

Great Lakes Institute of Management launches YakSee, First-of-its-kind Interactive Broadcast Platform for Remote Education in India

Chennai, 8th January 2016: Great Lakes, along with YakSee, a Silicon Valley startup, today announced the roll-out of a new integrated live broadcasting platform - www.YakSee.com beta access to support interactive distance learning projects for the first time in India.

The formal launch was facilitated by **Professor Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management** in the presence of **Mr. Shah Talukder, Chairman and CEO - YakSee, Former GM - Cisco** at their campus on **January 9, 2016**.

YakSee, a Silicon Valley startup, is an integrated platform that lets people connect using smartphones or tablets to create their own live distance learning broadcasts from anywhere in the world. After its successful launch in the USA and Bangladesh, YakSee will officially initiate in India at Great Lakes campus on 9th January during the annual inter B-School festival - L'Attitude 13°05'. **Professor Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management** is supporting and sponsoring YakSee in India. Besides, Great Lakes will also be running a pilot program using YakSee to enable ongoing interactive engagement with students and alumni.

Announcing the launch, **Professor Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management**, said, *"We are extremely proud to be associated with YakSee and announce their launch for the first time in India. Our students, executive MBA participants and alumni will be the first to experience the benefits of this platform. For students and participants of our other programs this technology will enhance their learning experience, using their time most efficiently, and deepening their ties with the faculty iæs. I wish the YakSee team a great success with their special initiation at Great Lakes campus tomorrow during our Inter B School fest - L'Attitude."*

Discussing about YakSee, and sharing his experience, **Mr Shah Talukder, Chairman and CEO - YakSee, Former GM - Cisco** said,

“I am extremely grateful to be here and really honored to be associated with Prof Bala and Great Lakes. This Chennai launch focuses precisely on a controlled access program in India especially to support, and add live interactivity to several distance learning projects in India. We are glad to kick-start our pilot program at Great Lakes tomorrow that will help students get an online mobile anywhere experience unlike in the past. This technology not only breaks students away from being tethered to a desktop but also enhances flexibility, productivity and allowing them to interact with their teachers anywhere, anytime across the world.”

Further explaining about the benefits one can acquire from YakSee, Mr Shah said, “By allowing this interactivity YakSee preserves, enhances, and extends the teacher/pupil relationship. YakSee allows the use of white boarding, and also lets the teacher show clips from web sites (such as YouTube), or recorded videos while interacting with the students. All of these capabilities improve the ability of teacher and students to engage in a more natural interactive way.”

Mr Shah also discussed the technology and architecture behind YakSee and shared his experience of the do’s and don’ts for creating a successful startup followed by a Q&A session.

YakSee is currently available worldwide as a download through the Google Play store. Google has been a significant supporter of YakSee including providing free and subsidized cloud services to enable YakSee’s expansion and growth. Yaksee is accessible wherever there is access to a Wi-Fi or cellular network.