

# Karma Yoga Newsletter

Highlights of Activities conducted by the Karma-Yoga Leadership Experiential Project  
Oct-Dec 2013

## Director's Message

I am happy to present to you the first issue of our Karma-Yoga quarterly newsletter for the year 2014. Great Lakes Institute of Management (<http://greatlakes.edu.in/>) became a signatory to the United Nations Global Compact's Principles for Responsible Management Education (PRME) in 2013. This quarterly newsletter has been started with the objective of sharing with others the way in which we inculcate responsible behavior in our students.

Great Lakes Institute of Management incorporates a Leadership Experiential Project (LEP) called Karma-Yoga as an integral part of its 1-year full-time Post-Graduate Program in Management (PGPM) and its 2-year full-time Post-Graduate Diploma in Management (PGDM). There are 20 villages surrounding the institute's campus that have been adopted by Great Lakes for the LEP.

The objective of our Karma-Yoga project is to develop and maintain mutually elevating relationships with the people living in our 20 villages. The following pages provide a summary of the various activities undertaken by our students during the previous three months.

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## Highlights of Activities



### Dr. Jyoti Bachani visits Pattikadu and Natham Kariyacheri

In an effort to understand the various aspects of Karma Yoga and how students at Great Lakes benefit from it, Dr. Jyoti Bachani, who was also one of the distinguished guests of the 8th Yale-Great Lakes International Research Conference, visited the villages on 29th December, 2013. She visited Pattikadu village and witnessed how kitchen gardening was being implemented by the students and its various benefits. It was followed by a visit to the organic farm lands in Natham Kariyacheri, where Mrs. Sabitha explained how organic farming was implemented and how the students were trying to create awareness about organic farming. She enlightened the villagers as well as the students about her association with non-profit organizations and immersion courses which conducted research at global levels.



### Formation of Agricultural Development Platform - Natham Kariyacheri

Natham Kariyacheri KY team created a common platform for agricultural development named 'Vyavasayam Nivritti' by creating an association of Great Lakes students, Farmers, Bank Officials, Panchayat, Educationalists and local NGOs. Data was collected from in-depth interviews with farmers regarding pertinent farming issues. Then this data



was analyzed to design a framework of the program, which was started on 29<sup>th</sup> November, 2013.



### **Veterinary Camp – Neikuppi**

Neikuppi KY team conducted a veterinary camp in their village which received a high level of appreciation from the doctors. The Team reached to most of the villagers including local MNREGA workers by distributing pamphlets. The program enjoyed high level of success with participation of around hundred cattle from across the village.

### **Dental Camp – Pudupattinam & Echur**



Great Lakes Institute of Management in association with Canara Bank organized a Dental Camp on the premises of Canara bank, Pudupattinam. A dedicated team of eight doctors and interns from Ragas Dental College helped conducting the camp with Mr. Ram Kumar, Branch Manager at the helm. General check up of teeth was followed by cleaning, extraction and filling depending on the severity of disease. Another dental camp has been successfully organized by the Echur Team in their village which was instrumental in

creating a relationship with the villagers.



### **General Health Camp – Kothimangalam**

Team Kothimangalam, with the help of PRIMS hospital conducted a free medical health camp on 8<sup>th</sup> Dec at Kothimangalam primary school. The camp conducted a general check-up, blood and sugar test to one hundred and fifty villagers who attended the camp. Free doctor consultation and basic medicines were also available, thus providing primary healthcare benefits to all the villagers.

### **Social Awareness through Spoken English – Manamai**



The Manamai KY team adopted an effective approach to spread social awareness regarding waste management in households by educating the children about its benefits in their spoken English class. Through this initiative, the team has also been able to help children from different socio economic classes to bond with each other.



### Health Camp for Children – Kadambadi

Recently, the Kadambadi team successfully conducted a health camp exclusively for school children. The school received the first aid tool kit and the teachers were trained a little in identifying key health issues in school children.

### Kitchen Gardening – Amanambakkam

The team started kitchen gardening initiatives with eight houses in the village where children (between ages 12 to 16 yrs) were highly enthused with the idea of growing vegetables in-house. About two weeks after sowing the saplings appeared, later growing into plants with flowers. Swami Arul, a local kitchen gardening expert, guided the villages providing resources such as safety nets, seeds and manure.



### Farming Workshop – Vasavasamudram

On 8<sup>th</sup> November a farming workshop was conducted by Mr. Sudbumudsaliyar to create awareness regarding green fertilizers amongst the farmers of the village. The event was well attended with twenty five villagers present along with the village Thalivar (Panchayat head).



### Science Club – Echur

A session was conducted by Tamil Nadu Science Forum (TNSF) for the children of the Lingapuram locality to help them acquire a basic scientific understanding of different day to day activities. This session later served as a foundation of a Science Club to help village students clear their doubt on topics related to their curriculum.

