

Great Lakes conducts two-day fest

CHENNAI: Great Lakes Institute of Management, a premier B School, inaugurated its flagship annual inter B-School festival L'Attitude 13°05', with the theme 'IKIGAI', the Japanese concept meaning, 'A reason for being'.

The two-day annual inter B-School festival featured various activities that encompassed various spheres of management education, followed by a cultural night.

Founder, Chairman and Dean Emeritus Great Lakes Institute of Management Bala V Balachandran, welcomed the gathering. In his address, he said, "This is the first time we have a galaxy of different speakers from various fields for L'Attitude. We welcome all students to our flagship event which is for the students, by the students, of the students."

The inauguration ceremony was graced by delegates such as Lakshminarayanan, ex-Chairman and ex-CEO, Cognizant Technologies; Chary Mudumby, CTO, HTC Global Services; Shekar Swamy, CEO, Hansa Marketing Services and R K Swamy BBDO, and SB Reddy, MD, Accenture – Operations.

Competitions such as data tales (analytics), invader (marketing), rational exuberance (fi-



Film-maker Rajiv Menon with dean Bala V Balachandran at the fest

nance), SCInnovatia (operations and strategy), etc were conducted. The event also featured Legends of Tomorrow - a one-of-a-kind workshop where aspiring MBA students got a taste of life at a B-school, Quiz Pro Quo – the corporate quiz hosted by Navin Jaykumar, co-founder, Quiz Foundation of India, and Quizology - exclusively for Chennai participants, hosted by John Benny, an alumnus of Great Lakes.

Participants also interacted with cinematographer Rajiv Menon; , Global CEO and Sales Head, KALS Group of Breweries Dr Uppiliappan Gopalan and former Indian National Team Cricketer and cricket commentator Laxman Sivaramakrishnan.