Dear Great Laker,

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
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 Srini Raju, Founder & MD, Peepul Capital Advisors Pvt. Ltd. and a special address was delivered by Shri Robin Singh, Cricketer and Coach – Mumbai Indians.
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 Srini 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.
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!
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.
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

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.
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.

Swagatam Basu: Winner of Crisil Young Thought Leader -2014

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.
Inviting alma mater to participate in a noble cause

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.

About the NGO: Shishu Shakti 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.
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
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
Great Lakes Institute of Management, Chennai

INVITES YOU TO

10 YEAR CELEBRATION & REUNION

The Mega Alumni Meet

January 3, 2015
Manamai Campus

Register Here
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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