

GREAT KONNECT



ALUMNI MEET SPECIAL EDITION

GREAT LAKES ALUMNI ASSOCIATION



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Dear Great Laker,

Greetings!

The first two months of the year have been totally eventful at Great Lakes. Beginning with the NASMEI marketing conference, Great Lakes hosted a series of its annual events and conferences in the last one month.

The college was pepped up for L'Attitude 2016. The core committee did a wonderful job in organizing such a beautiful and engaging event without a glitch. With Ms. Vinita Bali as guest speaker for SWIM Conference, the event was nothing short of spectacular.

With the flagship event of Alcomers - the Annual Alumni Meet this year was lauded by most of the alumni who participated. It was a day to remember for all of us too. We thank you for all the support extended during the alumni meet.

We also had a parade of great stalwarts like Mr. N.R Narayana Murthy and Dr. Vijay Govindarajan visiting our campus to share their wealth of knowledge with Great Lakers.

We, Suyash and Saurabh, the editors of Great Konnect, take immense pleasure in presenting you the latest 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!!

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Director's Column

Dear Great Laker :

Greetings from your Alma Mater !



I am happy to connect with you once again through the Alumni meet Special issue of Great Konnect. The Annual Alumni meet 2016 was held on 22, 23 & 24th of January 2016 in the Great Lakes campus. This year, we had 180+ alumni participate in various events through the three days.

Apart from the entertainment and value addition to the alumni's visit, this year we witnessed the change in the alumni movement to make it more autonomous and self—sustaining with the formation of GLAA (Great Lakes Alumni Association). We introduced the office bearers of the core committee and Chapters and furthermore they addressed the alumni on their upcoming plans for the movement.

I kindly request you all to be a integral part of the movement in your respective chapters to contribute to yourselves and to the alumni movement.

Please write to me with news from you and we will be glad to include them in Great Konnect . Please login/register in the Alumni portal at www.greatlakes.almaconnect.com 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



Annual Alumni Meet 2016

“To look backward for a while is to refresh the eye, to restore it, and to render it the more fit for its prime function of looking forward”- Margaret Fairless Barber

In the spirit of above lines and continuing the tradition of homecoming, Great Lakes Institute of Management held its Annual Alumni meet on January 23, 2016. The meet served as an ideal platform for our alumni across batches to revisit the beautiful memories of the years gone by, rekindle friendships, forge new connections, seek some career guidance from faculty and of course have a lot of fun. All in all it was a fine blend of events centered on intellectual stimulation and wholesome entertainment.

To kick start the grand event, a Karaoke night was organized on January 22 which was though cut short by the Rain Gods, the enthusiasm and energy generated was unprecedented. The evening became more special as alumni started pouring and gearing up for the main event the next day.

And finally on the D-day-January 23, the event kick started with a fantastic ice breaker session which was an absolute “must have” since we had alumni from 2005—pioneers to 2015—cholas. Riding on lot of fun filled activities, everybody was engaged and enthusiastic about what was coming.

Prof. T.N. Swaminathan welcomed all the alumni and expressed how delighted he was to see them back on campus. This was followed by an inaugural address of Uncle Bala who expressed his sheer happiness and contentment at the mere sight of the audience. To complement his address, Dr.Vaidy Jayaraman gave a curtain raiser pitch on the past year and the vision of Great lakes 2.0-“Do the New” and moving from disseminating knowledge to creating knowledge as the new plan. This was followed by the briefing session on the very new interactive broadcasting platform Yaksee by the founder Mr. Shah Talukdar.

Post this session there was a student-alumni interactive session where alumni from respective corporates shared their experiences and guided the current students on how to grow in the early phases of their new career. Mr. Sunil Kumar, Centre Head of World Bank Group addressed alumni giving insights about the current scenario in Banking sector and much more towards the end of the day. The day ended with a fun filled evening and dinner at Latitude hotel where alumni enjoyed networking along with music, dance and game show.

[Please Click Here for the Pictures.](#)

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Pictures from the Alumni Meet!!



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GLAA—Bengaluru Inauguration

The Bengaluru chapter of the Great Lakes Alumni Association was launched on 30th January, 2016 in our newly installed centre in HSR Layout. The office bearers of the chapter were introduced and plans for the associations were discussed. Uncle Bala gave a speech over skype inaugurating the chapter and emphasizing the need for good alumni relations to provide a constructive environment for the institute and the alumni themselves. The evening was filled with other fun—filled activities and networking events. We extend our heartfelt wishes and sincere support to the Bengaluru alumni chapter to make it more effective and useful.



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Launch of Yaksee



Great Lakes, along with YakSee, a Silicon Valley startup, announced the roll-out of a new integrated live broadcasting platform—www.yaksee.com beta access to support interactive distance learning projects for the first time in India.

The formal launch was facilitated by Professor Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management in the presence of Mr. Shah Talukder, Chairman and CEO -YakSee, Former GM—Cisco at their campus on January 9, 2016.

YakSee, a Silicon Valley startup, is an integrated platform that lets people connect using smartphones or tablets to create their own live distance learning broadcasts from anywhere in the world. Great Lakes will also be running a pilot program using YakSee to enable

ongoing interactive engagement with students and alumni.

YakSee will be the official streaming partner for Great Lakes and will facilitate long distance broadcasting of events and interactive participation of the alumni worldwide. The new technology will enable the alumni to be in touch with the events and happening in the campus. Uncle Bala will be the addressing the alumni on a regular basis through the platform.

The beta phase version of the app is available for android phones for now and will be available for ios and other platforms very soon—please download the app from the google play link by clicking on the icon [here](#).



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NASMEI Conference

The 9th Great Lakes NASMEI (North American Society for Marketing Education in India) Marketing Conference was hosted on Sat-Sun, Dec 26-27 at our campus.

The guest came from various world renowned colleges and they gave presentation on the various trends and conceptual topics related to marketing. Distinguished delegates from schools like Michigan, Miami, London Business School and so on were all praise for Great Lakes and many promised to return again.

Some of the questions they raised showed their ability to understand and raise very relevant research issues. A number of presenters commented on their ability.



Christmas & New Year Celebrations

The Great Lakes Family celebrates every festival with all the enthusiasm and excitement. The Christmas celebrations took place with the cake cutting ceremony. Apart from the celebrations, a fun filled activity also took place by the name of "Secret Santa" where people became secret Santa for their special ones. New year was celebrated by students in the campus, cakes were cut and people danced to the tunes of their favorite songs.



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Annual 'SUCCESSFUL WOMEN IN MANAGEMENT' (SWIM) Conference

Great Lakes celebrated SWIM 2016 on 21st January. The theme of the conference was 'How do Successful Leaders nurture their Personal Brand?' and this occasion was graced by the presence of Former MD and CEO, Britannia Industries, Vinita Bali. Other chief panel members were Dr. Suj Chandrasekhar, Founder and a principal at Strategic Insights, Preetha Subramanian, Associate Director at IFMR Capital Finance Private Limited, Gowri Mukherjee, Former Director & Digital Head at Citibank India, Mitu Samar, Former Director, Communication and Brand Management at CRISIL and Aarati Krishnan, Former Head of Business Line Research Bureau. Vinita Bali in her Inaugural Address said 'Leadership is about authenticity, not compromising on values, being genuine and pursuing excellence, in any field. Good leaders should inculcate and inspire trust.' In the panel discussion that followed, many aspects of personal branding were discussed that opened up new perspectives of self branding one need to do in the corporate world.



Global Thought Leaders Interaction Series

The learning expedition at Great Lakes was augmented by an amazing lineup of even more awesome Practitioners. This course was inaugurated by a lecture and interactive session with the Legendary Padma Vibhushan Narayana Murthy on 20th January 2016. This was followed by a 90 minutes lecture on 21st January by the Ultimate Thought Leader on Strategy and Innovation Dr. Vijay Govindarajan (Tuck at Dartmouth and Harvard professor). He presented 'The three box thinking model' designed by him on to facilitate strategic thinking and alignment in corporates. Many other eminent personalities from different industries are expected to visit our campus as a part of this series.



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Great Lakes in News

Launch of Yaksee in India : Great Lakes Institute of Management along with YakSee, a Silicon Valley start-up, has announced the rollout of a new integrated live broadcasting platform www.yaksee.com to support interactive distance learning projects. The formal launch was facilitated by Professor Bala V Balachandran, founder of Great Lakes Institute of Management in the presence of Shah Talukder, CEO of YakSee. YakSee is an integrated platform that lets people create their own live learning broadcasts from anywhere in the world. [Full Article >>](#)



India needs excellent resources in full-time teaching: Many issues exist in India making full-time teaching an unattractive profession for many of us. There is no inadequacy of quality faculty of Indian origin but many of them prefer to join world's top B-Schools rather than staying in India. Hence, it is very critical for the head of institutions to believe in education and not just in profit making. This can only be achieved with appropriate aid from the government and various industries to promote education in India. [Full Article >>](#)



Evolution of MBA Programme from the Ivy Leagues Schools to the current date accessibility to common man: As technology and globalization have revolutionized trade and commerce, management education too has had to adapt and change its components to save itself from redundancy. With changing scenarios, the market has spoken and the programme has had to don multiple structures and functionalities. [Full Article >>](#)



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