

GREAT K NNECT

FEBRUARY 2017 - AN EXCLUSIVE MAGAZINE FOR THE ALUMNI OF GREAT LAKES INSTITUTE OF MANAGEMENT

PGXPM ALUMNI MEET

An Exclusive alumni meet for the PGXPM Alumni happened recently in Chennai.

RAJIV AMBAT MENON (PGPM 2011) FEATURED IN IAMWIRE

Entrepreneurship is a way of life. It is about the determination to never give up on the dreams. An Article by Rajiv Ambat menon (PGPM 2011)

GREAT LAKER VINUTHA (PGPM 2005) DELIVERS LECTURE FOR PGDM STUDENTS

Great laker Vinutha Venkatraman - PGPM 2005 batch was in campus recently to deliver a lecture on "Winning my GOLDen Marathon" for the first year PGDM students

PRACHI GARG (PGPM 2012) LAUNCHES "SUPER COUPLES"

Great Laker Prachi Garg (PGPM 2012) launched her second book "Supercouples" first being bestselling "Superwomen". Supercouples brings out lovely stories of enterprising couples.



CAMPUS BUZZ

Great Lakes Football League, Great Lakes Cricket League, GLIU Launch, Thought Leader Series



Honourable CM of Andhra Pradesh Shri. Chandrababu Naidu with Dr. Bala V Balachandran during the launch of Great Lakes International University

FROM THE EDITORS

MAGAZINE

With the academic year coming to an end, we couldn't get enough of the festivities and events in Great Lakes.

We have a great number of events and news to share with you, The Great Lakes Family. To begin with, we are very happy for Prachi Garg who has launched her second book "super couples" recently and we wish her all the very best on her book and her future endeavours.

Rajiv Ambat Menon's venture getsetgo has been on news for quite some time and was recently featured in iamwire. An exclusive interview with Rajiv was recently telecasted in Matrubhumi News.

We are very proud of our alumni who are taking the brand to great heights everyday. Vinutha Venkatraman from PGPM 2005 batch was in campus recently to deliver a lecture on "Winning my GOLDen Marathon" for the first year PGDM students and students were very happy about how the lecture went.

Meanwhile, many events happened in the campus. The Great Lakes-Union Bank Financial conference, The International Entrepreneurship conference,

The Great Lakes International university launch and Great Lakes Thought leadership series kept everyone occupied in the last month.

Read the magazine further to know about all events, happenings and news from the campus and elsewhere. We also welcome feedback and your suggestions in order to make Great Connect a better effort to connect with you!

Have a great read ahead!

ALCOM

Great Lakes Institute of Management

DIRECTOR'S COLUMN



PROF. T.N. SWAMINATHAN

Another academic year is coming to a close and we are all set to welcome a new set of alumni into the movement.

I urge all of you to be a part of your respective alumni chapters and show active participation to build the community and make it stronger. A lot of things have been happening in the campus with the launch of Great Lakes International University and launch of MBA program in Technopreneurship in association with IIT Stuart school of business.

The Dean of the institution Mr. John Bilson visited the campus and inaugurated the vivekananda statue during the MoU signing for the program. All of the dignitaries visiting and the new stakeholders are very impressed by the growth of our institution and are overwhelmed by the strength of our alumni community.

Prachi, Sarada Ramani have launched their books recently in their respective fields which gives me great pleasure. Many of our alumni and their ventures are being featured across various media and publications.

We are very proud to see the alumni bringing in laurels to the institution as a community and also at a personal level.

With formal chapters of GLIMAA installed in various cities now it's time for the community to create, connect and communicate at a bigger level. The decentralisation of the activities provides you with more room to connect and conduct beneficial activities.

At the onset of new beginnings with a new batch of Great Lakers being inducted, i wish to congratulate all alumni featured in this edition of Great Kconnect for their contributions and look forward to see more faces in the future editions.

PGXPM ALUMNI MEET

NEWS



An alumni meet for all the PGXPM graduates of Great Lakes was held at Hotel Gateway, Chennai on Feb 18th. PGXPM alumni from across batches and various parts of the country participated in the event which was followed by a gala dinner.

Dr. Bala V Balachandran, Founder, Dean & chairman, Dr. Vaidy Jayaraman, Associate Dean, Prof. T.N. Swaminathan, Director, Branding & Alumni Relations & Prof. Veeravalli, Director PGXPM were present during the meet among others.

Prof. Veeravalli addressed the alumni and announced that the exclusive alumni meet will be an annual event and will be a great opportunity for PGXPM alumni to meet each other.

The meet had formal and informal sessions. It started off with fun games and performances which was followed by addresses by Dr. Bala, Dr. Vaidy, Prof. Swaminathan & Prof. Veeravalli. Alumni of different batches also shared their experiences with others.

During the meet, four alumni of PGXPM were given the “Business

Leader” award for their successful entrepreneurial ventures and contribution towards their work. The alumni who received the award were – Mr. M. Rajamanickam, Ms. Sarada Ramani, Mr. S. Balachandran and Mr. P. Kaniappan.

This exclusive alumni meet for PGXPM participants will be an annual event.

RAJIV AMBAT MENON (PGPM 2011) “GET SET GO”

ARTICLE



Entrepreneurship is a way of life. It is about the determination to never give up on the dreams. An Article by Rajiv Ambat menon (PGPM 2011)

Travails of an MBA on an Entrepreneurial journey is an article written by Rajiv Ambat Menon (PGPM 2011) for iamwire.com

He was also featured in Matrubhumi news in a video interview about his entrepreneurial venture.

Rajiv talks about his journey from joining Great lakes to escape the run of the mill IT job and how he was inspired to switch his career from being an Investment banker to entrepreneur.

He talks about his journey with his initial entrepreneurial ventures and hardships he faced in making it successful.

GetSetGo is his recent venture and has been well received. They provide consultation services online and their clients are spread across the globe now.

GetSetGo leverages technology to consult for clients all over the world and achieve results. They help in Diet Plans, Online Consultations and Guided Fitness programs.

**CLICK HERE TO
READ THE COMPLETE ARTICLE
ON IAMWIRE.COM**

**CLICK HERE TO WATCH THE
INTERVIEW**

PRACHI GARG (PGPM 2012) LAUNCHES “SUPERCouples”

BOOK

Prachi Garg (PGPM 2012) launched her second book “SuperCouples” recently with her first being the best selling “Super Women”, an inspiring book on women entrepreneurs.

In an era booming with the ‘Start-up’ trend and loving this new attitude of breaking boundaries and conventions of a career, one also faces the challenge of being able to partner up with the right people. In lieu of reliable and trustworthy partners, real life couples in relationships have started exploring the idea of partnering up in business too!

Speaking to various couple-preneurs, one realizes that the myth about mixing work and home is just as misty as the one about needing a stable and conventional job for an ambitious career. These dynamic start-ups break stereotypes and

cover a varied range of services: e-commerce, innovative gifts, eco-friendly products, health care solutions, social responsibility ventures, event management, digital solutions and many others.

SuperCouples brings out such lovely stories of enterprising couples. After all, when great minds come together to produce something built on conjoined dreams, the result is eminently successful, lucrative and deeply satisfying.



After the successful Super Women, the review of which can be found here , Prachi Garg has yet again given another inspirational but a different book this time. It is none other than SuperCouples.

The thought of covering Couples who were successful in their business is Unique. I am glad to see the stories of Swaty Bhargava of CashKaro among others. Having said that, I am equally glad to find the inspiration behind the start of SoulFlower and few other brands.

To tell the truth, I have not heard about some of the brands but this book made me to understand as to what they actually do. The coverage is really an appreciable task as the book has captured the likes of eCommerce, Healthcare, Social Welfare, Health Care, Event Management, Digital Solutions to name a few.

How some of the ideas were conceived and how these couples faced their initial challenges is a lesson for all those who are dreaming to go for their first start-up venture. It would be immensely helpful to you if you give it a read prior to venturing into it..

The book is surely an eye-opener for me. I am sure, it will be the same for lot of others out there as well.

TOP REVIEW IN AMAZON

WINNING MY GOLDEN MARATHON

ALUMNI VISIT



VINUTHA VENKATRAMAN

Great laker Vinutha Venkatraman - PGPM 2005 batch was in campus recently to deliver a lecture and conduct a mini-workshop on "Winning my GOLDen Marathon" for the first year PGDM students

The Mini Workshop was organized for the first year PGDM students which saw great participation and happy reviews on the session.



TEDxGLIMChennai

ARTICLE

Great Lakes Institute of Management for the first time collaborated with TEDx and organized TEDxGLIMChennai at the campus on February 04, 2017. Under the theme –'Eclectics', TEDxGLIMChennai featured local voices from diverse backgrounds who discussed on groundbreaking ideas that could reshape tomorrow's landscape. The event sponsors included Infotrellis and Instant Karma.

[CLICK HERE TO SEE ALL THE VIDEOS](#)

Marta Vanduzer is a PhD student from the US (Rutgers University) working in villages in Uttar Pradesh, India for the last four years in the areas of education, health care, and infrastructure -organic farming, water, power, transport. She is currently exploring the ways in which these three areas overlap, their connections and how collaboration can be leveraged up on for the greater good.

Prof R L Shankar is a full time Professor of Finance and Analytics at Great Lakes Institute of Management. He offers Masters and Doctoral courses on Risk management, Financial derivatives, Algorithmic Trading, Fixed income and credit markets, Financial Risk Analytics, Financial engineering, Financial modeling etc. He is also a visiting faculty at IIMs such as IIM Kozhikode, IIM Trichy, and IIM Ranchi.

Mudit Dani is an International Level Table Tennis Player. He has won rich accolades for his country. He has represented India 19 times and won 22 medals for the country (5 Gold, 5 Silver and 12 Bronze).

Mehak Sagar is the Co-founder of WedMeGood -India's most popular wedding planning portal. She leads online content, social media and digital marketing of WedMeGood

Amitesh Pandey presently a marketing major at Great Lakes Institute of Management, Amitesh Pandey is an all-rounder with keen interest in academics and sports such as Football and Table Tennis. Apart from being an avid reader, he is a firm believer and a keen observer in the power of nature and strength of human emotions.

Bosskey is an Indian film actor, Radio Jockey, Television anchor, stand-up comedian and film critic working in the Tamil film and media industry. He has anchored TV shows such as 'Hari Giri Assembly' and 'Siri Giri Station' in Jaya TV and appeared in some Tamil films mostly in comedy roles. He currently presents 'Sollunga Boss' program in Sun TV and 'Kashayam with Bosskey' a tamil cinema review program in YouTube's Indiaglitz Tamil channel.

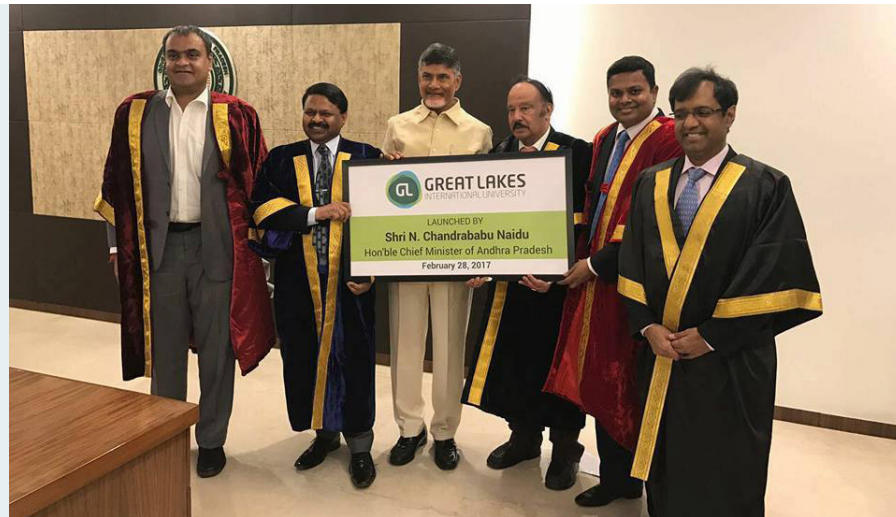
CAMPUS BUZZ

EVENTS



Great Lakes Institute of Management announced the launch of the program in Technopreneurship in association with Illinois Institute of Technology's Stuart School of Business, Chicago, USA. Dr. Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management and Dr. John F.O. Bilson, Dean, IIT Stuart School of Business signed the MoU for the launch of the program in Great Lakes campus on February 01, 2017.

GL IN NEWS



Hon'ble CM of Andhra Pradesh Shri. Chandrababu Naidu launched the Name Plaque and released the brochures of Great Lakes International University (GLIU). GLIU's new campus is coming up in Sri City, Andhra Pradesh. Great Lakes Founder, Dean & Chairman and the Chancellor of GLIU, Dr. Bala V Balachandran announced that GLIU campus would commence from July 2017 and it would strive to be a catalyst in transforming students into entrepreneurs.

□ [Great Lakes Institute of Management launches MBA in Technopreneurship](#)

□ [Managing growth and inflation is a challenge, says Former ED of RBI](#)

□ [Great Lakes Institute of Management hosts TEDx event featuring local voices from across India](#)

□ ['Entrepreneurship is great, but few students want to take the risk', Dr Bala's interview](#)

□ [4 years later, stink stays on Chennai-Bengaluru trains- Interview with Dr. Seenu Srinivasan](#)

□ [Acid test of India's institutional strength - Prof. Suresh's article](#)

□ [Indian engineers need to stop being so afraid of the term "artificial intelligence" - Prof. PK Vishwanathan quoted](#)

STUDENTS ARTICLE

□ [A Budget to strengthen the weaker sections - Article by Abhishek Ranjan, PGPM 2017](#)

□ [New wine in an ageing bottle - Article by Lahari, PGPM 2017](#)

□ [Job versus higher studies: How to make choice - Article by Sukanya Chaturvedi, PGPM 2017](#)



Great Lakers talk about the recently concluded Great Lakes Football League and its highlights. The league was organized meticulously by Sportscom with auctions for teams and players. six teams fought for the championship and Goa Avengers became the champions

GREAT KONNECT



BUILD THE FAMILY!

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

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