

Over 1500 students participate in Great Lakes Institute's management fest - L'Attitude 13°05'

Chennai, January 28th, 2017: Great Lakes Institute of Management, Chennai hosted its annual inter B-School festival L'Attitude 13°05'. Crafted on a new theme every year, this year's L'Attitude was based on the theme "**AVANT GRADE**", which means new and experimental ideas and methods. The three days annual inter B-School festival featured a potpourri of events and competitions that encompassed various spheres of management education, followed by a cultural night.



The inaugural ceremony saw **Dr. Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management**, welcoming the chief guests and participants from various B-Schools. In his welcome address, **Dr. Bala** said, "Great Lakes has always ensured to stay ahead and relevant and this is evident with our exclusive sessions on contemporary issues in management delivered by Industry experts." Fests such as L'Attitude is an extension of this effort and the theme could not have

been more relevant, he remarked.

While talking on the theme of the fest, **Mr. Sriram Krishnan, Global Head for Customer Experience - Tech Mahindra** said, "Today, technology has made the market conducive for start-ups. At the same time, technological disruption in the digital and IoT space and the way Start-ups manage these two to develop products that are user friendly will ensure their survival."

Talking about his journey of Bharath matrimony, it's **Founder and CEO Mr. Murugavel Janakiraman** told that the boom of dotcoms in the late 90s is what gave him the support to start the venture. "Though we have a lot of competition today, Bharath matrimony's incremental innovation has kept us ahead of the competition. Also, staying a trusted portal is most important when it comes to businesses like ours", he added.



The event had bigwigs from industry and academicians as judges for various competitions that happened over the three days of the fest. **Dr. C K Gandhirajan IPS, ADGP, Tamilnadu Cadre** inaugurated a model United Nations session and the session saw mock assembly debate by the students of Great Lakes. **Mr. Prabhat Pani, Director, Tata Trust and Tan Dato' Dr. R. Palan, Pro Chancellor, Cyberjaya University of Medical Sciences, Malaysia**, were the

guests for the valedictory. They presented awards and certificates to the winners of various competitions.

L'Attitude had over 1500 participants from premier B-Schools and Engineering and Arts Colleges in India competing in various competitions. The competitions included Data Tales (Analytics), Invader (Marketing), Exuberance (Finance), SCInnovatia (Operations and Strategy), Excelsior (Consulting), and Spandan (Social Entrepreneurship). The event also had a quiz session conducted by renowned **quiz master Gautam Bose**.

The cultural night thrilled all the participants and L'Attitude concluded on a high note with some amazing performances by Great Lakes students. It included skits, fashion show, and some exhilarating live band performances; enjoyed by participants from other B-Schools and Great Lakes students alike. The event was presented by TVS in association with Uniply and powered by VH1.

