

GREAT LAKES

# CAMPUS UPDATE

Latest news from BPR

October 10, 2019

## EVENTS & ANNOUNCEMENTS



### GLAA - MUMBAI CHAPTER

Great Lakes Alumni Association, Mumbai Chapter hosted a workshop on 'Design Thinking'. The workshop was conducted in 91springboard, Andher. Over 10+ Great Lakers participated in this interactive and insightful event of new thinking and possibilities. Few snap from the meet -



### Bertelsmann India Summit

Mr. Mohan Lakhamraju chaired a panel at Bertelsmann India Summit on the topic 'Redefining Higher Education', where the panel largely discussed the problems faced by higher education institutions in India as well as globally and the appropriate solutions to improve the access & quality of education to further increase the employability factor. Mr. Ashwin Ajila, Founder & MD, iNurture, Mr. Neel Broker, Former CEO, Laureate, Europe, Middle East, APAC and Mr. Vineet Gupta, Co-founder, Jamboree Education & Ashoka were the other panelists along with Mr. Mohan. To watch the discussion on Youtube. Please click [here](#).



## GLAA – LONDON CHAPTER

Lunching in London. More than 20 Great Lakers came together for a delightful afternoon with the Dean Prof. Suresh Ramanathan in London. We thank the Great Lakers in London for organizing a delightful afternoon to connect and share ideas. The Great Lakes spirit continues to forge ahead!



## Alumni 's startup Skillveri reaches new height

Alumnus of 2008 batch Sabarinath C Nair presented his Skillveri spray painting simulator to PM Modi on his trip to IIT Madras Research Park. His startup Skillveri is a Psychophysics based simulations for Skills and Training. Click [here](#) to view the video clip that was telecasted in Doordarshan on September 29, 2019.



## Saint-Gobain Batch 1 Inaugurated

The inauguration of Batch 1, Marketing Elementum: MDP was held on 9th Sept 2019. Executives from Saint-Gobain India Pvt Limited - Glass Business management team Padmakumar, Team Leader & Head Human Resources, Flat Glass Business Saint-Gobain India Pvt. Ltd. – Glass Business; Diwakar Raghunathan, Head – Marketing, Saint-Gobain India Pvt. Ltd. – Glass Business; Sri Hari, Business Manager - Home & Hospitality; Mani PS, National Manager - Distribution Network; Hemant Rathod, National Head - Infinity and ACGP; Subramanian S, TM HR, Saint-Gobain India Pvt. Ltd. – Glass Business; Krishnan T, Marketing, Saint-Gobain India Pvt. Ltd. – Glass Business attended the event at campus and addressed the audience.



## Alumni Cricket League

Congratulations to the alumni team of Great Lakes who won the Alumni Cricket League series. The other participants of this league were IIT Madras, IIM Kozhikode, ISB, PAN IIT, XLRI, IIM Bangalore, and IIM Calcutta



**Omnicuris is an impact driven social enterprise that is pioneering online CME (Continuous Medical Education ) for doctors by leveraging advanced digital technology and combining it with rich medical expertise of reputed medical associations and medical institutes in India with the primary goal of improving quality of healthcare through continuous education and training.**

With one lakh doctors on its platform, this social enterprise is working to improve the quality of healthcare in India

Bengaluru-based Omnicuris is attempting to improve the quality of healthcare in India by providing doctors and medical practitioners with free and engaging video-based content on a mobile app for continuous medical education.

A staggering 2.4 million people die every year in India due to preventable diseases and treatable conditions, according to a report published in 2018 by The Lancet, a weekly medical journal.

In 2016, around 1.6 million people died due to the poor quality of care. The report also said 84 percent of cardiovascular deaths, 61 percent of post-birth issues, and 50 percent of tuberculosis complications were caused due to sub-standard care.

One of the main reasons for this is lack of availability of quality healthcare services. It is also because healthcare providers in smaller towns are not as up to date with latest developments compared to their counterparts in the city.

Despite a wave of innovations and technological advancements in the medical field, people have been losing lives because of poor quality care.



Savitha Kuttan (left) and Priyank Jain, Co-founders of Omnicuris.

To help doctors keep themselves abreast with the latest breakthroughs in their respective domains, Savitha Kuttan (36) and Priyank Jain (33) founded Omnicuris in 2016. The Bengaluru-based social enterprise is striving to foster change in the healthcare sector by providing doctors with a digital platform to obtain Continuous Medical Education (CME) to gain knowledge and improve their practice.

The organisation's learning management programme consists of a series of webinars and videos, including quizzes, assignments, and tests, which can be accessed by medical practitioners via a mobile application. As of today, more than one lakh professionals and an innumerable set of patients have benefited from it. Omnicuris has also partnered with 35 leading medical associations and institutes, as well as eight state governments across the country to implement this initiative.

## How it all started

Savitha, the brain behind Omnicuris, completed her engineering at Madras University and went on to pursue master's in business administration (MBA) at Great Lakes Institute of Management in Chennai. Later, she worked as a healthcare consultant in the US and Europe before setting foot in India to work on improving the quality of healthcare here.

A few years later, she was the Vice President at Mylan Laboratories Limited, which is when she learnt about the nitty-gritties of the healthcare industry.

However, the idea to start Omnicuris occurred to her when she lost one of her family members.

"I started giving a serious thought about starting a venture focusing on quality healthcare when a relative of mine passed away. His death was due to doctors not being able to diagnose the illness," Savitha recalls.

When Savitha decided to kick off with Omnicuris, Priyank Jain, an alumnus of IIT-Kharagpur, who had previously co-founded EnCashea, a scrap recycling startup, joined her in the efforts. Savitha and Priyank met through a few mutual friends at a social gathering and decided to work together after they realised that their thought process was congruent.

One of the biggest challenges the duo had to overcome was in terms of building good content and also ensuring doctors take time out from their schedules to assimilate the information curated on the app. Today, Omnicuris has about 50 employees and most of the organisation's funds come from state governments, partner medical associations, and other sponsorships from health and pharma companies.

## Upskilling doctors

Omnicuris has been putting together recorded lectures and video-based content on a diverse set of topics ranging from cardiology, oncology, diabetes, gynecology, pediatrics, and gastroenterology.

The material can be accessed by any qualified medical practitioner on the Omnicuris app after entering the medical registration number. Available both on Android and iOS, the cynosure of the Omnicuris app is its creative and engaging content.

"We have a team of people who compile information with the help of several reputed medical associations and organisations in India like Federation of Obstetric and Gynaecological Societies of India (Fogsi), API, Indian Orthopaedic Association (IOA), Research Society for the Study of Diabetes in India (RSSDI), and Indian Association of Dermatologists, Venereologists and Leprologists (IADVL). They create interactive videos and animated content with text overlays to ensure medical professionals not only get a good grasp, but also gain mastery. Certifications are also provided in partnership with these national institutes," Savitha says.

Omnicuris is presently working with the state governments of Karnataka, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Delhi, Maharashtra, West Bengal, and Kerala to assist them in resolving certain specific healthcare gaps in the region.

For instance, when the prevalence of cancer increased to around 15 percent across many districts of Madhya Pradesh, the government collaborated with Omnicuris to produce content specifically covering early diagnosis and prevention. Soon, the socio-medical enterprise launched a comprehensive image based online module on the subject and achieved a completion rate of 90 percent.

“It is a known fact that early detection and screening of cancer increases the chances of successful treatment. But, in order to obtain an edge, it is important for doctors and medical staff to be trained in this area. Hence, in 2017, we partnered with Omnicuris and Tata Memorial Centre to help us. Today, most doctors across Madhya Pradesh, especially those beginning their career, are taking up the module on the app,” says Pallavi Govil, Principal Secretary, Directorate of Health Services, Government of Madhya Pradesh.

### Making quality healthcare a reality

Sixty-year-old JC Sekar is a general physician at a primary healthcare centre in Vadamadurai, a small town located near the city of Dindigul in Tamil Nadu. Despite having been a doctor for the last 33 years, he is of the opinion that there is always something to learn in the field. A few months ago, he became acquainted with the Omnicuris app and signed up for an online module on Coronary Artery Disease (CAD).

“The content on the app was explicit and creatively presented. I completed the course without any hassles in the comfort of my drawing room. Now, I am able to identify symptoms of CAD and even refer patients to a few specialised hospitals that offer further treatment. I am sure many other professionals in this field would benefit if they use the app. After all, people literally place their lives in the hands of doctors and there cannot be any scope for lack of knowledge or negligence,” he says.

According to the founders, over one lakh medical practitioners have used the Omnicuris app since inception. Today, as the nation is a step closer to providing better and quality healthcare, the enterprise is already making plans to penetrate deeper into the medical fraternity with a target of training another two lakh doctors by end of 2020.

“Every individual has the right to correct diagnosis and quality treatment. Omnicuris is an enabler in this space and will continue to be one because the health of the people determines the health of the nation,” Savitha says.

## BLOG

### **India Crowns Hotstar over Netflix, Amazon Prime, and Other OTT apps** **Authored by Sunaina S, PGDM Class of 2021**



The world of entertainment is evolving with newer platforms emerging rapidly. With personalization and individual preference being given so much importance it is no surprise that today, people are moving from traditional platforms to over-the-top (OTT) apps. Even though the idea of OTT platforms in India started a decade back in 2008 with Reliance Entertainment’s BIGFlix, it is only in the recent past that these platforms have gained momentum and currently, there are around 30 such OTT applications.

Of these thirty-odd apps, ‘The Walt Disney Company’ owned Hotstar has risen to the #1 spot in the local market according to a survey by an app distribution platform MoMagic. The study showed that even though DTH is still relevant with a 41% market share, OTT apps take the lead with 55% of the share, and of this 41% of people prefer Hotstar. Apart from this, the study also shows that 70% of people prefer to watch on their mobile due to low tariff data plans. In addition to this, it also talks about how people usually go for original & exclusive content and sports on the apps.

The success of Hostar in the Indian market can maybe be traced to the following reasons:

- Hotstar is the low- cost subscription app of all the big players out there, with a tariff of ₹999 annually and ₹299 monthly. Hotstar also has come up with a special VIP plan of ₹365 annually.
- Hotstar has a good blend of content, with originals, content from usual Tv and sports. In fact, Hostar is said to have increased its monthly active user base by 100 million in just the June quarter when it broadcasted IPL and the ICC Cricket World Cup matches.
- Hostar also gives users the added advantage of using the app even without a subscription, and hence free subscription and paid subscription may also be leveraging Hostar's position.
- Hostar appeals to a large market mostly because it has content is several different regional languages. It also uses dubbing to generate this content, this can be seen in the release of its original web-series 'criminal justice' in six different languages.

It also has an upper hand in the Indian market as they are able to showcase a lot of content of shows even before it is actually broadcasted.

There are numerous platforms gaining prominence today, to gain that extra edge platforms need to be more customer-centric, according to a study by KPMG, audiences are now more individualistic and prefer to watch things on their own, and hence their sensibilities and likes are to be kept in mind to make it more appealing to the consumer. There is also a study that shows that the Indian language internet users are expected to grow to 536 million by 2021, and hence the importance of including content in various regional languages is of utmost importance. As a matter of fact, even the world giant Netflix is now looking into generating region-specific content, as with ' Sacred Games' and 'Delhi Crime'. Finally, the telecom sector with its value packages has also played a huge role in helping these OTT platforms accelerate and penetrate into the market.

While Netflix telecasts ads-free show, Hotstar has gained its audience in renowned past and present HBO shows and live sports events, especially cricket has driven a chunk of subscribers with live telecasting of IPL and WorldCup in regional languages. With such strategies, Hotstar finds its way to the top of the chart in Indian OTT Appss



On 26 September, 2019, BW Online Bureau has filed the event and quoted Dr Bala and AGBI.  
Read the news online [here](#)

## WhistleDrive Raises Rs 72 Crore In Series B From Colosseum Group

*Industry estimates the number of IT direct workforce in India is pegged at about 3.9 million, of which 1.1 million use transport arranged by the company.*

*Hyderabad headquartered WhistleDrive, the fastest-growing employee transportation company in India, announced today it has raised INR 72 Crores from Chicago based Colosseum Group. WhistleDrive provides technology-enabled fleet services for corporates and operates 700+ fleet across 3 cities.*

*Announcing the Series B fund, an alumnus of Shiv Nadar University, Founder and CEO of WhistleDrive, Rakesh Munnanooru said “WhistleDrive target is to grow 10x with this series B investment. In the next 12 months we will look at entering 2 new cities to offer our TaaS Model - Transportation as a Service to Corporates beyond Hyderabad, Bangalore, Chennai where we will operate, expand fleets and fast-track customer acquisitions.”*

*WhistleDrive offers office commute services to several companies, including ADP, Invesco and Hitachi Consulting, to name a few. The tech-platform, Whistle Tech, developed by the company, allows corporates to automate the entire transportation process resulting in significant cost savings and also improve employee satisfaction via a reliable, comfortable and secure ride to work. It serves 32 clients registering more than 1 Lakh trips a month to transport more than 15, 000+ employees to their offices, every day.*

*Expressing the idea behind the investment, Shailendra Tipparaju, Chairman of Colosseum Group said, “WhistleDrive team’s mission and execution echo the core of Colosseum Group’s value system. In addition to the significant value they add to the transportation industry via their well-built scalable solution, we are excited to be associated with the Young Indian amazing team! The company roadmap is robust and we found it is the right time to re-invest in their growth story”.*

*Dr. Bala V. Balachandran, Chairman of Colosseum Advisory Board said, one of the pioneers of Indian Management landscape, on behalf of Atal Innovation Mission (AIM), Great Lakes Institute of Management (GLIM) Chennai, Balachandran Foundation Incubation Center (AGBI), noted that these esteemed organizations, with a mission to empower entrepreneurship in India, are thrilled to have played an instrumental role in the nurturing and cultivation of WhistleDrive from an idea stage to acceleration & growth stage. He also expressed absolute confidence that WhistleDrive is poised to be the leading Transportation as a Service (TaaS) company, and wished them the best “road ahead”.*

*Industry estimates the number of IT direct workforce in India is pegged at about 3.9 million, of which 1.1 million use transport arranged by the company. The transportation sector in India is currently valued at a whopping USD16 Billion, of which about USD2.5 Billion is spent directly by Indian corporates. Yet, the domain still suffers from a lack of tech intervention.*

*WhistleDrive’s offerings include “Whistle Fleet” – Technology Enabled Fleet, “Whistle Shuttle” – A B2B Shuttle Service for Last mile connectivity and point pick-ups and “Whistle 360o” – End to End transport management powered by best in class technology and ground operations.*

*Founded by Rakesh Munnanooru in 2016, the Hyderabad headquartered company had raised INR 5 Crores in April 2018 from Colosseum Group. The company has bagged several awards including the 10 Best Start-ups in Hyderabad- 2018, 50 Emerging Start-ups to Watch in 2019.*



Case study 'Implementing the best practices' written by Dr. Shameem S has been published by Human Capital Magazine. The study discusses the people management tactics that an organization should follow to retain and manage the hi-potential employees.

CASE STUDY

## Implementing The Best Practices

*The demands of employees and employers continue to change since the very world we live in is volatile and subject to change. It is important for employers to brand themselves and ensure that the key talent considers it as their workplace. Likewise, it is equally important for the potential candidates to stay industry-ready and relevant so that they are considered by the top employers.*

BY DR. SHAMEEM S

Talent crunch has impacted the new growth areas among the Indian IT companies. There is a dearth of talent in emerging technologies such as Artificial Intelligence, Machine learning, Data Science, etc. Apart from talent attraction, companies today are also faced with the challenge of talent retention. And top talent stays in the organisation only if we provide them with the right environment to engage.

A conversation between two heads of the company discussing their company policies and talent management practices went about as below.

**The location:** The Office of ZY Associates, an IT firm, whose core business is data science.

**Day and Time:** Thursday, 10 AM

Patel walked into Ahuja's room. She was immersed in an article that had featured in the day's *Times of India*. She asked him whether he had read the article. He asked, "The one about that ABC company?"

"Yes, the attrition scenario that has been explained in the article is really threatening," said Ahuja, and started reading the news out loud, "The CEO of ABC company is questioned by the public and media, as many of their employees are quitting their job as they could not handle the pressure of the job, and the demands of the organisation." She said, "Do you think we need to worry about our people?"

"The competition to hire the best will increase in the years ahead. Companies that give extra flexibility to their employees will have the edge in this area." –Bill Gates



Patel exclaimed, "We don't get enough skilled people in the area of data science. I'd rather look at this now than wait for it to become a problem and then address it!"

Ahuja, answering her own question, said, "I don't think we need to be worried about our employees. I am sure that no one in the industry can provide a better environment to work than what we provide to our employees. We have always treated them as our core asset and have given them lots of benefits. Our employees make us the market leader, we take care of

them, and they provide high-quality customer service. And yes, our company does frame policies to continue to attract the best talent as well as retain the talent we have."

"Yes, Ahuja, what you say is absolutely right. While we were looking at talent acquisition, an important criterion for them to be selected onboard was their intellectual thinking and data analytics ability. And we continue to give them challenging tasks on the job, to keep them intellectually stimulated, don't you agree with me on this?"



"Yes. We try our best. Apart from the regular work, in the bi-weekly open house, we have small presentations on different topics from different business scenarios. Even the freshers are encouraged to make presentations. I believe that our employees see this as a great opportunity to learn, build confidence, and grow with the organisation!"

"If employees feel dissatisfied, then I hope they are encouraged to discuss it. I would hope for it to come out in the weekly senior management meeting or the bi-weekly open house. We encourage these forums to be utilised for voicing opinions, suggestions, and ideas. Moreover, given our open-door policy, anybody can walk into any senior management's cabin for discussions," continued Ahuja.

Patel said, "We also have career growth programmes for them and it is all merit-based. We have continuous feedback mechanisms for performance reviews rather than annual appraisals. Our aim is to motivate them to improve their performance. I believe employees really appreciate our appraisal system. We have set good examples of career development programmes. Two of our employees, who showed outstanding performance were given sponsored higher education in a reputed business school. They are going to start their programme, and the advantage of this programme is that it focuses on blended learning. And, again, it is all merit-based! In fact, we recently gave good bonuses to all our employees. All seemed happy by this move."

Ahuja contemplated further, "We have annual retreats and I still remember the excitement among our employees. Talking in terms of happiness and fun, we have the best practice of giving it to our employees. We make sure they all have fun; in addition, it is an opportunity to have a great time to bond with each other. I am already being asked where we will be going this year!"

Patel questioned, "Do you think we're paying them enough?" Without waiting for a reply, he continued, "I do strongly believe that we are amongst the best paymasters in the industry, and we give them a substantial bonus and other benefits like work from home, flexible time, paid vacations, and many other allowances. And like you said, it is all merit-based. In fact, we allow them to choose their benefits package using our cafeteria approach. But still, we see some of our key performers leave us. That's what makes me rethink on whether we are doing the right things."

"Yes, what you are saying is right, but again, we try our best to give them the best among the competitors. We also try not to overwork our employees. They get a good balance between their work and life. We don't overburden them; in fact, we don't experience a shortage of manpower in any of the projects. We have sufficient employees to work without doing overtime or extending work during weekends. This is because we feel family life is the most important. We have also been able to provide a stress-free environment to work in."

Both of them felt much better than they had felt at the beginning of their conversation. Just then, Ahuja's phone rang, and it was one of their top performers who had left the company recently. Putting the call on speaker, Ahuja replied, "Good morning Ajay. How are you?" "Fine thanks. Do you have a few minutes?"

"Sure..."

"Well, it's a little difficult, but I'll be straightforward. Would you be open to bringing me back on board?"

Patel and Ahuja silently agreed. "We could talk about it, but I would like to understand the reasons for your decision."

"Well, the foremost reason is that I miss the environment of our company. And... could we meet to discuss?"

"Hmmm... I am travelling this week, so, would you like to come to the office sometime next week and we can chat about it? Say, sometime next Tuesday?" replied Ahuja.

"Sure Ma'am. Is 11:00 am convenient?"

Referring to her diary, she replied, "Yes, it is. All right, I'll see you on Tuesday, 30th July at 11:00 am then."

"Thank you, ma'am. See you then," said Ajay, concluding the conversation.

Ahuja and Patel looked at each other and smiled. Preparing to leave, Patel thought out loud, "We seem to be fine for today, but what about tomorrow... especially with all the talk about the entry of new industries in the market?"

We live in a dynamic world. Implementing good people management practices is not a one-time measure. The demands of employees and employers continue to change since the very world we live in is volatile and subject to change. It is important for employers to brand themselves and ensure that the key talent considers it as their workplace. Likewise, it is equally important for the potential candidates to stay industry-ready and relevant so that they are considered by the top employers.

### About the Author

Dr. Shameem S is Assistant Professor in OB/HRM at Great Lakes Institute of Management, Chennai. She has previously worked at National Oxygen Limited, Institute for Financial Management and Research (IFMR) as faculty, and as a Guest Scientist at University of Göttingen, Germany. Dr. Shameem holds a PhD in Management specializing in HRM/OB from Department of Management Studies, DoMS, IIT Chennai and an M.Sc. in Applied Psychology from Pondicherry University.

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