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Great Lakes hosts its management fest themed 'Ikigai'



Several competitions were held and participants interacted with industry stalwarts

Great Lakes Institute of Management, inaugurated its annual inter B-school festival L'Attitude 13°05'. Themed "Ikigai", the Japanese concept meaning — 'A

reason for being', the two-day annual event had several events and competitions, followed by a cultural night.

At the inaugural ceremony, Dr Bala V Balachandran, Founder, Chairman and Dean Emeritus, Great Lakes Institute of Management, 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."

Dr Suresh Ramanathan, the Dean, elaborated on the theme and said: "Ikigai goes hand in hand with humility in one's passion and all the speakers here expressed their immense passion with humility and will inspire many of those present here."

Industry leaders such as Lakshmi Narayanan, 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, Managing Director, Accenture — Operations, were present.

Quiz competitions

Several competitions such as Data Tales (analytics), Invader (marketing), Rational Exuberance (finance), SCInnovatia (operations and strategy), Excelsior (consulting), and Sukriti (social entrepreneurship) were held.

L'Attitude featured a workshop where aspiring MBA students got a taste of life at a B-school. Quiz Pro Quo — the corporate quiz competition was hosted by Dr Navin Jaykumar, Co-founder, Quiz Foundation of India, and Quizology, which was exclusively for participants from Chennai colleges, was hosted by John Benny, an alumnus of Great Lakes.

Participants interacted with Rajiv Menon, cinematographer, film director and producer; Dr Uppiliappan Gopalan, Global CEO and Sales Head, KALS Group of Breweries; and Laxman Sivaramakrishnan, former Indian National Team Cricketer and cricket commentator. Comedian Rahul Subramanian performed at the fest.

Link: <https://bloncampus.thehindubusinessline.com/b-school-corner/great-lakes-hosts-its-management-fest-themed-ikigai/article30665399.ece>