over by Dr. Himadri Das, Director, Great Lakes Institute of Management, Gurgaon. The fest also hosted many industry guests who share perspectives and also judged many of the events such as Mr. Sanjay Singh, Founder & CEO, QorQL, Mr. Anil Gupta, Vice President, Platform Strategy, Datawind Corporation, Mr. Sourindra Bhowmick, Director, Xperia Consulting, Mr. Mohammad Saif, Project Lead, Optum Technologies, Mr. Rajeev Budhraj , VP Procurement in Suzuki motorcycle Pvt. Ltd & Mr. Prakhar Srivastava, HR, E&Y.

Speaking on the occasion, Mr. Prabhat Singh, Managing Director and CEO, Petronet LNG Limited, mentioned about how technology is changing the world and is impacting the growth. He emphasized that being technologically updated could be the key to many successful business models. He said, “The moment technology is democratized, it reaches the common man”. Coming from the Oil and Gas Industry, Mr. Prabhat also threw some light on the scope of new startups in the field. He concluded by highlighting that “any organization should be nimble, agile and adaptive to thrive in this industry.” The flagship event of CREST 6.0 was the event called ‘Rise of B- Empire’ – Each participating team had to present their business plans in details, that is, feasibility of their business and the ROI of their business, further explaining about their industry, target groups, targeted market size and market shares. The team from SIBM Pune won the first prize and the teams from IIM – K and MDI, Gurgaon were the runners up.

This was followed by the event called as ‘Gift of Gab’ –here, the students had to work in teams to discuss their views on the given topic and had to put them forward to build a holistic discussion. The event had – Mr. Sourindra Bhowmick – Director, Xperia Consulting as one of the judges. Winners of the event were Fighters Team from Great Lakes, Gurgaon. Runner ups were from Clickers team also from Great Lakes, Gurgaon

## Events

<p><b>Battle Of Marketors</b> Case study presentation on marketing</p>	<p>Fore School of Management</p>
<p><b>Dataron</b> Analytical solutions for real life problems</p>	<p>IMI Delhi</p>
<p><b>Ploy Of The Immortals</b> Business Case study</p>	<p>Great Lakes, Gurgaon</p>
<p><b>King Operarion</b> Operations case study</p>	<p>Bennett University &amp; Great Lakes, Gurgaon</p>
<p><b>The Arena of the Quizzies</b> Business Quiz</p>	<p>Great Lakes, Gurgaon &amp; FMS Delhi</p>
<p><b>Alexanders</b> CSR strategy plan</p>	<p>Great Lakes, Gurgaon</p>
<p><b>Energisers –</b> Electricity Amendment Case Study</p>	<p>Great Lakes, Gurgaon &amp; MDI, Gurgaon.</p>

<b>The Legend of Hercules</b> Online HR quiz event	Great Lakes, Gurgaon
<b>Fiz – Whiz</b> Mergers & Acquisitions	Great Lakes, Gurgaon

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