

# GREAT KONNECT



Dear Great Laker,

Greetings!

Some things stay forever. One of them is the love for Great Lakes. With all the excitement, we bring to you July edition of Great Konnect. Through Great Konnect, we make sure you do not miss out any news starting from the serious lectures to the fun buzzes.

The new PGDM batch, 'Pandyas' arrived on campus on June 29. With high hopes and determination, they start their journey towards transforming themselves from good to great. We wish them the best of times ahead.

The Founder's day was celebrated with great enthusiasm which also marked Uncle Bala's Birthday. Uncle Bala addressed the new batches and inspired everyone with his words of wisdom. The celebration then continued with some exuberant performances by the students.

We had the privilege of interacting with Mr. Debasish Sarkar, Former Global Head - Re-engineering at Standard Chartered. He stayed on campus for a day and we got plenty of time to interact with him. He shared his insights and practical examples on leadership at corporate level which were immensely valued by the students.

This month, we had some of our alumni on campus. We will be featuring such visits by alumni on Great Konnect this edition onwards. We also bring to you an exclusive article by one of our alumni entrepreneur, sharing his success story.

We, Shivani, Suyash and Saurabh, the editors of Great Konnect, take immense pleasure in presenting you this month's Great Konnect.

We will be more than happy to hear back from you with your views , stories and feedbacks at [alcom@greatlakes.edu.in](mailto:alcom@greatlakes.edu.in)

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# GREAT KONNECT

## Director's Column

Dear Great Laker :

Greetings from your Alma Mater !



The entire Great Lakes family is gearing up for the most special event of the year "Convocation 2015" which is to be held on 15<sup>th</sup> July, 2015 at Chennai Trade Centre, Nandambakkam. The chief guests for the occasion Mr. Ratan N Tata, Chairman - TATA Trusts will participate in an interaction and Mr. Faizal E Kottikollan, Founder and Chairman, KEF Holdings, Dubai will deliver the

presidential address.

I am very glad to see the Great Lakes alumni community getting a lot bigger and stronger. We have made the process of alumni visiting the campus much easier and friendly. You can always drop a mail to me or [alcom@greatlakes.edu.in](mailto:alcom@greatlakes.edu.in) prior to your visit, so that we can ensure that your campus visit is smooth.

With respect to the interactions with alumni in the recent past, changes will be made in the alumni portal to make it more engaging. I strongly urge you to actively participate and contribute to regional GLAA chapters for a better and productive alumni relations.

You will be reading more of the campus news in the body of this newsletter.

Please write to me with news from you and we will be glad to include them in Great Konnect . We also look forward to your suggestions !

Happy reading and with best wishes !

Prof.T.N.Swaminathan  
Great Lakes, Chennai

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## Uncle Bala's 78th Birthday Celebration

Since the new batches have arrived on campus, everyone was eagerly waiting for the day when they get to meet Uncle Bala. Finally the wait came to an end when Uncle Bala arrived on campus on 3rd July. He celebrated his 78th birthday with us, his extended family.

Uncle Bala garnered everybody's attention on stage with his mindboggling jokes and powerful words. He shared his life experiences, thoughts, vision and glorious 10 years of journey of Great lakes journey from "Good To Great". His mission vision inspired every Great Laker to be distinct and not be extinct.

As a birthday present, he asked students to say No to Drugs. His inspirational words actually made people to realize and make the promise. This was followed by the cake cutting ceremony, photo shoots and last but not the least an exuberant cultural event organized by the Events Committee. The atmosphere was filled with a feeling of celebration and enthusiasm. Every performance starting from the solo song, the semi classical dance to hip-hop dance, each one was high on energy. The whole ambience had become festive and everyone rushed to take a photo with Uncle Bala. We hope to have such celebrations on his birthdays in years to come and wish him a healthy and a long life.

Report by : Shivani Tripathy



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## Soumya Subramanian from Champions Batch on Campus

It was very overwhelming to have one of our alumnus, Soumya Subramanian, on campus. She is currently the Head of Solutioning Analytics for Blue Ocean Market Intelligence. It was indeed an interactive session on Career in Analytics and the power of data. She disseminated the importance of structured data and shared the insights about the 360 degree approach in analytics in bringing delight to the customers that made a huge impact on all of us. We, the Alcomers had the privilege to personally interact with her and we hope to see her again soon.



Report by : Gunjan Jabbal & Shivani Tripathy

## International Yoga Day celebration

June 21<sup>st</sup> marked the beginning of First International Yoga day and Great Lakers made sure they are a part of this worldwide movement. On the early Sunday morning, the Yoga enthusiasts assembled at the Basket Ball Court and practiced different positions of Yoga. Celebrating the Yoga day goes in line with the Motto of the college “Global Mindset, Indian Roots”. We believe in being ready for this global world and yet not forgetting our Indian roots. The tradition of Yoga is said to more than 5000 years old and is a gift of India’s ancient tradition. Practicing yoga is a holistic approach to health and well-being. We hope this movement gets even more successful and more people adopt yoga as a means to stay fit and healthy.



Report by : Suyash Mishra



## MBA – The Buddhism way



I can't sleep whenever I want to because I have assignments to submit. I just cannot let that happen because there is a deadline for everything in this world, especially when you choose to enrol into a one-year MBA program. Two and a half months into the programme and I have started questioning my stress management skills. Stress "BUSTER" is nowhere to be found. Every student here at Great Lakes is walking, breathing, sleeping and eating MBA. I won't say I don't enjoy it, but sometimes my mind and body make me realise that there has to be another way of going through this, though the journey of MBA@Great Lakes is enjoyable. A way to tackle this would be the *Buddha* way.

I think stress is a part of everyone's life. If you think you can run away from it and all of a sudden stop getting stressed, you are fooling no one but yourself. So why not accept this and instead work on managing it. Buddhism is not just a religion but it's a way of life. It teaches you the skill of meditation and mindfulness. The very first thing I liked about Great Lakes when I entered the campus for the very first time was the sculpture of *Gautam Buddha* sitting in serenity. That serenity is the hallmark of mindfulness. None of us here at Great Lakes can avoid stress because of the nature of our programme. Sometimes we run for 8:30 am class without having breakfast and sometimes we barely have energy left to eat dinner. But every one of us can definitely learn to segregate this stress from our mind and enter a zone where we stop getting knuckled under this load and start appreciating the opportunity it provides us. The opportunity of improving ourselves, the opportunity of finally accepting our state and doing something about it. We should stop saying "TODAY I AM VERY STRESSED" and start saying "TODAY I CAN MANAGE STRESS".

Buddhism teaches us that being mindfully aware of your present *karma* is one of the most amazing ways to manage stress. Acknowledging the state we are in the first step towards eloquent mindfulness. Meditation and mindfulness are like an elixir to our stressed minds. Meditation is not an exercise but a conscious effort to understand the perspective of time and space. Space which we occupy and time which we cannot stop but feel like sand flowing out of our hands.

We have a notion that being busy is being productive but most of the time its not true. We keep ourselves busy for all sort of things but never give time to various things that are if not more but equally essential. Just like stress is unavoidable, it's necessary too. It drives us and sometimes even motivates us to excel. Don't try to kill it but try to pack it in a small box corrected by meditation and mindfulness which will give you a lot of free space to explore your own self. Few minutes a day is all it takes and provides us with so much more.

Our concrete belief that life is hard and for going through it we need harder measures, pushes us into an unnecessary abyss where we simply cannot swim in chaos without much clarity. Through mindfulness and meditation we can try to achieve a certain level of calmness where we don't fear stress but control it.

Our life here at Great Lakes is a glorious opportunity for all of us to not only gain management knowledge but practice this enriching way of life which not only will help us here but throughout our lives.

All it takes is a conscious effort to understand that stress is not our enemy but our thoughts definitely are. As Gautam Buddha said:

"The Mind is everything, you become what you think"



## ENTREPRENEUR SERIES

**SHANKAR G**  
Crusaders , 2007



## Another Start-up with Great Lakes roots

The best way to predict future is to create it. And we have many prestigious alumni who have dared to create their own future. It is a proud moment for Great Lakes to have our own alumni, Shankar, Co—founder & CEO of 'Spini', who has embarked his journey of entrepreneurship. Shankar, from 2007 Crusaders batch, says he owes Uncle Bala and Great Lakes for infusing tremendous confidence in him apart from the world class education and community that has taken him to this level. He has Started his own company, 'Spini', a year back. 'Spini' is now an app available in the app store and Play store. Spini is going to revolutionize sales process by improving the sales effectiveness, but at the same time its an interesting platform that will empower people to monetize simple information from daily life. 'Spini' is backed by Walden International, a global VC, which has also funded great brands in India like Mindtree, Bankbazaar etc. Spini is available only in India right now, we will be growing soon to cover rest of Asia.

# GREAT K<sub>ON</sub>NECT

## Great Lakes in News

**Great Lakes among the top colleges for course in Analytics** : There's a talk around that the 'sexiest job' in market today is that of a data analyst. Starting from science to finance, everything needs statistical analysis and that drives the demand for data analysts. Great Lakes program Director and a student of Business Analytics course speak about the current market scenario and student preference of Analytics. [Full Article](#)

WHERE TO GO	
>	Vellore Institute of Technology, Vellore and Chennai
>	SRM University, Chennai
>	Great Lakes Institute of Management, Chennai
>	Indian Institute of Management, Bengaluru
>	Indian Institute of Management, Kolkata
>	Indian School of Business, Hyderabad
>	Indian Institute of Management, Ahmedabad
>	Jigsaw Academy, Bengaluru

**World-class programme at Great Lakes priced under Rs 5 lakhs** : The dream gets bigger with the plans to launch new courses on 'Technopreneurship', eMBA and online executive MBA course in collaboration with Illinois Institute of Technology and Georgia State University respectively. Another big news is about the idea to create a world-class program priced under Rs 5 lakhs.

[Full Article](#)



## Data Analytics fueling Career - A key to

**SUCCESS** : Prof P K Viswanathan of the Great Lakes Institute of Management, Chennai, gives his view on choosing career in analytics. Reports show that here is a huge demand of data analysts. Many positions are left unfilled, while others are being filled with difficulty. Business Analytics and Business Intelligence is not an growth option anymore but is becoming a necessity for survival. [Full Article](#)



Report by : Shivani Tripathy

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**THE FAMILY!**

<http://www.greatlakes.edu.in/pgpm-talent-listing/>

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