GREAT LAKES CAMPUS UPDATE

Latest news from BPR

EVENTS & ANNOUNCEMENTS

In the journey of Good to Great!

Dr Bala V Balachandran, Dean Dr Suresh Ramanathan and Dr D Sriram unveiled the new Vision and Mission of Great Lakes Institute of Management on 4th December 2019.

VISION
"To be a world class management institute to develop socially sensitive, business ready leaders and entrepreneurs with futuristic orientation and commitment towards innovation and excellence through cost-effective programs"

MISSION
"To develop future ready business leaders and entrepreneurs with an analytical mindset, prepared for current and future market needs, through contemporary and high-quality teaching, research and social engagement"

Business Standard Ranking 2019

Great Lakes Institute of Management, Chennai has been ranked in Super League 2 by the Business Standard Rankings 2019. We have moved up from A1 category in the previous year to Super League 2.

RATINGS
SUPER LEAGUE 2–A2

SUPER LEAGUE 2	OVERALL PERCENTILE	AUDIT PERCENTILE	PERCEPTION PERCENTILE	INTELLECTUAL CAPITAL	ADMISSIONS	PLACEMENTS	INFRASTRUCTURE	INDUSTRY INTERFACE	GOVERNANCE	SCALE OF OPERATIONS
Department of Management Studies, IIT Delhi	90	85	95	85	95	90	70	75	30	45
Great Lakes Institute of Management, Chennai	90	90	80	75	90	90	90	80	95	95
Institute of Management Technology (IMT), Ghaziabad	90	90	95	80	90	90	60	90	85	95
International Management Institute (IMI), New Delhi	90	95	90	80	90	95	70	95	75	95
Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai	90	90	90	70	95	80	75	90	75	65
KJ Somaiya Institute of Management Studies and Research, Mumbai	90	95	90	90	95	90	95	90	50	65
Narsee Monjee School of Business Management, Mumbai	95	95	85	80	90	95	80	90	95	95
Symbiosis Institute of Business Management (SIBM), Pune	95	95	90	95	80	95	60	90	75	95
Vinod Gupta School of Management (VGSoM), IIT Kharagpur	90	90	85	90	90	85	95	80	70	65
Xavier Institute of Management (XIMB), Bhubaneshwar	90	90	85	85	90	80	70	90	95	95

Business Today Ranking 2019

Great Lakes Institute of Management, Chennai has been ranked # 8 amongst Top Private B-Schools in India by the Business Today Rankings 2019 .

India's Best B-Schools — Top 100: Private B-schools

RANK 2019	INSTITUTE	ZONE	LEARNING EXPERIENCE (250.0)	LIVING EXPERIENCE (150.0)	PLACEMENT PERFORMANCE (250.0)	SELECTION PROCESS, GOVERNANCE & ESTABLISHMENT (150.0)	FUTURE ORIENTA-TION (200)	OVERALL SCORE (1,000)
1	XLRI - Xavier School of Management, Jamshedpur	East	195.5	138	211.9	127.6	180.4	853.4
2	S. P. Jain Institute of Management & Research, Mumbai	West	210.8	126.8	219.1	123.3	170.2	850.2
3	Management Development Institute, Gurugram	North	197.3	136.7	201.7	121.2	150.5	807.4
4	SVKM's NMIMS, School of Business Management, Mumbai	West	186.2	127.3	203.5	120.7	136.4	774.1
5	Institute of Management Technology, Ghaziabad	North	186.9	126.1	188.7	110.6	132.4	744.7
6	International Management Institute, New Delhi	North	190.4	119.5	189.4	112.9	131.5	743.7
7	Symbiosis Institute of Business Management, Pune	West	189.8	120.7	192.8	106.9	131.5	741.7
8	Great Lakes Institute of Management, Chennai	South	182.6	125.9	180.7	106.3	141.6	737.1
9	T. A. Pai Management Institute, Manipal	South	180.5	123.8	173.8	102.3	156.6	737
10	Xavier Institute of Management, Bhubaneswar	East	181.3	127.3	190.4	116.5	120.8	736.3
11	Symbiosis Centre for Mgmt. & Human Resource Dev., Pune	West	178.4	114.4	190.2	116.2	130.2	729.4

iDEX at AIC - Great Lakes Balachandran Incubator

Great Lakes in association with NITI Aayog and Ministry of Defence organised an outreach program titled iDEX at AGBI. This was a program introduced to the students intended to create functional prototypes of products relevant for national security. The event commenced with an address by Mr Saurabh Kumar Chaubey, CEO, AGBI who spoke about having a flair of innovation in everything. This was followed by the keynote address by Dr Dayanand, Program Executive Officer, Ministry of Defence. He said that they aimed to create an ecosystem of technological development with academia, start-ups, MSMEs and individual innovators which will help all students in the coming future.

Interview of R Ramanan, CEO, Atal Innovation Mission at launch of AIC – Great Lakes Balachandran Incubator has been published by The Hindu Business Line.

BusinessLine

Click here to read the article online.

AIM is to be a springboard for start-ups

Atal Innovation Mission Director R Ramanan highlights support provided by Atal Incubation Centres Innovation is the 21st century buzzword, and the Centre's flagship initiative to promote entrepreneurship is the Atal Innovation Mission (AIM), which comes under the NITI Aayog. R Ramanan, Mission Director, AIM, was at Great Lakes Institute of Management, Chennai, recently to inaugurate the Atal Incubation Centre (AIC) on its campus. He spoke to *BusinessLine* on how the AICs are enabling people with great ideas to launch their start-ups in an incubator. The objective of these innovation centres is 'to nurture innovative start-ups in their pursuit to become scalable and sustainable business enterprises, he said. Excerpts:

How was Great Lakes Institute, or for that matter any other institute, chosen for the incubator?
We had solicited applications from across the country from people interested in setting up an incubator, and Great Lakes Institute was one of those that applied. We received several applications from government and private universities and research institutes. We went through a strong filtering process. Institutes were asked how they would run the incubators, what partnerships they would bring to the table and, based on all these criteria, a few were selected. It was a merit-driven process. A grant of up to ₹10 crore is given over five years. There are 50 operational incubators.

One of the core functions of AIM is entrepreneurship promotion. What is your view on India's talent availability?
India has a demographic dividend — we have 1.4 million schools, 10,500 engineering institutes, 39,000 colleges and over 115 million students who will enter the workforce over the next 5-10 years. We have had great success in the IT industry — it shows that the talent capability is very high. How do we provide this talent the ability to become entrepreneurs? This is why AIM was created, to enable people with great ideas to use technology and set up a venture in an incubator. This arrangement provides them the required support as, during the initial phase, they need access to research labs and the latest technologies.

One major hurdle for start-ups is the lack of funding. Does AIM collaborate with other organisations to provide funds?
When we select an incubator, we encourage them to establish partnerships with the private sector and with the venture capitalist network, and we facilitate that in a very big way. Part of the grant given, which is up to ₹10 crore, can be used for seed funding. Also, there are other programmes in India such as Start-up India and Invest India, and AIM works very closely with them.

A lot has been spoken and written about the lack of skills in the workforce today. What is your outlook?

It is an important issue to be tackled because there has always been a gap between the educational system and what the industry needs. By providing alternative paths to students who are not exposed to the latest emerging technologies, they get a chance to upgrade their skills. Tinkering labs, for example, help create a platform where the latest technology is available to school students. India is fortunate to have a great talent pool — we have a growing number of experienced professionals who can become mentors. We are trying to enlist mentors; more than 10,000 have registered in the AIM network and they are associated with schools, start-ups and incubators so that their professional expertise can benefit many.

Can you tell us more about Atal Tinkering Labs?

These are dedicated innovation workspaces in schools, where the latest technologies, such as 3D printers, IoT devices, robotics, and do-it-yourself kits are provided to students. The Centre gives a grant of ₹20 lakh per school over five years, using which the school can acquire equipment for the Tinkering Lab. We promote a lot of challenges, called Atal Tinkering challenges, which help children identify problems and use technology to create innovative solutions. We have selected 8,878 tinkering labs, of which, 4,670 are already operational.

STUDENT'S CORNER

Sunset and Cricket!

Shot by
Kaushik Venkatesan
PGPM Class of 2020

Don't get fired over an angry text

Authored by Alumnus Tilak Shrivastava, PGPM Class of 2013, Great Lakes Institute of Management, Chennai. The blog was originally published by him on his [Linkedin profile](#).

1.446	0.069	0	0	0	0	1.785	1.076
ANGER	AGITATION	FEAR	HAPPINESS	LIKING	SHAME	DOUBT	SURPRISE

Let artificial intelligence help you out
It's Friday 11 pm. David is struggling with a deadline at work.

His friends have already started the weekend party. Unfortunately, due to last-minute client's demands, David had to stay back crunching numbers.

Suddenly, the screen blinked. It was his client, Jeremy.

Jeremy, "Hey, don't mind me saying this but your team has done a really lousy job with the presentation, I suggest you re-work on slides 5,7,9 and 11."

David, "Sure, I'm on it."

Jeremy, "And while you are at it, also make sure you proofread the articles. This is urgent! You guys have already made me re-work the slides for the last four iterations, the least you can do is wrap it up today?"

David was infuriated. He knew he had done a good job with the presentation, and the rest were minor cosmetic changes. Jeremy could have easily fixed it himself. It was already a hectic week for David, and all he wanted was to join his friends right now for the party.

Suddenly, David's fingers blasted on the chat, typing harsh words to Jeremy. He was tempted to tell him that he's a jerk.

Enter: Tone detector
As soon as he hit the send button, the screen prompt appeared:

Are you sure you want to send this? Do you wish to take a break?

David realized the bot was right. He needed the break. It was unfair to blast on someone who was just another part of the system.

The scenario is not all that alien. Most of us have been in a more or less similar situation one time or the other. Statistically, angry texts are one of the major reasons people get fired.

In a recent report by Gartner, 26% of 4000 surveyed mobile users admitted that they faced severe repercussions at work (including getting fired), because of an angry text. 81% mentioned they had sent a message they wished they could take back.

Thanks to artificial intelligence, you can (now) analyze your word choice, phrasing, punctuation, and even emotions before hitting send.
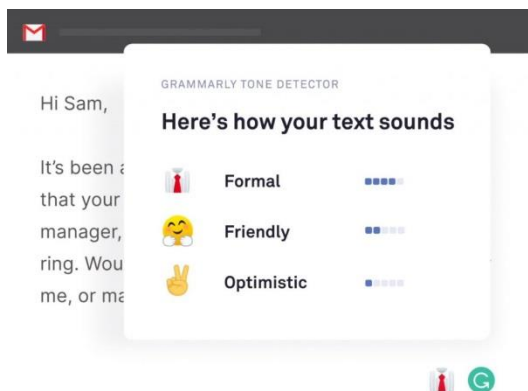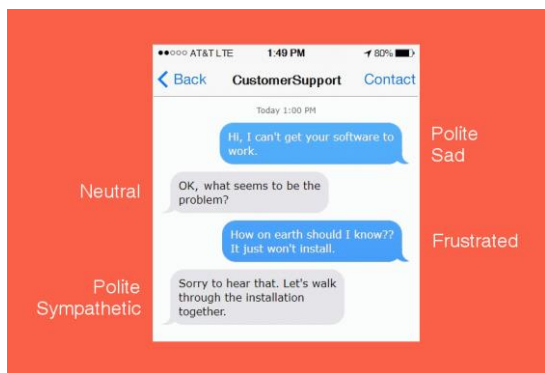

What is tone detection?

In simple words, tone detection helps you understand how your texts are sounding. Also known as opinion mining or sentiment analysis, it's ultimate goal is to uncover and analyze the emotions behind your texts.

How does it work?

Tone detection uses linguistic analysis to detect human emotions (like joy, fear, sadness, anger) found in the text. There are plenty of ways to analyze sentiment, but the most popular two are the **lexicon-based model and machine learning.**
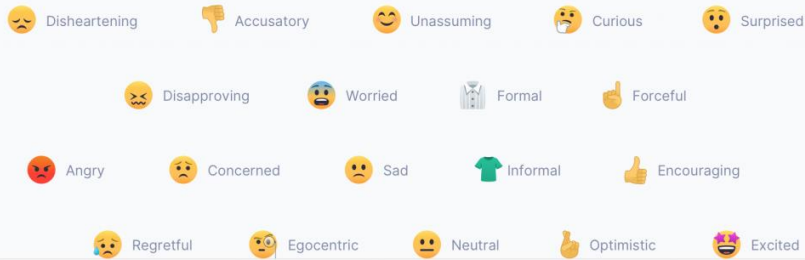

How can you benefit?

While tone detection has already helped industries like customer service to improve the quality of interactions, office communication is still an unexplored territory.

Many big players in the workplace collaboration space like Slack, Microsoft Teams, and Flock are still not sure about prioritizing this feature in their product roadmap.

Grammarly is an app that automatically detects potential grammar, spelling, punctuation, word choice, and style mistakes in writing. It's quite non-intrusive. It won't stop you from sending angry texts. It would merely prompt you.

How do you want to sound?

By analyzing your word choice, phrasing, punctuation, and even capitalization, Grammarly's tone checker can identify the tone of your message before you hit send.

Disheartening · Accusatory · Unassuming · Curious · Surprised

Disapproving · Worried · Formal · Forceful

Angry · Concerned · Sad · Informal · Encouraging

Regretful · Egocentric · Neutral · Optimistic · Excited

Imagine an AI assistant in your office chat that:

1. Blocks you from sending specific keywords.

2. Restricts you from texting after a certain number of hours at work. For example, if David has already not left his work station for ten hours in a row, he'll get a prompt to take a break.

3. Detects how you sound in your text and if better word choices can help you come across more professional. It's easy to send an angry response in the middle of a heated argument.

4. Understands the emotions behind your text (like sarcasm) and blocks it

5. Delays outgoing chat, giving you time to cool off. Most likely, you won't send the angry text at all

6. Works both ways: you get to interpret other person's emotions better

7. Complies fully with the company and individual privacy laws and can be turned on/ off anytime

There's still a long way; we start seeing tone detection in day to day communication.

Moreover, the accuracy of tone detection also depends on how good the software scanning it is. To a bot, "I don't disagree with you," may look very similar to "You are wrong." The lesser the volume of data being analyzed, the more chances of misinterpretation.

If you wish to check whether a piece of text sounds good, go to Sentiment Analyzer and analyze it for free.

Food for thought

Imagine all this, absolutely free, in your personal chat tools like Whatsapp, Facebook Messenger, and WeChat.

How many arguments you would be able to avoid.

Dude

How do you manage to stay cool all the time?

Because I don't get into arguments with stupid people. I just cut it short & say, "You're right"

But that's completely irrational & wrong.

You're right

Sometimes, silence is the best answer. For other vulnerable situations, let artificial intelligence come to your rescue.