

GREAT KONNECT



Dear Great Laker,

Greetings!

This is the first edition of Great Konnect presented by the ALCOMers from the batch of Passionate Pandyas and it is with a lot of excitement we present to you some of the recent news and happenings at Great Lakes.

We are extremely glad to announce that Great Lakes Chennai has received the prestigious international SAQS accreditation from AMDISA. After AMBA, this is the second international accreditation received by Great Lakes Chennai in the last one year.

Great Lakes is ranked 2nd in Research Productivity amongst the Indian B-schools in a recent survey published in Deccan Chronicle. It is indeed a proud moment for all of us to see our institute which is just a decade old, to be ranked ahead of the IIMs and the IITs.

Starting from this edition, we intend to feature our alumni entrepreneurs and their journey from Great Lakes to becoming an entrepreneur. We wish to hear more success stories from you.

We, Shivani, Suyash and Saurabh, the editors of Great Konnect, take immense pleasure in presenting to you this month's 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!!

ALCOM

GREAT KONNECT

Director's Column

Dear Great Laker,

Greetings from your Alma Mater !



I am happy to connect with you through this dedicated Alumni Newsletter – Great Konnect. Great Konnect was started in 2008, thanks to the efforts of Ms. Saisudha (2006 – JPs Batch) and the then team GLAA. It was then a Quarterly Newsletter that now is monthly. Great Konnect has also been contemporarised with a new Masthead and content updation. From this issue there will also be a Director's column from me.

In continuance of Uncle Bala's mail on setting up of regional GLAA Chapters, I am glad to announce that GLAA Chennai Chapter has been initiated. Bangalore, Hyderabad and Mumbai chapters are expected to follow suit. You – the Great Lakes alumni are our most valued assets as you are the institution's ambassadors in your industries, advocates in your communities and mentors to our students. Therefore we believe, Regional GLAA chapters will be a step closer to creating an emotional bonding between the alumni and the institute. I invite every one of you to actively participate and contribute towards strengthening these chapters. Do write to me or to ALCOM to join the Regional Chapters.

On the campus news, as I write this, preparations for Great Lakes convocation – 2015 , has begun and a record number of 618 Great Lakers from across our programs will graduating during the graduation ceremony on July 15. I will be meeting on that day, many of the graduants in their new role as alumni. Like every academic year, this year's Alumni Committee of Passionate Pandyas has been formed . You will be reading more of the campus news in the body of this newsletter.

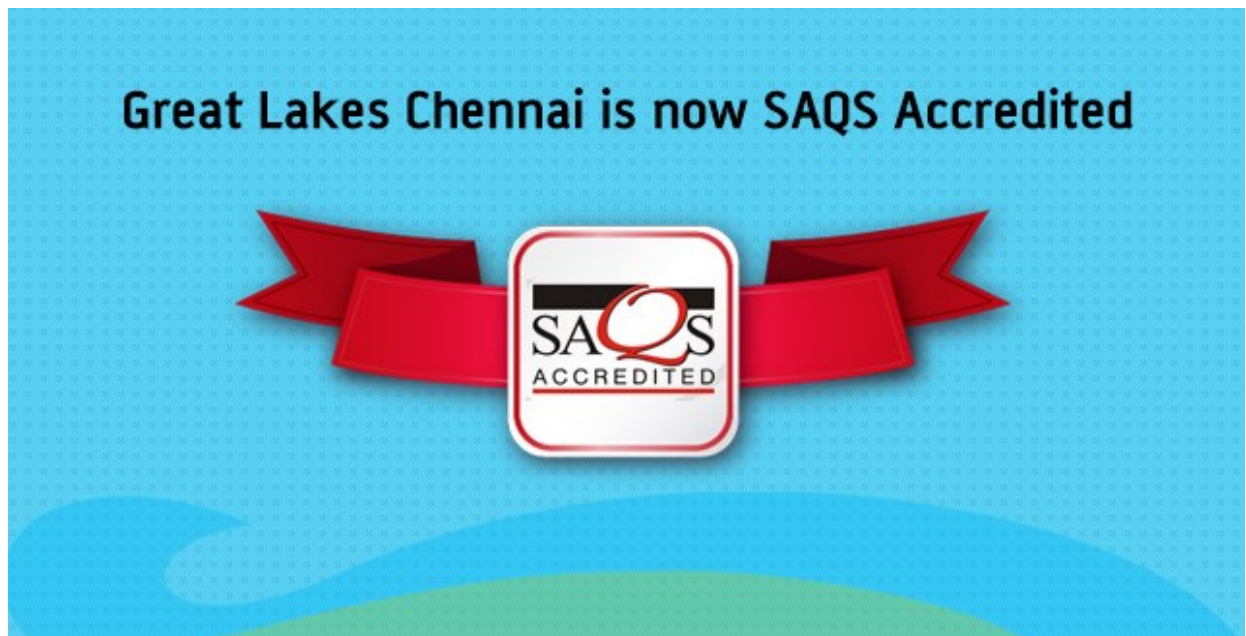
Please write to me with news from you and we will be glad to include them in Great Konnect . We also look forward to your suggestions !

Happy reading and with best wishes !

Dr. T.N.Swaminathan
Director—Branding, PR and Alumni Relations



Great Lakes Institute of Management, Chennai receives International SAQS accreditation from AMDISA



Great Lakes Institute of Management, Chennai has been accredited by SAQS (South Asian Quality Assurance System). SAQS is an international system of strategic audit and accreditation designed for the assessment of Institution in widely different national contexts. It is a globally benchmarked system for Mentoring, Quality Improvement, Quality Assurance and Accreditation.

SAQS accreditation is awarded by The Association of Management Development Institutions in South Asia ([AMDISA](#)), an international not-for-profit association, and is a "SAARC Recognised Body".

SAQS international quality assurance label for B-Schools is awarded only to institutes that have in place continuous quality improvement system benchmarked with the leading global B- schools in the world. Besides, this accreditation involves rigorous peer review and apex committee evaluation and has been earned only by few B-Schools in India. Great Lakes is proud to have received this international accreditation in just over a decade of its inception.



Great Lakes ranked 2nd in Research Productivity amongst B-Schools in India

Happiness lies in the joy of achievement and the journey of effort. And here comes another proud and overwhelming moment for all the Great Lakers .

In a composite indicator (CI) of research productivity among leading Indian Business Schools, a survey conducted by professors from IIM-Bengaluru and XIM-Bhubaneswar, Great Lakes Institute of Management is **ranked 2nd in Research Productivity**. The report also ranked Dr. Bala V. Balachandran, Founder & Dean, Great Lakes among the most productive researchers from the top 32 Indian B-schools.

Right from the inception, Great Lakes has been focusing on knowledge dissemination. In the last few years, Great Lakes has shifted focus on Knowledge creation with the collective efforts from its distinguished faculty, students and alumni.

Links for your read: [Article](#) | [Research report](#)

TOP B-SCHOOLS

According to the ranking developed for the first time by IIM-B and XIM-B, the top B-schools are=

■ IIT, Delhi	■ ISB, Hyderabad
■ Great Lakes	■ IIM, Bangalore
■ IIT, Madras	■ IIM-A
■ IISc	■ MDI, Gurgaon
■ IIT, Bombay	■ IIM, Calcutta

GREAT K NNECT

Our 1/12 Journey—a note from the Passionate Pandyas

Its been a month already! From office bags to college bags, formals to casuals, from late night work shifts to late night classes, its feels great to be in college again.

We are close to end of term 1. It already feels we have learnt enough number of subjects ranging from Marketing Management to Financials Accounting, mind boggling SMDM to speculators of Micro-economics. Besides this, we have been writing SOPs for various committees. What once we knew as Standard Operating Procedures has now become Statement of Purpose. Now after “why MBA?” it is “why this committee?” which has been keeping us busy.

Slowly we are grooving to the Great Lakes culture. The mid night snacks (well, by the time you read this, maggi would have been banned already), Akshaya, Mahabs, study groups, birthday celebrations, surprise quizzes! And what not. There is never really a dull moment.

And as the saying goes, we now get it what you all meant when you said—LAKERS never Sleep.



ENTREPRENEUR INTERVIEW SERIES

SUSMITA DASGUPTA PGPM 2005-2006



Courage is what defines Susmita. And she says she owes that quality to Great Lakes. This Great Lakes alumna has had a remarkable journey even before she decided to join Great Lakes. Having nine years of work experience and already heading the marketing division of a USD 4 Billion global conglomerate, she had the vast experience of building multi-sheet financial plans for 27 global factories.

Sharing how Great Lakes started shaping her thoughts right from the beginning, Susmita says, “First, no one was impressed even if I were some CEO of a billion dollar company; because the moment you sat on one of those class benches you are no more some ex-Big Boss but a just fellow student who won’t get respect unless he or she has earned it.” That’s where it all began for Susmita.

While talking about how every course she attended at Great Lakes has molded her, Susmita recollects, "My course with Prof. Paul Prabhakar on marketing and innovation was just Priceless and the course on Re-Engineering Human Potential, a real eye opener. Needless to say, the course on Entrepreneurship gave me hands-on experience in building a business plan and selling my ideas to a bunch of not-so interested buyers and investors."

It was a daring decision that Susmita made in the year 2008, when the market situation was completely downturn. It was conventional wisdom, Susmita remarks which made her embark on a new venture despite the bad times. I would say Great Lakes gave me this courage and ability to think big. Not just big – but BIG, says Susmita. "More than skills, what I gained post Great Lakes is the confidence and ability to set a goal and make it happen. Great Lakes has helped in sharpening my marketing and business skills and has taught me where and how to focus", she adds

Talking about how she drew inspiration at the earlier stages of starting her business, Susmita says that the story she read of Greg Gianforte's RightNow Technologies, has made a lasting impact on her. Greg's mention of how lack of money, employees, equipment, even lack of product is actually a huge advantage was a lesson to me, she says.

Advising aspiring entrepreneurs, Susmita says, "You have to trust your smarts, and take a chance. Bootstrapping a business requires you to clear any clutter from your mind and focus single-mindedly on the Customer." It is important to be creative and to understand whether you have got a real business or just a plausible-sounding business plan, comes the words of wisdom from this gutsy entrepreneur.

About Smart iDeAs:

Started in 2008, Smart iDeAs provides Market Research & Advisory Services, Market & Marketing Strategy Advisory for new & upcoming organizations and SMEs & Entrepreneurs. The company also provides Marketing Advisory Services through Integrated Digital Marketing Communication, Social Media Marketing and Personal & Organizational Brand Building.

GREAT K_{ON}NECT

Recent News on Great Lakes

Analytics professionals see 50% more hike : The Indian Analytics Industry Salary Trend Report by Great Lakes Institute of Management in partnership with Analytics India Magazine. The average salaries for analytics professionals have seen a rise of 21% from last year, the study shows. It covered about 40,000 people across the country.

[Full Article](#)



Feedback on organizations suffering from Data Rich Insight Poor (DRIP) syndrome : In an attempt to find out if they suffer from an insight deficiency and a data surplus which is the DRIP syndrome, many readers, including Prof. S Bharadhwaj, the Dr Bala V and Vasantha Balachandran Chair Professor of Marketing, Director (Research) at Great Lakes Institute of Management, put their perspective. [Full Article](#)



Full capital account convertibility will globalise Indian currency, by Dr. Bala Bala V Balachandran and Dr Bobby Srinivasan : India will be fastest growing economy in the world, higher than even China whose growth rate. It is expected that capital account convertibility will be lawful in the next few years. With this India would join the big leagues comprising developed countries where currency conversion is a day-to-day occurrence.

[Full Article](#)



Plywood manufacturing holds promise : The 32-year-old Keshav Kantamneni, CEO of Globality Partners, says he is acquiring a Chennai-based plywood company. Kantamneni, along with Prof Bala V Balachandran, had set up Globality Partners, which is a financial advisory firm. [Full Article](#)

GREAT K ONNECT

Introducing AICOM-2015-16 Members



Pallavi Dwivedi
My motto in life is "Work smarter, not harder! "



Varun Maheshwari
I am technology enthusiast and an avid nature lover having worked with German sports major Adidas .



Darshan Chandrashekar
I am a avid follower of football.



Aditya Sarin
I appreciate out of box thinking and remain open to new ideas. I am passionate about sports, creativity and cross-culture interactions.



Anita Negi
I am a person who values people the most.



Suyash Mishra
To me life is all about staying happy and Spreading happiness.



Tanvi Singhal
I believe any kind of art or creativity is the best way to express yourself, for me its Dance.



Shivani Tripathy
I love to do things in unconventional ways unless I am heavily paid to do it conventionally.



Neha Bamhore
I look forward to the dynamic life of a B-School which includes - networking, learning and strengthening soft skills.



Keshav Dewan
"I am Keshav- The Chariot driver - I like to lead by example. I am passionate about football and music.



Gunjan Kaur Jabbal
I am a very amicable and a fun loving person. I like meeting new people and try to learn from them whatever I can.



Anand G Kurup
I am passionate about sports, quizzing and networking .



Shamipa Saha
I am a lighthearted, enthusiastic and open-minded person.



Saurabh Srivastav
To me "Life is like a box of chocolates. You never know what you're going to get."



Abhinav Raj
I have passion for music and love travelling

GREAT KONNECT



GROUPS

- [CHENNAI](#)
- [BENGALURU](#)

- [MUMBAI](#)
- [DELHI](#)
- [HYDERABAD](#)

- [PUNE](#)
- [UAE](#)

PAGES

- [GREAT LAKES ALUMNI](#)
- [GLAA—CHENNAI](#)



BUILD

THE FAMILY!

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

Disclaimer

Views expressed in Great Konnect are solely that of contributors and not that of either of ALCOM 2015 or that of Great Lakes Institute of Management