



Great Lakes Institute of Management, Gurgaon hosted its Annual Management Fest – “CREST 7.0”

Gurgaon, 16th February, 2018: Great Lakes Institute of Management, Gurgaon, a premier B-School in the country, recently hosted its Annual Management Fest - ‘**Crest- 7.0**’ at its Manesar campus. The seventh edition of the Crest was based on the theme ‘**PALAESTRAS: Rise and Grind**’. The event witnessed participation from 76 different teams from the business schools across the country including top schools like **IIM – L, XIMB, MDI, IMI Delhi, Amity Business School, SRCC GBO, IIFT, NITIE Mumbai, Delhi School of Economics, SIBM, Fore School of Management** among others who competed in the final round of various events and showcased their talent, wisdom, acumen and business skills. The preliminary rounds had 900 teams with over 2000 participants registering for the 9 events.

The event began with the lighting of lamp by the honorary chief guest, **Mr. Sandeep Bhatnagar, Managing Director Accenture Consulting**. The opening ceremony was presided over by **Dr. Umashankar Venkatesh, Professor and Program Director-PGPM & Dr. Ahindra Chakrabarti, Professor and Program Director- PGDM, Great Lakes Institute of Management, Gurgaon**.

Delivering the keynote address, **Mr. Sandeep Bhatnagar, Managing Director, Accenture Consulting** shared his views on the disruptive technologies that are shaping a new world. He expressed that massive urbanization, advent of disruptive technologies and huge investment flows are creating opportunities of growth. The "Disruption" caused by new and disruptive technologies releases new opportunities but also has threats. These opportunities can be exploited by continuing to focus on the basics of business such as reducing the cost, increasing the revenue and expanding the market along with, most importantly, driving an innovation culture. He emphasized that *“What you focus on, determines what you don’t see.”* Thus, we should overcome the uncertainties by having a clear vision of our goals. He concluded by highlighting that *“Execution is the Key”* and it is essential that any initiative is driven to closure in the most effective manner.

The fest was filled with energy and enthusiasm demonstrated by all participants and industry guests. Many industry professionals were part of the event to share their perspectives and judge the various events organized by Great Lakes students. The list of judges included - **Mr. Sandeep Bhatnagar, MD Accenture Consulting , Mr. Joy Bhattacharjya, Project Director LOC FIFA U-19 World Cup 2019, Mr. Deepak Goel, Founder Karma Circle, Dr. Vinod Kumar, Prof. Finance, Mrs. Jahnvi Mahanta, Co-founder, Deeplearningtrack & Mr. Manmohan Bhutani, COO, ACS Global Tech Solutions**.

The flagship event of CREST is a business plan competition. This year it was called ‘**Innovacia**’. Here, each participating team had to pitch their innovative business ideas in detail in front of potential investors and industry guides. The feasibility, ROI, target segment and market share of the business presented by the students was quite novel and the best idea received a cash prize worth Rs. 30,000/- bagged by the team from IMI Delhi.

This was followed by the event called as ‘**Extrapolation**’ – where each participating team had to play with data and numbers. A time to test real analytical skills, interpret the data and solve real time business problems. This event became the spotlight as **Mr. Joy Bhattacharjya** was the guest for this event. He has been part of IPL since its inception in 2008 and was also **former director of Kolkata Knight Riders**. All the students were thrilled to hear his experience. Winner of this event was Great

Lakes, Gurgaon and runner up was KJ Somaiya. The list of rest of the events and winners is as follows:

Events	Winners
Mercatus Arena <i>Case study based on Marketing</i>	MDI Gurgaon & Great Lakes Institute of Management
Mergermania <i>M&A event to test your valuation</i>	Great Lakes Institute of Management
Optimax <i>Operations Management Case Study</i>	Great Lakes Institute of Management & Sriram College of Commerce
Me'lange <i>HR Situation Analysis</i>	Fore Institute of Management & KJ Somaiya
Bulls n Bears <i>Stock Trading Game</i>	Great Lakes Institute of Management
Samwaad <i>Debate Competition</i>	Great Lakes Institute of Management
Dexter! <i>Business Quiz</i>	Great Lakes Institute of Management & KJ Somaiya
The Wise Pirates <i>Treasure Hunt</i>	Great Lakes Institute of Management

An event like CREST is like completing of a beautiful jigsaw puzzle - all pieces must fit perfectly to enjoy the beauty of the completed picture. All the pieces of the organization came together seamlessly - it was teamwork at its best with everyone having one goal - to deliver an amazing Crest 7.0. Also, it was splendid to watch millennials contesting each other with their brilliant presentations and unique ideas”, expressed Dr. Preeti Goyal, Head of students’ affairs and faculty at Great Lakes Gurgaon.

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 in emerging areas of growth. Established in 2010, Great Lakes Institute of Management, Gurgaon is the second campus of Great Lakes and offers the same high quality education as the first AMBA accredited campus in Chennai. The school is consistently ranked in the top business schools in India and the Chennai campus was the youngest school in India to receive the AMBA accreditation. Great Lakes, Gurgaon offers two full time post graduate management programs – the one year PGPM and the two year PGDM, corporate training programs, consulting services and independent research. The 7.2 acre fully residential state-of –the-art campus in Delhi-NCR offers an unparalleled access to the industry in the form of interactions with the finest thought leaders including CXOs, Policymakers, and Entrepreneurs. With international faculty, globally benchmarked curriculum, deep industry engagement, Great Lakes offers a truly transformational experience.