

# GREAT CONNECT

**JULY 2013**

## **Editorial**

Dear Great Lakers,

Greetings!

On behalf of ALUMNI Committee I welcome the batch of Progressive Pallavas – Class of 2014. It is our great honor and privilege to present the first edition of Great Connect by the ProPals.

This edition marks the graduation of the PGPM - Mighty Mamallas, PGXPM – Kings, PGWPM - Warriors and the commencement of the Progressive Pallavas' journey at Great Lakes. After an eventful year at Great Lakes, MM's now return to the industry to scale new heights, as the PP's enter these gates with high aspirations.

In this edition we bring you the coverage of the Convocation and some of the exciting moments from our first term. A lot has happened in the last month - Ice breaker sessions, Karma Yoga visits and initiatives, Toronto Alumni Meet, Guest lectures, Clubs and Committee formations, IPL Screening, KY movie – As we all know, the list is endless. We have endeavored to capture some of the best moments.

Life is a journey, not a destination. So here we are, continuing the legacy of Great Connect which brings together the Great Lakes family. Apart from representing the thoughts of the current batch, it also invites entries from our Alumni to develop a stronger bond amongst us all.

The regular updates and sharing of experiences makes the relationship deeper and more meaningful. We look forward to hearing from you with your stories, comments and suggestions at [al-com@greatlakes.edu.in](mailto:al-com@greatlakes.edu.in).

Mohit Bajaj,  
Editorial Team, ALCOM

## Convocation and Commencement Ceremony

Great Lakes Institute of Management held its ninth Convocation on 28th April. Students of PGPM, PGXPM and PGWPM graduated in the presence of industrialists Mr. A. Vellayan, Executive Chairman, Murugappa Group and Ramesh Vangal, Founder and Chairman, Katra Group; and Dr Bala V Balachandran, Founder and Dean, Great Lakes Institute of Management.

Dr. Balachandran, commenced the event by declaring the ceremony open at the Chennai Trade Centre. Chief Guest, Mr. A. Vellayan, addressed the graduates and motivated them to think out of the box keeping in mind the further growth of the country. Business leaders should ensure that the entire business remains clear-eyed about the challenges it faces. Leaders must also keep the organization focused on opportunities and what they mean to the business said A. Vellayan, executive chairman, Murugappa group. Delivering the convocation address to the ninth batch of student passing out of Great Lakes Institute of management on 28th April, Vellayan said that one form of an organization's adaptive capacity is its ability to constantly listen to the environment, read signals for change and act on those signals. One big challenge is to separate signal from noise – tease out the hidden patterns that can predict how consumer behavior will evolve in the coming years.







Delivering the Presidential speech, **Mr. Ramesh Vangal**, urged the students to think big, think different and think together. He urged the graduating students to keep aspiring and put their minds together to make the difference that is required. Human beings have no limitations – except the boundaries of one's skill. So, if one can think big and work towards it, a crisis can be turned into an opportunity.

**Prof. Sriram, Executive Director**, Great Lakes Institute of Management, reported that 429 students graduated of which 362 students were from PGPM Class 2013, 30 PGXPM students of class 2013 and 37 students were from PGWPM class 2012.

There was prize distribution ceremony, wherein the meritorious students were awarded for their efforts during the academic year at Great Lakes. The best performers from each committee and club of the Great Lakes Institute of Management were also awarded for their commitment and dedication towards their work in making Great Lakes one of the best B-schools of India. The ceremony was followed by lunch for the Graduating and current students which was followed by the commencement of the new PGPM batch of 2014 - Progressive Pallavas.

Manish Hashija  
ALCOM - PGPM



## Toronto Meet

Great Lakes had its ALUMNI meet for the first time in Toronto on May'25, 2013. Our three seniors – Chandrasekar Purushotam, Naveen Prashanth and Manshi Gandhi met Professor Venkat Krishnan and had a great time together.



### **Manshi Gandhi shared her experience:**

Getting an opportunity to meet with the people from your alma mater in a far-away land seems to be a distant dream but there it was coming true – on 25<sup>th</sup> May '13, when Professor Venkat Krishnan, Chandrasekar Purushotham, Naveen Prashanth, and I decided to spend some time together on account of arrival of Professor Venkat Krishnan in Toronto.

I was feeling lucky to be a part of the meet for especially two reasons – firstly, it felt good to see a “Great Lakes – Toronto Chapter” being born out of the large family of Great Lakers who are visiting or staying

in different continents of the world; secondly, it enthused in me a great sense of pride to see people altering their plans to ensure that they could meet Professor Venkat Krishnan – the coordinator and the mentor of “Karma Yoga” program at our institution.

We had a great time together discussing the changes that have been brought over the years at the institute and how the institute has turned into a competitive B-school over a few years since its inception. One of the insightful topics that Professor Venkat brought to the fore was transactional form of relationships that we care about these days. Ours is an institute that does a good job by emphasizing, in words of Uncle Bala that “Your network is your net worth” but we have to comprehend the deeper meaning. We should approach networking as transformational, not transactional. The evolvement of relationships has to go beyond mere networking. Relationships should add value to us as the person. The meeting ended with thoughtful contributions from everyone.

It's good news that more people based in Toronto have shown interest after seeing the pictures of the 2013 meet on the Facebook. We hope to organize the next event with more participants and more topics of discussion coming up.

Manshi Gandhi

Great Lakes ALUMNI




## Karma Yoga – My Experience at Village Naduvakkarai

During our first trip as part of Karma Yoga project, we analyzed the village Naduvakkarai from different angles. We went around the whole village to examine the way of life people actually lead - the problems they face` and how they sustain against all ills. In addition to these we got a chance to interact with some of them and know how they made ends meet and earn their daily livelihood. In the end we were able to draw out a rough map of the village which would guide us better for our activities later on. To put up our campaign in this particular village, we met the “sarpanch” as well and shared with him the overall agenda for which he agreed. We printed pamphlets with all the details of events in local language.

The Anti-Smoking Campaign was organized by our Karma Yoga team in our village to focus on the suffering caused by smoking and motivate to curtail smoking incidences. The biggest task was to get all the villagers together at the same time. So we began rounds of the village and started getting the people to the main ground attracting them with different propositions. We were able to amass around 30 villagers for the event. A small brief up including all the programs of the evening was followed by the screening of couple of videos highlighting the toll taken by smoking-related illnesses and the impact on smokers and their families. A skit was presented by our team to depict the plight of a person addicted to tobacco and alcohol.








Next in the course, we went to a school with a turnaround of 30-35 children. There was lot of fun activities designed to both engage and teach them the ill effects of smoking like games, colorful chart displays, chocolates and balloon distribution with messages written on them. The motive was to make the children learn about all the evils associated with these malpractices from a tender age itself. There were anti smoking videos and skits which were shown to the children as well.

It was told that it would take a lot to change their attitudes, but as a result of this momentous campaign, the outlook towards smoking has been altered considerably. We took their hand impressions on a chart as a memento and got a “No Smoking” petition signed by the villagers. The response from the masses has been overwhelming and there was a strong positive vibe surrounding the entire region. There has been a significant behavioral change accompanying the attitudinal change. There was a lot of experiential learning from this program and it gave us a platform where we can use our leadership skills to make them aware of the ill effects and bring a smile on their innocent faces. This campaign in itself is a true win of our whole team who were able to set through such an important cause across. Even if one person sees this whole thing from our eyes and oaths never to return back, it would feel we have accomplished a lot.



Ashish Agarwal

PGPM – Class of 2014

## Alumni visit

Anurag Gupta, Alumni of Great Lakes PGPM – Champions batch visited our campus on June'1, 2013. He hails from Gwalior and has worked for Avion Systems Pvt. Ltd. in the past. Currently, he is Mentor at Vidya Niket, a school that he also owns. Prior to his MBA at Great Lakes, he did his B.Tech from Bhopal and M.S. from Monash University, Melbourne, Australia.



Anurag

He was eager to visit our new campus. So, he came along with his family. I and Vikrant – students of Alumni committee facilitated his visit and showed him the campus. We had a quick breakfast at Bistro and then we visited a few lecture halls, Resource center, Canteen, hostel blocks and Alumni Alcove. He took snaps and met a few current PGPM students. He told us how he still cherishes the memories of his time at Great Lakes.

Anurag gave us tips about how to utilize our time to the fullest. He emphasized on the importance of empirical studies, learning new languages (especially Mandarin) and that how fortunate we are to have the most learned faculty from across the globe. He also talked about how his life changed after MBA. He felt nostalgic and was elated to see Great Lakes growing as an established brand among the top B-Schools.

On behalf of Alumni Committee I want to convey that we are committed towards building bonds with our Alumni fraternity so as to engage them in the current activities and proceedings of the college. Anurag's visit was truly successful in those regards and I assure you that this is just a beginning.

Cheers,  
Manish Hasija  
Alcom (Class of 2014)



## Expert's Speak\_Ramesh Vangal

As brilliant as Great Lakes' core faculty may be, they too feel the need to organize guest lectures from time to time (in part to augment our learning, but surely to get a break from seeing our often-blank faces day after day). However, though these guest lectures are a welcome break from the daily rigours of class, they are no less challenging in their own way.

The very first guest lecture of the ProPals was by an inspirational leader - **Mr. Ramesh Vangal**. He started his career with Procter and Gamble in Geneva and later went on to become the President of PepsiCo foods and led the entry of PepsiCo in India. He is currently the founder-chairman of the Katra Group which has footprints across diverse sectors such

as wellness, technology, infrastructure & marine logistics, agribusinesses, leisure and lifestyle products and services.

He started his session with a short anecdote emphasizing the importance of unleashing the power within ourselves and how it helps to have holistic view of things. He talked about how India has performed in the world economy in the last century and it is an inspiration to all of us and made us introspect how we can turnaround things and make our country among the top players in the world economy. There is a need for change in the mindset of the people and focus more towards research and development and become innovators in the technology.

We were amazed by his experiences at PepsiCo and how he kicked off their business in India, his struggles and innovation in marketing strategy of PepsiCo. I am sure he did make many people feel strongly about getting into the marketing specialization and the importance of thinking out of the box.

I am sure his words of wisdom inspired us to use this opportunity to think about big changes to big things and transforming ourselves into becoming an effective leader in future.

Vikrant

ALCOM—PGPM

## Expert's Speak\_Ram Prasad

One of our very first guest lecturers was by **Dr Ram Prasad** and it covered a whole range of macroeconomic concepts most of us were unfamiliar with. While we knew what GDP was (Gross Domestic Product, for all of you who still don't know), we had little idea of how exactly it is measured or what its components are. Dr Ram Prasad did in 1.5 hours what only hours of poring over the first chapter of the Macroeconomics textbook could manage. But, apart from simply teaching us the concepts, Dr Prasad also gave us perspective—something usually lacking among MBA students bent on becoming the next Steve Jobs or Bernie Ecclestone. He taught us that simply measuring our GDP was enough, comparing it to our peers was equally important. A world-view, if you will.

Dr Prasad's lecture was soon followed by a long session by **Professor S Balasubramanian**, the Director of the GRG School

of Management Studies. He came with something I'm sure all of needed at the time: lessons on time management (something

almost all of us were lacking un, as our professors can attest), stress management (here we were, innocent to the world of management studies and suddenly Great Lakes shows us what it's really like) and life management. The great thing about this lecture was that not only did it teach us lessons we could carry forward in life, but the very session itself did wonders for our stress—it was fun, engaging and took our mind off the ever-looming assignments and tests. From economics and life management, we were then flung headfirst into the world of marketing with **Dr Sriram's** lecture. Now, by that time we were already pretty well versed with the basics of marketing thanks to Professor Suj Chandrashekhar, but Dr Sriram added a new dimension to the whole thing: market metrics and how to measure them. This proved to be invaluable for us as we encountered the topic later on in our marketing course.

The most glamorous of all our guests, however, has to be **R Sundaralingam: drug expert**, Interpol veteran and a Former Additional Director-General of Police

of Sri Lanka. Now, to be honest, most of us went into the lecture thinking it would be about pharmaceuticals. Imagine our surprise when Mr Sundaralingam start rattling off various kinds of narcotics! Not only did he go into considerable detail about where each of them was made and how much it cost, but he also did a pretty good job of convincing us that the mafia was actually a well-oiled machine (Don't worry, he spent even more time telling us about the ills of drug abuse). We are all college students, each with a colored past. And Mr Sundaralingam sure knew how to capture our interest.

All in all, our guest lecturers so far have been a valuable

Sharad Raghavan  
PGPM – Class of 2014



## NEWS @Great Lakes

### HR – Specialization

We are pleased to announce you that from this year, Great Lakes is offering HR as specialization. Seeing the market trends, the need to have specialized HR managers in India has grown manifold. Also, the response from the students has been overwhelming.

HRM, these days is not just Human Resource Management. It has become one of the most critical areas of focus for most of the companies. The policies and structure of the company are decided by the HR department and is the key to make employee friendly organization. It is important that even the line managers understand its integrities and work in tandem in order to meet the organization's goals.

We hope this decision will be the next stepping stone on the path of the success of Great Lakes.

Mohit Bajaj

ALCOM – Editorial Team

### Business Analytics - Specialization

From this year, Great Lakes Institute of Management is offering Business Analytics as specialization, in addition to Marketing, Finance, IT/ Operations and HR.

Great Lakes is one of the few B-Schools in the country to offer Business Analytics as the specialization. Seeing the past trends of the recruiting companies and profiles they have offered, Business Analytics has always been a considerable number. Also, Business Analytics as a subject have gathered huge response among the batches. Moreover, the top notch B-Schools globally has started this specialization seeing the market requirements.

Also, as India is growing, there is more need to do Market Research and data-mining to improve the businesses across various verticals. Considering all this, the college has decided to start early and be a leader in the country rather than followed

Adarsh Mattu

ALCOM – Editorial Team

## Great Lakes Speakers' Club

*"Speech is power: speech is to persuade, to convert, to compel"*

**-Ralph Waldo Emerson**

While our fellow Progressive Pallavas were busy getting themselves enrolled in a club or committee of their choice, we, former Toastmasters including Raunaq, Garima, Neeraj, Kaushik, JK, Harshul, Medhavi, were looking for a club which promotes communication. Ms. Lalitha Maheswaran, our Business Communication course faculty, sowed the seeds of interest of oration and public speaking in us. Thus, the culmination of our passion and popular demand resulted in the formation of a Speakers' club in Great lakes!

The idea of the Speakers' club generated interest from 168 of the total of 360 students from the PGPM batch – a substantial number indeed. From the two meetings held so far, we have had a respectable response with more people expressing interest to take part in the further meetings.

A typical Toastmasters meeting has three parts – **the prepared speeches session** where members deliver speeches that are prepared well in advance based on a standard set of guidelines (beginning with the Icebreaker); **the Table-topics session** where the picked member from the audience gets to speak extempore on a topic for 2 minutes; **the evaluation session** where every aspect of the meeting is evaluated quantitatively, in terms of

objective fulfillment, Grammar, fillers and quantitatively in terms of time management.

Every meeting commences with the *Master of Ceremony* who welcomes the gatherings and introduces the theme of the meeting. He then proceeds to guide the whole meeting ensuring the enthusiasm and the energy level of the audience is kept high. The Table Topic Master conducts the most feared part of the meeting – picking members for the Table Topics. And then comes the evaluation session which is spearheaded by the *General Evaluator* along with his TAG (comprising of the *Timer, Ah-counter & Grammarian*) team. Also individual speech evaluators are assigned for every prepared speech.

Going forward, we plan to continue our weekly meetings hoping to make the club self sustainable and to act as a platform for anyone who wishes to transcend from a good to great speaker.

We are confident that this club will live up to its expectation and keep up the Toastmaster reputation

Bharath Sreenivasan

PGPM—Class Of 2014



## Awards Won by Great Lakers

### Ad Competition Won by PGDM Students – IIM Shillong Magazine



**Pulkit – PGDM 2014**



**Ankur – PGDM 2014**

We are glad to inform you that in March 2013, Ankur and Pulkit, two of our PGDM students won Print Ad Competition conducted by IIM – Shillong for its Monthly Marketing Magazine: “Markathon” as the best silent voice entry.

We hope the Winning Ways continue and our students win many more awards across the country in the coming days.

## Sports @ Great Lakes

Following the end of first term what could be much more apt to ooze out the cumulated stress than sport events. It was a week of enthusiasm, involvement, competition, participation, encouragement, interaction, it was a week of sports in Great Lakes. Great Lakes could find treasure of talent in its students be it Cricket, Basketball, Table Tennis, Football and many more. It started with zeal of few students who took initiative and lighted the torch for sport events for Progressive Pallavas in campus. The events turned out to be an ice breaker for many of us and we had amazing interaction with one another. Many of us participated and rest of us enthusiastically supported and

cheered for the spirit of meeting together and showcasing talents. We had inter section team events starting with Cricket with teams comprising of 7 members viz. 6 guys and 1 girl. We had a pool of entries and the event lasted for 4 days, the main attraction being the play of girls in the events and the wonderful crowd of Pallavas cheering and hooting for their respective sections. The final match was one of its kind with the organizers taking an extra step and arranging for speakers and creating a wonderful atmosphere for the play which is considered as the religion of our country and section- 2 emerged out as the winners.



This event was followed by the game of baskets and it added on well to the exuberance of sports in the campus. Undoubtedly the tournament brought in great zeal of cheerfulness and much more liveliness. The finale was a table turner and we had a wonderful marginal win by the Section-1 team. All the matches were worth a watch. Parallel to baskets were the tables being topped by balls in the Table Tennis room and we had number of matches being played viz. Men's-singles, doubles; Women's singles, doubles and also Mixed doubles and adding to the surprise was the humongous participation from the Lakers proving it once more that how talented are the PPs.

Following this was the play of goals and we had the tournament being managed by a wonderful team of Lady Managers. The talent with kicks were spell binding and it left the spectators in awe. And we had Section-2 emerging as the winners.

Such wonderful showcase of talent in the field of sport have instilled in PPs the vibe to be more enthusiastic about sports and hopefully we will witness many more events in the days to come.

Arnima Varshney

PGPM—Class Of 2014



# GREAT CONNECT

Fun @ Great Lakes





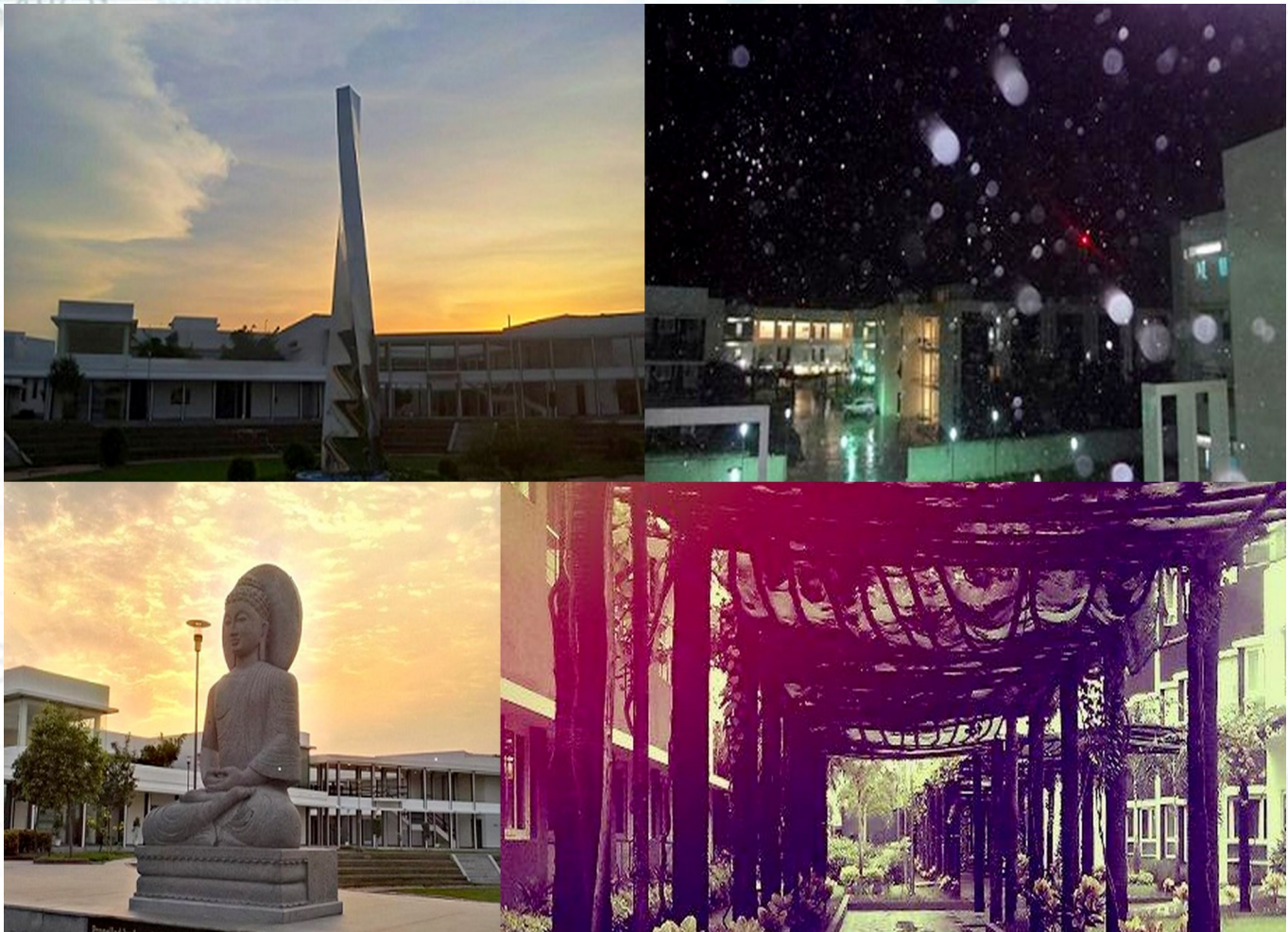
## Birthdays:



May'3	MAINAK SANKAR MAITI, RICHA SINGH
May'6	VINEET GULATI
May'9	HARISH R
May'12	DIPAK RANJAN SENAPATI
May'15	SHASHANK SHEKHAR
May'16	HANOCH MARIO TAURO
May'18	SUBHANKAR MISHRA, P KUMAR RENDUCHINTALA
May'21	SHAILENDER SHARMA, REECHA LAL
May'22	J DINESH CHANDRA
May'23	SHRIRAM PRABHU V
May'27	GIRISH HIRANAND SHIVNANI, AKASH KUMAR
May'31	RATIKA GUPTA
June'3	UVRA MALLICK, ROHAN RANADIVE
June'5	BHARATH S, MANISH MADHUSUDHAN NAIR
June'6	NIDHI CHAUDHARY
June'7	GAURAV GUPTA
June'13	MAYANK DIBYA
June'14	VRINDA MALHOTRA, ASHWORTH VAZ
June'15	ANUBHA SHARMA, SHEKHAR NIGAM
June'18	ROSHINI JOHN, RAJAT KUMAR



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