

Great Lakes Institute of Management, Gurgaon Hosts its annual management fest 'Crest 6.0'

Gurgaon, November, 2016: 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

Battle Of Marketors Case study presentation on marketing	Fore School of Management
Dataron Analytical solutions for real life problems	IMI Delhi
Ploy Of The Immortals Business Case study	Great Lakes, Gurgaon
King Operarion Operations case study	Bennett University & Great Lakes, Gurgaon
The Arena of the Quizzies Business Quiz	Great Lakes, Gurgaon & FMS Delhi
Alexanders CSR strategy plan	Great Lakes, Gurgaon
Energisers - Electricity Amendment Case Study	Great Lakes, Gurgaon & MDI, Gurgaon.
The Legend of Hercules Online HR quiz event	Great Lakes, Gurgaon
Fiz - Whiz Mergers & Acquisitions	Great Lakes, Gurgaon

The finale event of CREST 6.0 was "SIGN OF THE TREASURE" which had 19 teams participating in it. Participants displayed great enthusiasm and teamwork to collect clues and discover the ultimate treasure hidden around the campus.

"Crest 6.0 concluded on a great note. It was enthralling to witness such a vast talent pool comprising of budding managers and entrepreneurs. All the students had put their best foot forward to win the various competitive events that were planned and executed by Great Lakes students under the mentorship of Great Lakes faculty. All faculty provided exceptional mentorship to make CREST a success", expressed Dr. Preeti Goyal, Head of students affairs and faculty at Great Lakes.

Overall the two day fest was a great success. CREST 6.0 witnessed participation from management students from various prestigious institutes across the country. At the closing ceremony all the participants were awarded and encouraged to be a winner in every phase of life.

About Great Lakes Gurgaon: Great Lakes Institute of Management, Gurgaon is a unique Centre of Excellence in India focused on nurturing managerial and leadership talent for our Country. The Institute's activities include full and part time post graduate management programs in General Management, Corporate Training Programs, Consulting Services and Independent Research to enhance the intellectual capital and knowledge base in its areas of focus. The Post Graduate Programs seek to develop motivated management professionals equipped with comprehensive domain knowledge and capable of being productive from their first day of engagement with the corporate world. The 7.2 acre Great Lakes Gurgaon campus is located just off NH8 close to Manesar and is easily accessible from the corporate hubs of Gurgaon and the Delhi IGI Airport. The Campus is located in the vicinity of many educational and research centers including the National Brain Research Center, BML Munjal University, Amity University, planned Indian National Defence University, etc. The Campus is fully residential with Wi-Fi enabled, air-conditioned hostels to ensure students coming from all over the country have a comfortable stay and a great peer learning experience.

More details can be found at www.greatlakes.edu.in/gurgaon

About Great Lakes Institute of Management: Great Lakes was founded in 2004 by Padma Shri Dr. Bala V. Balachandran with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies. In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-school in India to receive this prestigious international accreditation. In 2015, Great Lakes received international SAQS accreditation from AMDISSA making it one of the few B-Schools in India to receive two prestigious international accreditations. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 10 years emerged as a top-ranked business school.

For the year 2015, Great Lakes has been ranked No.1 for its Analytics program by Analytics India, 5th among private B-Schools in India by Careers 360, 7th among India's top one-year executive MBA/PGP programmes by Business Today, 9th under the category top one-year programs in the country by Business World, 9th among one year MBA program by Outlook India, and 10th among top ten B-Schools in India by Business India. Great Lakes has 50+ full time faculty and 130+ visiting faculty including over 20 international faculty from top global schools like Yale, Kellogg, Stanford, etc. Further collaborations with world's leading institutions like Georgia State University, Nanyang Technological University, University of Houston, University of Bordeaux, Hongkong University of Science & Technology (HKUST) etc.; have helped Great Lakes in globally benchmarking its programs. Great Lakes has a 27.5 acres LEED Platinum rated green campus in Chennai and a 7.5 acre campus in Delhi-NCR. Great Lakes offers One Year full time MBA for experienced professionals, Two year MBA with focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program. Great Lakes alumni currently work at world renowned organizations both in India and overseas across 30 countries.