

GREAT KÖNNNECT



August 2015

GREAT KONNECT



Dear Great Laker,

Greetings!

We are overwhelmed to receive so many mails of appreciation and feedback from you for our July edition of Great Konnect. With added enthusiasm and excitement, we bring to you the August edition of Great-Konnect.

July was indeed a memorable month. It started with Uncle Bala's birthday celebrations, followed by the convocation day and numerous other engaging events on campus. This year's convocation ceremony was one of the biggest events in the recent past. Graduands were presented with degree certificates and gold medals by eminent chief guests Mr. Ratan Tata, Chairman- Tata Groups and Mr. Faizal E Kottikollon- Founder and Chairman, KEF Holdings, Dubai.

The evening of the convocation day was also an happening one because of alumni visit. Corridors to garden, stairs to amphitheater, all corners echoed with fun and tunes. ALCOM had also arranged for some fun events to engage alumni and current students. The event was indeed and interactive and joyful.

We had the first blogging workshop on campus. Many new budding bloggers from Passionate Pandyas and Pandyas are now added to the exciting blogger's body of Great Lakes.

Alumnus Vinesh Kumar Kunhiraman is featured in the Entrepreneur interview series this month.

We, Shivani, Suyash and Saurabh, the editors of Great Konnect, take immense pleasure in presenting you July edition of Great Konnect.

We will be more than happy to hear from you with your views, stories and feedback at alcom@greatlakes.edu.in

Stay Connected!!

ALCOM

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Director's Column

Dear Great Laker :

Greetings from your Alma Mater !



I am happy to connect with you through the August issue of Great Konnect. July had been extremely eventful for Great Lakes. Be it the 11th Convocation or the ABP awards for Great Lakes or the first PGPM—Flex alumni meet, the month was packed with events.

The 11th convocation at Chennai Trade Center presided by Mr. Ratan N Tata and Mr. Faizal E Kottikollon was a day to remember. Dr. Bala presented the Life Time Achievement award to Mr. Tata and Mr. Kottikollon on behalf of Great Lakes. Apart from participating in a convocation interaction, Mr. Tata also participated in an exclusive press meet along with Dr. Bala. The evening was made memorable with some alumni from the new graduating classes visiting the campus.

The first alumni meet for PGPM—Flex happened on July 31st at Hotel Hablis, Chennai. Over a 50 alumni participated in the meet arranged for the first three batches of the program.

I congratulate alumnus Sitashwa Srivastava on his company Stockal selected as one amongst the six entries from India for Wall Street Journal's WSJDLive Global Startup Showcase 2015.

Please write to me with news from you and we will be glad to include them in Great Konnect . Please [click here](#) to login/register in the Alumni portal and stay connected with fellow Great Lakers. We also look forward to your suggestions !

Happy reading and with best wishes !

Prof.T.N.Swaminathan
Great Lakes, Chennai

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The Convocation Day Graduand to an Alumni, a day to remember

Great Lakes held its 11th convocation ceremony at the CTC convention center, Chennai. It was a moment of great pride for both the students graduating as well as the parents who accompanied their wards.

Great Lakes Institute of Management had the privilege of hosting Mr. Ratan Tata, Chairman- Tata Groups and Mr. Faizal E Kottikollon- Founder and Chairman, KEF Holdings, Dubai as chief guests for the occasion. Welcome address was delivered by Uncle Bala who thanked the chief guests for their esteemed presence.

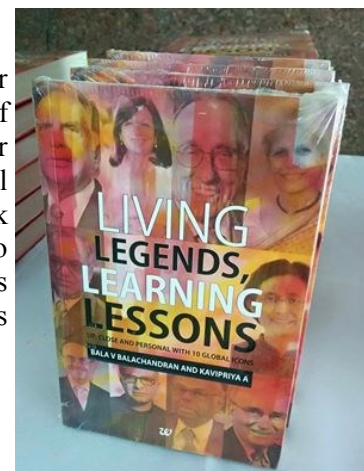
Mr. Ratan Tata also congratulated the students on their successful completion of the course. The distinguished performers got the opportunity to receive gold medals from Mr. Ratan Tata and Uncle Bala. Medals and certificates were awarded to nearly 70 students in the following categories - Dean's Merit List, Domain toppers, best Empirical Study and Committee contributors.



Graduands were all busy meeting their old friends and clicking group photos as a memory which would always remain in their hearts for long. The convocation was indeed a memorable one and ended with another passing out batch ready to bring pride to its alma mater.

“Living Legends, Learning Lessons” - Book Release

Living Legends, Learning Lessons by Prof. Bala V Balachandran and our alumna Kavipriya profiles ten path-breaking leaders from the world of business, government, spirituality and academia. The book captures their life story and also offers the reader a generous glimpse of their personal side. To know the ‘person’ behind the name is a rare privilege and this book goes up, close and personal with these leaders and makes them relatable to the common man. The book gives us an insight into ten world business leaders as to their thought processes, contribution to businesses, ventures that in turn have helped India to be a major player in the world economy





Mr. Ratan Tata and Mr. Faizal Kottikollan honored with Life Time achievement award

Dr. Bala V Balachandran, Dean, Founder and Chairman of Great Lakes honored Mr. Ratan Tata, Chairman – TATA Trusts, and Mr. Faizal E Kottikollan, Founder and Chairman, KEF Holdings, Dubai with Life Time achievement award for Global entrepreneurial Leadership and Management and outstanding achievement award in the field of global entrepreneurship during the 11th convocation ceremony of Great Lakes, Chennai.



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The Convocation Day And the Evening Followed with Sheer Nostalgia



The air beaming with joy and celebration at Great lakes was surpassed by nostalgia when graduates of the last batch visited their alma mater after attending the convocation ceremony.

The excitement was clearly evident on their faces and their talks seemed to be unending. Clearly the wonderful and transforming journey of past one year was etched in their memory. People were narrating incidents as if they had just happened yesterday. The joy was clearly evident on their faces gleaming at the mere sight of the lush green and serene campus.

As part of an initiative by the alumni committee to engage the graduates, a small cultural evening was organized wherein many students from the current batch showcased their talent through singing and dancing. Given the ambience and the energy which was created our alumni were proactive enough to join the stage and shake a leg or sing their favorite song. The party mood swept all.

The evening had a befitting end by a touching vote of thanks by current student. Later in the night, people who were staying back, made a point to pay a visit to their erstwhile hostel rooms and also interacted with the current inmates and thus in a way relived their student life once again.

Indeed a perfect way to celebrate the euphoria of #Beingconvocated!!



Great Lakes awarded at ABP News National Education Awards 2015

The ABP NEWS National Education Awards 2015 function was held at Taj Lands End, Mumbai on July 23, 2015. The award recognizes Institutions and faculty in the field of education that are innovative, modern & industry related in their curriculum in Marketing, Advertising, Marketing Communications, and Engineering & Technology etc.

Great Lakes Institute of Management was awarded as the Best B-School with Industry related curriculum in Operations Management and Prof. T.N. Swaminathan, Professor – Marketing, Great Lakes Institute of Management was awarded the Best Marketing Professor Award.

We, the Great Laker, are really privileged to be a part of such an outstanding institution and study under such distinguished faculty. We wish Great Lakes many more such fame and recognitions in future.



Uncle Bala with the Best B-School with Industry related curriculum in Operations Management



Prof. T.N Swaminathan with the Best Marketing Professor Award

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The very first Blogging workshop in Great Lakes Institute of Management

A blogging workshop was organized last month by the BPR and ALCOM committees for the students who were keen on blogging and related social media activities. The session was conducted by Prof. Kiruba Shankar, a visiting faculty and a popular social media entrepreneur. Prof. Shankar, during the session talked about the power, relevance and the reach of blogging in the current world. He gave meaningful insights to the students, as to how to maintain a blog, what to write and what to avoid. With lots of real life examples, he made the session very interactive and the attendees had quite a bit to learn. The students were given tips on how to carefully choose a topic, write about it and take momentum forward.

In addition, a Skype session was arranged for the students to interact with Mr. Varun Krishnan, one of the prominent bloggers in South Asia region and the owner of the website www.fonearena.com, a website that garners around 25 million hits per month.



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1st PGPM—Flex Alumni meet

The first ever alumni meet for PGPM-Flex students was recently held in Chennai at Hablis Hotel. Dr. Bala V Balachandran interacted with alumni from all batches who participated in the networking dinner. He also personally signed the copies of the book “Living Legends, Learning Lessons” for all the alumni. The event witnessed active participation from the alumni who were very enthusiastic about extending their support to their Alma Mater and cherished the lessons learnt there. There were some inspiring stories on how some of them managed to overcome great obstacles to become an entrepreneur and be successful in it.



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Great Lakes in News

Uncle Bala shares his way of making an impact on the world :

Business analytics and social media is the new big idea which is stirring up for the next big revolution. Also academicians are playing a great role in terms of speaking engagements, consulting assignments, book royalties and board memberships. Uncle Bala shares which individuals are contributing to such big shift in today's world. [Full Article>>](#)



Dr. Vaidy on Eco-friendly measures by GLIM : CSR activities are not only restricted to corporate these days. Educational institutes like Great Lakes Institute of Management have also taken many steps towards eco concern. Measures like waste water management, efficient HVAC systems, facility to reduce artificial lights consumptions are few among the these. This not only benefits the environment at institute level but students are also encouraged to take these measure to their professional level. [Full Article>>](#)



Ratan N. Tata sees future in Start-up : On the 11th convocation ceremony at Great Lakes Institute of Management, Ratan N. Tata, chairman Emeritus of Tata Sons , expresses his view on the emerging start-ups and young entrepreneurs. He also shares how branding of Tata Nano went wrong which lead to it's failure in Indian market.

[Full Article>>](#)



Technology, Analytics and People (TAP) Skills-Essentials for the

future : Vidya Mahambare, Associate Professor of Economics at the Great Lakes Institute of Management, tells how technology and automation is taking up human jobs at low and high level. New technology allows freedom from the routine day-to-day tasks in our professions to focus on bigger ideas and new entrepreneurial ventures. Uncle Bala writes in his biography, 'Dare to Dream', that the new age mantra to remain relevant and earn rich rewards therefore seems to be 'be distinct or be extinct'. [Full Article>>](#)



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Alumni News/Blogs

Diversity Differentiates us at Great lakes

The sheer geographic scope of diversity in the peer group ranges from the southern spice of Chennai, brash dynamism of Delhi, learned intellectualism of Bengal to the comforting warmth of Andhra and the quirky ambition of Mumbai.

Students come not only from different corners of the country but also from different walks of life. Any typical morning, a software engineer has his cup of coffee while chatting with a lead from power sector, a mid-level analyst from a fertiliser industry, a government banker or sometimes, a law student. [Read the full blog here](#)



Six Indian startups among 250 global entries in WSJDLive Global Startup Showcase 2015

Great Lakes alumnus Sitashwa Srivastava's (PGPM 2007) start-up Stockal has been selected as one amongst the six entries from India for Wall Street Journal's WSJDLive Global Startup Showcase 2015.

In response to a congratulatory message from Prof. Swaminathan, here is what Sitashwa had to say about this attainment:

"FinTech is a promising area and one of the most significant, upcoming, opportunities to impact the financial well-being of people. The appeal of Stockal is universal because it focuses on capital investments with a strong dose of social media, crowdsourcing and big data analytics. Guess that's relatively unique from the point of view of traditional stock market observers and that worked for Stockal in getting shortlisted. Long way to go, of course!"



[Read the complete article here](#)



ENTREPRENEUR INTERVIEW SERIES

Vinesh Kumar KunhIRaman

Founder – High five India Pvt Ltd



The thought of doing something on his own, something bigger, persuaded Vinesh Kumar to step into the journey of entrepreneurship. A software engineer before joining Great Lakes, Vinesh was always involved in things beyond his project which gave him enough exposure to come up with various business ideas. Even while studying at Great Lakes, Vinesh worked on developing prototypes for his business parallel with his course. Knowing the demand in the market for his business concept, Vinesh took a huge leap of getting into business directly after his management course at Great Lakes despite having an attractive offer through placements.

High5Store, founded by Vinesh in 2012 is an exclusive online marketplace for Indian ethnic collection serving customers from India and worldwide. It has more than 500 sellers in its network with 50000+ products.

Having no entrepreneurial family background and no mentorship, Vinesh is pretty much a self-made entrepreneur. Though he says he does not have any role models as such in his life, his favorites are Kishore Biyani and Richard Branson. “Kishore Biyani has played a great role in creating organized retailing in India and being from retail industry, I do respect him for his contributions”, says Vinesh. He talks about the importance of a strong competitive positioning of the business. “We worked towards this right from the beginning and that is the reason we were able to achieve 100% growth in our monthly sales within a quarter”, he recalls.

Talking about his Great Lakes experience, Vinesh says that every lecture was an insight into something new. “After the lectures, I used to go back and add or make changes to my business plan based on the new piece of knowledge. Also the brand name “Great Lakes” has helped while connecting with new partners”, says Vinesh.

Vinesh states that the need to have the right team in place from the beginning of the business so that the founder’s time could be effectively used for so many developmental activities.

On his word of advice for young entrepreneurs, Vinesh says, “Entrepreneurship starts with taking Risk and it takes time to transform an idea to a prototype and then to launching the product. Scaling-up isn’t easy, hence it demands patience.” He also adds that not all start-ups succeed, so a wise entrepreneur should know when to quit and build something new again.

In the near future, High5Store is looking to have a mix of online and offline sales model in the Indian Ethnic Space targeting customers worldwide.

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BUILD

THE FAMILY!

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

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