



GREAT KONNECT

April 2015

Dear Great Laker,
Greetings!

With Pallavas and Charismatic Cholas having left the campus for their Corporate Journey, Great Lakes is all geared up to welcome Pandyas and Passionate Pandyas, the incoming batches of PGDM and PGPM.

The Last Issue of Great Konnect was bidding an adieu to Pallavas & Charismatic Cholas. This issue focuses on Alumni & Great Lakes Accolades in the last couple of months !

It was a proud moment for everyone at Great Lakes when Uncle Bala and Mr. Mohan Lakhamraju, Vice-chairman and CEO - Great Lakes, were recognized and felicitated by SkillTree Knowledge Consortium with the title "**SkillTree Education Evangelist of India 2014**".

It is heartening to see our alumni making headlines through their business ventures and by way of remarkable recognitions in their work place.

We have some wonderful news on few of our alumni - Prachi Garg was featured in Femina magazine, Ranjith Menon, elevated as the Executive Director at IDG Ventures India, Parthasarathy inspires through his success story in the Silicon Valley magazine and Akila Ganesan's pivotal role in setting up Sankara Nethralaya's academy - all of them making Great Lakes flag fly high. This Edition of Great Konnect also features some of the blogs from our alumni.

On that spirited note, we dedicate the April edition of Great Konnect to the alumni of Great Lakes Institute of Management. We look forward to hearing from you with your stories, comments and feedbacks at alcom@greatlakes.edu.in

Happy Reading,
ALCOM



Dr. Bala.V.Balachandran and Mr. Mohan Lakhamraju

recognized and

felicited as “SkillTree Education Evangelist of India”.

Education Evangelist of India, an initiative by SkillTree Knowledge Consortium held its second education convocation ceremony in J.W. Marriott, Bangalore on March 29, 2015. The objective of this event was to recognize and felicitate exemplary leaders in the education industry.

SkillTree Knowledge Consortium is a global communication strategy & thought leadership firm steered by a panel of experts and engaged into mind sharing & ideation. SkillTree Education Evangelist of India is the only Indian higher education thought leadership program showcasing vision, success and individuals stories’ for setting up some of the finest self-financed institutes and universities in India.

The second season of Education Evangelist of India saw high profile guests including Honorable Education Minister of Karnataka, Shri. R. Deshpande and Mr. Subimal Bhattacharjee, former country head of General Dynamics, respected members from the education industry and business leaders attending the event. Among other dignitaries present at the event were Mr. Shekhar Bhattacharjee, Founder - SkillTree Knowledge Consortium and its Co - Founder & COO Arvina Purkayastha.

During the ceremony, Dr. Bala V Balachandran, Founder and Dean, Great Lakes and Mr. Mohan Lakhamraju, Vice-chairman and CEO, Great Lakes were felicitated by SkillTree Knowledge consortium with the title “SkillTree Education Evangelist of India 2014”. Hon’ble minister Sh. Deshpande presented the titles. On behalf of Dr. Bala, the title was received by Mr. Mohan Lakhamraju and Dr. Elankumaran, Professor at Great Lakes.

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The felicitation was done at an event held on March 29, 2015 at Bangalore. On behalf of Dr. Bala, the title was received by Mr. Mohan Lakhmaraju and Dr. S Elankumaran, Professor at Great Lakes.

Congratulating the title recipients, Sh. Deshpande said, “India needs such visionaries for its overall development. Only educators who are innovators and who can foresee the future can lead the education industry.” Earlier, SkillTree Broadcast – an entity by SkillTree Knowledge Consortium had presented a television series in association with Times Now. This series showcased the visionaries in the education industry who have made outstanding contributions in the higher education sector in India.

The Ceremony was later commemorated with the launch of a coffee table book which highlighted real time success stories. The certification ceremony was followed by a dinner reception at J.W. Marriott.

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Prachi Garg featured in Femina

Prachi Garg (PGPM 2012) has been featured in an article titled “One – Woman Army” in Femina India March 2015 issue. The article talks about Ghoomophiro.com, a specialist in corporate tours and travel organizing in India.

It is to be noted that Prachi has been earlier featured in womenweb.in as one of the 30 most promising women entrepreneurs in India.

One-woman

army

Meet multi-tasker Prachi Garg, who runs four companies simultaneously, all on her own. By **Shilpi Agarwal**



Prachi Garg, a computer science graduate from Miranda House, is the founder of ghoomophiro.com, pharmaquery.com, Anmol Uphar and Digital Highway #24. She has come a long way from the time she began her career as a freelance writer for various national dailies. Ghoomophiro.com, as the name suggests, is a travel website that plans holidays and day trips for corporate houses. “I used to have a backpack ready with all the necessary items and toiletries. All I did every Friday was to go to ISBT and figure out where

of her travelling alone. “People could not come to terms with the fact that I travelled so much. Some even went as far as to try and convince my parents to not allow me to go to Delhi for my B.Sc. But, my parents are open-minded and I fought against this mindset,” says Prachi.

Anmol Uphar is another unique venture, which gets the customer a currency note with the serial number of their choice. “It is priceless to have a currency note with a special serial number. Like if your anniversary is on 12-08-91 then the serial number on the note given would be 1208 (91)”, says Prachi, explaining that it makes a wonderful gift.

Digital Highway #24 is an agency that provides end-to-end solutions for any company. It helps a client develop his microsite, social media campaign, increase its network traffic and much more. “At Digital Highway#24, we make sure that our client is always on the minds of its target audience,” she says.

Another company that she has co-founded with her father is the Pharmaquery.com. This portal is a directory for people related to the pharmacy industry. She is currently updating the database for this site.

Her long-term goal aim is to nurture and expand her ventures, while providing the same high-quality service to all her clients. **■**

“In the hospitality industry, one should always recommend and sell the things that are tried and tested.”

to go,” said Prachi. Travelling and sight-seeing was an adventure for Prachi and soon Prachi decided to take travel consultancy and management as her career.

“I used find hotels and negotiate with them. That’s how I built my network. Once I thought of utilising my network professionally by organising trips for people,” says the 26-year-old. She specialises in organising

trips for corporate houses. After she started doing this professionally, she promoted her business through social media, and it spread further through word of mouth.

“In the hospitality industry, one should always recommend and sell the things that are tried and tested,” says Prachi.

Born and brought up in Bulandshahr, UP, Prachi had a hard time leaving the town as people did not like the idea

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Helping the world see better

Akila Ganesan, a PGXPM alumna from Great Lakes has a rather different way of looking at the world. At 36, an age when most women are busy with family life or settling for a mediocre career, Akila saw an opportunity – an opportunity that came with its own share of risk, trials and tribulations. Chosen to be the General Manager of Sankara Nethralaya, Medical Research Foundation, Akila Ganesan adopted an inclusive approach to managing her peers and subordinates, which rapidly earned her respect from men and women employees alike.



Sankara Nethralaya is a charitable not-for-profit eye hospital that was established to bring world class ophthalmic care and make it accessible to all sections of the Indian society. Besides currently serving as the Chief Operating Officer (COO) of the hospital, Akila Ganesan also spearheaded the setting up of the Sankara Nethralaya Academy – the research wing which aims to promote education, clinical excellence and research related to healthcare.

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Akila's success today is the result of hard work and risk taking; she has never let the 'comfort zone' hold her back. She was an optometrist by qualification, and always keen to learn and travel to new places as work would demand. But what truly sets her apart as a leader is her quality of reaching out to people, and giving them enough independence to come out with solutions themselves.

"I take inputs from all of them. Whenever someone comes to me for decisions, I ask them to come with a few solutions themselves as they know their department better than me. When they come with the solutions, my capability is to find out which is the best for the organization. They understand that I am not going to encroach into their domain. That has helped me to work with them closely", she says.

As a General Manager, she firmly believes that grooming her team is as important as her professional growth. Endowed with positive energy, self-belief and trust, Akila Ganesan has the hallmarks of a good leader. She helps the world see the world better, both literally and figuratively.



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Mr. Parthasarathy Ravichandran featured in Silicon India Magazine

Year 2011 – at a time when cloud computing was still in its nascent stages and hardly understood by most people, Parthasarathy Ravichandran (Great Lakes alumnus - PGXPM 2010) saw an opportunity in the domain and founded Expert Solution Technologies (EST), an IT company that delivers advanced technical solutions to solve business problems such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM).



EST is one of the very few companies that cater to software providers such as Microsoft, Intuit, Sage ERP and Salesforce by utilizing existing cloud infrastructure to integrate online ERPs and CRMs with external systems.

Parthasarathy's is not just another entrepreneurial success story; he is the embodiment of inclusive leadership. Every cloud has a silver lining and it takes a good entrepreneur to identify it. Well, Parthasarathy Ravichandran certainly found the one in his.

To know more about his venture, Please click: <http://bit.ly/1colvFb>

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Mr. Ranjit Menon promoted as the Executive Director of
IDG Ventures.



Great Lakes congratulates alumnus Mr. Ranjith Menon for having been promoted as the Executive Director of IDG Ventures India. IDG Ventures is a \$150M Venture Capital fund focused on early stage technology investments in India. He is currently on the Board of iCreate and Forus healthcare, besides serving as an observer on the board of Perfint Healthcare, Myntra, Apalya, Sourcebits Technologies and ConnectM.

Recently, the Economic Times carried an article titled “Venture capital firms' top deck grows younger; elevating executives in their thirties to highest levels”, which spoke about successful executives who scaled highest levels in their organization while in their 30's. The article had a mention about Ranjith.

To read the article, Please click: <http://bit.ly/1b6gDUT>

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Creating a Wealth of Knowledge



Finance is a discipline which is often evaded by women under the pretext of being too dry. Seeing a Great Laker break stereotypes is truly heartwarming. Great Lakes Alumna Sangeetha (PGPM - 2010 batch), has been an active member in the launch of a Website for Insights on Wealth Management . To read more about her role <http://www.greatlakes.edu.in/blog/breaking-all-stereotypes>

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An Attempt to solve the mystery of becoming a Data Scientist

Data Analytics is a hot career and the trend is set to rise. But the concept is shrouded with mystery as to what exactly are these jobs about. Arpit Srivastava, PGPM 2013-14 writes for young Great Lakers who might be interested in being a data scientist . To read the complete blog : <http://bit.ly/1DspKp2>



The 10Km Management Lesson

Management is Key to winning battles - with yourself or with the world. Nandini Reddy, PGPM 2006-07 writes for the Great Lakes Blog. To read the complete blog : <http://www.greatlakes.edu.in/blog/the-10-km-management-lesson>

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