

GREAT KONNECT



Dear Great Laker,

December 2014

Greetings!

We are delighted to bring to you the December edition of 'Great Konnect' with the latest updates from Great Lakes Institute of Management.

Participation in L'Attitude 13'05' was enthralled by 1080 teams from various B-Schools across the country. Great Lakes family was delighted in having the presence of the eminent speakers and world famous Quiz Master. L'Attitude was an exuberant pack of formal events, competitions and Sunburn. Two days came to an end with an eye dazzling fashion show harmonizing with L'Attitude theme of "En route India- Harnessing the Indian-ness".

Adding to our glory, Great Lakes is ranked in top 10 B schools across all programs by Business India, leaving behind many of the IIMs and IITs in the race.

Great Lakers also embossed their names in Wipro Chennai Marathon. The students from Pallavas and Cholas batch showed great enthusiasm and participation in beating time against miles to be covered.

We are gearing up for the Great Lakes Nasmei and Yale conferences. The 2- days Great Lakes Nasmei conference will be followed by 1- day Great Lakes Yale in month end.

ALCOM and all the other Great Lakers are eagerly looking forward to meet you all on the **Mega Alumni Meet** to be held on **3rd January 2015**. The registrations are still open through the Google [link](#).

Samer Akhter, Raghvi, Priyanka Manojkumar and I bring to you the December edition of Great Konnect.

We look forward to hearing from you with your stories, comments and feedbacks at alcom@greatlakes.edu.in.

Wish you Merry Christmas & a Very Happy and Prosperous New Year!!

Happy Reading,
Nupur Agrawal
Editor - Great Konnect

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L'Attitude 13°05'

The mega annual inter B-school fest L'Attitude 13°05' was hosted at Great Lakes, Chennai campus on 5th and 6th December 2014. The event was based on the theme En route India- Harnessing the Indian-ness' and over 3000 students from various B-Schools across India including the IIMs and IITs actively participated in competitions organized during the event. We proudly say that L'Attitude 13°05 is all about sharing, learning and getting inspired by the competitive spirit.

The mega event was inaugurated by Shri N S Rajan, Chief Human Resources officer and member of the Group Executive Council of Tata Sons, Shri Srinu Raju, Founder & MD, Peepul Capital Advisors Pvt. Ltd. and a special address was delivered by Shri Robin Singh, Cricketer and Coach – Mumbai Indians.



L'Attitude Core Committee—Heart of the Annual Event

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Welcoming the gathering, Uncle Bala said, “With every passing year, L’ATTITUDE 13°05’ is witnessing increasing participation of talent from top business schools across the country. The students, the faculty and the staff at Great Lakes are working towards raising the standards through innovative competitive events and engaging prominent industry thinkers.”

Shri N S Rajan shared his thoughts on employee engagement and tips to find happiness at workplace. Mr. Rajan emphasized that motivational factors including zest, affection, family gratitude, health, work, interests, learning and meaningful goals contribute to an enhanced happiness coefficient at the workplace. Shri Srinu Raju delivered the chief guest address and mentioned about “Indian-ness”, which according to him is based on flexibility and tolerance than being binary. “It is nor 0 or 1”, he added. He also quoted some beautiful examples from the contemporary world. Shri. Robin Singh also delivered a special address and shared his experiences about team efforts, team empowerment and sense of purpose and ownership towards their work.



(From Left to Right) Shri Robin Singh, Uncle Bala, Shri N S Rajan, Shri Srinu Raju, Dr. Vaidy Jayaraman

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Seven formal events were organized including-Marketing (Invader), Finance (Seeking Alpha), Operations (Nirnay), Social Cause (Spandan), Consulting (Excelsior) and Economics (Arthayuga) and QuizProQuo. More than 1080 teams participated from various premier institutes in the country such as the IIMs, XLRI, ISB, MDI, SP Jain, NMIMS, SIBM, SCMHRD, FMS, IITs etc. A national-level quiz (QuizProQuo) was hosted by Dr. Navin Jayakumar, one of the most celebrated quizmasters in the country at our mega fest. The quiz was generic in nature with the business flavor designed to discover and reward the best quizzing talent among Indian Corporate, undergraduate and postgraduate schools.

Informal events such as Treasure Hunt and One Minute Challenge contributed to the fun element of the fest. "Sunburn" was invited to perform during the cultural night event on 5th December 2014 and it was thoroughly enjoyed and appreciated by Great Lakers and our guests at the event. The musical performances and a ramp show organized by PGPM and PDGM students was indeed one of the best moments of the event!



PGPM Cricket Team—The Winners



Cultural Night—Sunburn in Campus



Fashion Show fever—En routing India

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Great Lakes ranked in top 10 B schools

“From Good to Great”. That is how Great Lakes Institute of Management celebrated its 10 years of success in 2014. And to add to the feather of accomplishments, Business India has ranked Great Lakes in the top 10 B schools in India. Unlike other rankings, where it is for a specific program or a parameter, Business India's ranking is a comprehensive ranking which includes all the programs, all parameters and all the B-Schools, which talks for its credibility. Few months earlier, Great Lakes was ranked 7th by Business today and now with this ranking, Great Lakes is going places. Congratulations to the entire Great Lakes family and we take a moment to thank our Alumni who are largely responsible for such accolades.

BUSINESS INDIA • THE MAGAZINE OF THE CORPORATE WORLD

Essay

external relations (which in India mainly means alumni relations – see page 68). Social media was regarded as part of his ambit. At some places, a small team was set up. At others, the ostriches won. An exchange faculty member confesses that he tried to push for a social media presence, but was told that the institute was offering courses in social media. A Facebook page wasn't necessary. They would have to set up a committee to decide what would go on it.

Only at Indian School of Business has there been some effort. The institute has 11 Facebook pages, 10 Twitter, three LinkedIn and one YouTube account. “We started using Facebook around three-four years back because that is when we realised we could achieve quite a lot in terms of communicating about the school through social media,” says Chitti Pantulu, director, marketing & communications. “But more importantly we discovered it was a very effective platform to keep various communities engaged.”

Harvard turned to social media also because it wanted its hoity-toity image changed. In India, the IIMs, for instance, have assumed that image is not an issue; they will never face falling demand for their courses. Newer institutes are coming up – Great Lakes, for one – and making it to the top 10 ahead of the newer IIMs. “In business education today, social media has become imperative for marketing, public relations, information sharing, developing alumni relations, engaging students and communities and in building the brand image,” says Bala V. Balachandran, founder, dean and chairman, Great Lakes Institute of Management (see page 60).

The big challenge to the IIMs will come from the foreign B-schools when they set up campuses here. That needs some of the laws to change. Besides, as the IIMs continue to raise their fees, the cost of a two-year MBA course abroad is not looking that astronomical. Wharton's first year fee (which includes room and board) is \$97,542. At Stanford, it is \$99,435. Of course, there are other extras not related to the course. IIM-A has just hiked its fees to ₹18.5 lakh (for two years). That's still a fraction of the ₹60 lakh-odd charged by foreign B-schools. But there are cheaper places in the US; you don't have to go to Stanford.

Social media also matters because placements will get increasingly competitive. Alumni networks are keeping them alive through clubs, special interest groups, adventure trips and events (see following stories) are top of mind at foreign B-schools. In India, B-schools today see their alumni as a source of donations. It doesn't sit well because nobody asked for donations before and they have a vague air of capitation fees.

And, finally, social media will become the vehicle of choice for marketing. There are already

TOP 10 B-SCHOOLS IN INDIA

Indian Institute of Management Ahmedabad



Indian Institute of Management Bangalore



Indian School of Business, Hyderabad



XLRI Jamshedpur, Jamshedpur



Indian Institute of Management Calcutta



Faculty of Management Studies New Delhi



Indian Institute of Management Lucknow



S. P. Jain Institute of Management & Research Mumbai



Management Development Institute Gurgaon



Great Lakes Institute of Management Chennai



more than 250 ad agencies and analysts in the field. They boast names such as Social Samosa, Saltmangotree, Digital Latte, Webchutney, Cookie Digital, Grapes Software and Blue Apple. And they are hungry.

It is important not to confuse social media with digital media. Clubs, alumni associations and bulletin boards all belong to the non-digital bucket. But are they relics of a dinosaur era? No, they started there. But imagine playing chess by post: it has been done. “Everything travels at almost the speed of light, thanks to multiple social media platforms,” says Kaustubh Dhargalkar, associate dean at WE School, Mumbai. Imagine also setting up a field trip for 50 alumni from all over the world before WhatsApp or e-mail. Balachandran says Great Lakes uses all channels including blogs, discussion forums on information, and career-related platforms like PaGaL-GuY, MBA Universe and Careers360. “We have around a million registered users and we add around 150,000 new users a year,” says Alwin Agnel, CEO, PaGaL-GuY. “Our product is inherently viral in nature. The value of discussions increases once more people participate.”

Social media is all about participation. So is Forster's nightmare world of *The Machine Stops* just another dystopian hallucination? Nothing lasts. Facebook, today's monster for some, will begin creaking very soon. The dead on Facebook will outnumber the living somewhere around 2065. Only India, with its demographic dividend, can ensure a longer lifespan.

Meanwhile, the University of Florida College of Journalism and Communications has launched a first-ever online master's degree to prepare professionals for the growing use of social media in the workplace. Keeping pace, Facebook is introducing Facebook at work, meant for enterprise customers. Research shows that academics use a lot of YouTube in their courses – and Facebook. But Twitter has not been as well-accepted. According to a Babson Survey Research Group study, only 2 per cent of professors reported using the microblogging site in class.

They must do things differently in India. At an IIM-C class, a guest professor asked his students to switch on their mobile phones. This was surprising: they were more used to stern injunctions to switch off their phones. Put them on silent, the professor continued. “Now use your Twitter accounts to send out everything I say.” It wouldn't occur to anybody above 30, but the fast fingers in the class sent out the entire lesson. Over time, they are planning a full course on Twitter. Appositely, it will also be on Twitter – TWIT 101.

♦ PARTHASWATHI SWAMI AND MANSI MEHTA

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Wipro Chennai Marathon, 2014-“There is a runner in you”

The Wipro Chennai Marathon (TWCM) powered by Chennai Runners was held in Chennai on Dec 7, 2014. It is an annual marathon conducted in Chennai. The marathon is considered to be the country's biggest city marathon and is also said to be South India's richest marathon, in which almost 1,000 athletes and more than 6,000 people participate. The event includes various categories such as a 21.09-km run for professional athletes, a 7-km city run for everybody, a junior run for children, a 10-km mini marathon for the uniformed personnel, a master's run for senior citizens and a 500-m wheelchair run for the disabled. Some of the sponsors of the event were as follows:-

- Presenting Partner – The Hindu
- Running Partner – Adidas
- Banking Partner – Kotak Mahindra
- Healthcare Partner – Apollo Hospitals
- Radio Partner – 92.7 Big FM



Simanta Baruah & Vignesh Ravi

The event witnessed enthusiastic participation from the Great Lakes family. Students from both the PGPM and PGDM batches participated in the event. Simanta Baruah, from the PGDM 2015-Pallavas batch, completed his first full marathon, 42.195 km, and ranked 70th of 423. Vignesh Ravi, from the PGDM 2016-Cholas batch, also completed his first half marathon and clocked 1 hour 56 minutes. Spartan and ultra-marathoner Aravind Kumar was the 5 hour pacer for the full marathon.



(From Left to Right): (Standing) Keerthi, Harsh, Dharmik, Nishanth, Ridhima, Rohit, Varuna, Arvind. (Sitting) Malhar, Ankit, Shubham, Ganeshkumar..... Way to go Lakers! Congratulations to each one of you!

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Great Laker's Achievements

Monica Banerjee and Anjul Hans: First Runners up in Elihu Yale Debate Contest

Great Lakers Monica Banerjee (PGDM 2016) and Anjul Hans (PGPM 2015) found their mention in the leading newspaper: "The Hindu" on December 18, 2014. They were the first-runners-up at the Elihu Yale Inter College Debate organized by the Indo American Association on December 17, 2014. The debate featured teams from 14 colleges arguing for and against the topic 'Make In India – An economically winning proposition for India?' The Elihu Yale debate is named after the former governor of Fort St. George who established the Mayor's Court in Chennai. The Indo American Association, which conducted the debate, was established in 1950 and has been encouraging Indian scholarship and literature, a release said. Our Great Lakers .



Anjul Hans & Monica Banerjee

Swagatam Basu: Winner of Crisil Young Thought Leader -2014



Swagatam Basu

It is a proud moment for Great Lakes family to have a shining star Swagatam Basu (PGPM 2015). He has won the 14th edition of Crisil Young Thought Leader -2014 competition by submitting his research article for the topic "Does FDI promote sustainable economic growth".

The Award basket will consist of CRISIL Young Thought Leader Trophy and Merit Certificate along with felicitation by leadership team at CRISIL office and many other accolades.

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Alumni Corner

Inviting alma mater to participate in a noble cause

Aravind Kumar—PGPM 2012 (Spartans)

Aravind Kumar from the Spartans batch (PGPM 2012) will be running 100 miles aka 161kms in Thar Desert on February 6, 2015 at an event called Run of Kutch (<http://runofkutch.com/>). He is supporting an NGO named Shishu Shakti who strive for the education of underprivileged children from the slums of Chennai.

As per his belief, education is a powerful tool for inclusive growth and the best way to transform an individual's life is by educating mankind. Great Lakes has always seen that running is a way of living to Aravind.

With this noble cause, a school will be built for all these children and also the education will be sponsored of the children at least for an year.

Support Aravind's initiative by raising funds on the given link: <https://milaap.org/campaigns/RunforShishuShakthi>.



Aravind Kumar

About the NGO: Shishu Shakthi is a non-profit trust set up in 2005 that works with children from slums of Chennai and they believe that education is the best way to empower children.

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Upcoming Conferences

Yale-Great Lakes International Research Conference

Great Lakes presents the 9th Yale – Great Lakes Conference, an International Research Conference in India, on **December 29, 2014**. Yale-Great Lakes Center for Management Research has been organizing this conference in December since 2006. The keynote address will be by the eminent speaker Dr. Jayanthi Ranjan, a professor and associate dean of international relations at IMT Ghaziabad. The course of the conference will cut through all the functions.



Speaker: Dr. Jayanthi Ranjan

NASMEI (North American Society for Marketing Education in India) Marketing Conference

Great Lakes presents the 8th NASMEI Conference 2014, an International Marketing Conference in India on **December 26 & 27, 2014**. Kotler-Srinivasan Center for Research has been organizing this conference. The keynote speaker is Prof. Raj Sethuraman of the Cox School of Business, Southern Methodist University, USA. He received his MBA from Indian Institute of Management, Calcutta and his Ph.D. in marketing from Kellogg School of Management at Northwestern University.



Speaker: Prof. Raj Sethuraman

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The Mega Alumni Meet 2015

The much awaited Alumni meet is here! As per the Great Lakes' tradition, it will be held on the very first weekend of the New Year i.e. on 3rd Jan, 2015. This meet remains one of the most important and most interesting events at Great Lakes. Alums from all over visit and relive a glimpse of the good times spent at their alma mater. The Alumni committee has started the preparations and is geared up to make this event a huge success! The Alumni of a management institution, is like its backbone. In the corporate world, they create an impression of the institute they come from, its values and its culture. Great Lakes is known to have a very distinct set of values which groom holistically. The current batches are very excited to meet with the alums, to listen to their experiences, share their stories and understand how life will be like once they graduate and commence their careers as managers, and also take their advice.

There are many activities planned up for the upcoming meet. Interactive sessions on Digital Space – Applications, Sports Analytics, Digital Crowd Sourcing, Session on Analytics, Open House etcetera which would be informative and interesting at the same time. Apart from the interactive sessions many informal events in sports, cultural and music space are also lined up. We are eagerly waiting for the Mega Alumni Meet and are all set to make it a huge success!

If you have not been able to register yet, please go ahead and register yourself. Here is the [link](#)!



Moments from Mega Alumni Meet 2014

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Excellence
2014
Good to Great

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Great Lakes Institute of Management, Chennai

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**10 YEAR
CELEBRATION
& REUNION**

The Mega Alumni Meet

January 3, 2015
Manamai Campus

[Register Here](#)



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Campus in December



The Editorial Team: Samer Akhter, Nupur Agrawal, Priyanka Manoj Kumar and Raghvi Behl (PGPM 2014-15)

Campus: Dr.Bala V Balachandar Campus, ECR, Tamilnadu - 603 102 | Phone : +91 44 30809000 | Fax : +91 44 30809001

City Office: 2nd Floor, NPL Devi Building, No. 111, Kalki Krishnamoorthy Salai, Thiruvanmiyur, Chennai -



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