



# GREAT KONNECT

Dear Great Laker,

March 2015

Greetings!

It is with a ton of emotions that we bring to you the final edition of Great Konnect- March 2015. This farewell issue comes to you as we, the Charismatic Cholas and Pallavas complete our journey in this beautiful campus. At this juncture, we would like to thank YOU – the Great Lakes alumni for all your support and encouragement given to us throughout this year. We had the wonderful opportunity to meet some of you through the regional alumni meets, guest lectures and the annual mega alumni meet. We once again thank you for all the interactions.

The month of March had been really eventful at Great Lakes. Be it the Holi celebrations, the festival of fun, frolic and colours, or the traditional SPICMACAY event, the BPR committee's fun-filled evening and the much awaited farewell, the last few days has given us memories for a life-time. Great Lakes also hosted the International Entrepreneurship conference in February.

We are extremely proud of our alumnus Rohit Das from PGPM class of 2010, who has received Towers Watson - Chairman's Award for the year 2015. On behalf of Great Lakes family, we wish him more accolades.

Hoping for a new beginning, new friends, and a lot more, we wish to share these few lines with you;

We are posed with new challenges each and every day,  
And that is how we stride ahead, unfazed.  
We take pride in who we are,  
And begin our journey from a place  
Where the chase for dreams never stops!

On that positive note, I, with Samer Akhter, Nupur Agrawal and Priyanka Manojkumar bring to you the March edition of Great Konnect. See you on the other side soon.

We look forward to hearing from you with your stories, comments and feedbacks at [alcom@greatlakes.edu.in](mailto:alcom@greatlakes.edu.in).

Happy Reading,  
Raghvi  
Editor—Great Konnect

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## *The International Entrepreneurship conference*

Great Lakes Institute of Management organized its 7th International Entrepreneurship conference at its campus today. The Conference was based on the theme – “Edupreneurship in India - How do we make it work?” The event kicked off with a tribute to entrepreneurial spirit and witnessed eminent industry professionals, senior academicians and students’ participation.

The Chief Guest for the occasion was Mr. Sandeep Aneja, Founder CEO – Kaizen Private Equity and the Guest of Honor was Mr. Jayan Ramankutty, Founder - Nimbus Technology, empowerTel Networks, Lara Networks, YuMe Networks and KRK Ventures LLC. International President –BITSAA.

Inaugurating and welcoming the session, Prof. Bala V Balachandran Founder, Chairman and Dean, Great Lakes Institute of Management, said, “We at Great Lakes always endeavor to encourage the entrepreneurship spirit amongst our students. Today’s dynamic discussion between the corporate leaders, educationalists and our students gathered some interesting aspects on the theme Edupreneurship and how it can enhance the Indian economy.”

Prof. K C John, Co-Convener, 7th IEC and Director - Orchid Pharma Center for Excellence In Technology, Innovation and Technopreneurship, presented useful tips on making a pitch to the contestants to the audience.

During his speech, Mr. Jayan Ramankutty said, “As long as you have clear vision and good plan you will definitely succeed. Do not let lack of capital push you back.”



**Winners of Hyperion 2015: Team Kiwi with Uncla Bala**

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Speaking on the occasion, Chief Guest, Mr Sandeep Aneja questioned, “A company is a culture. It is a set of like-minded people. What worries you in starting a new company? Market Size, cash flow or its value?? Is there a bubble in new startups that are valued very high?” He further spoke about how technology penetration is low in Indian education market and hoped to see some great companies in future that will be founded by Great Lakers.

The event also witnessed a Panel discussion on “Technology Adoption in Education - Incremental Gains or Disruptive Shifts and what it means for Entrepreneurs” moderated by Mr. Mohan Lakhamraju, Vice-Chairman, Great Lakes Institute of Management. The panelists for the session were Mr. Kaushik Bellani, Vice President and Managing Director, McGraw Hill Education (India) Pvt. Ltd, Mr. A P Ramabhadran, Senior Vice President, Education Services, Manipal Global, Mr. Manikandan Thangarathnam, Director – Amazon Kindle project and Mr. Zishaan Hayath, Co-founder at Toppr.com.



**Winners: Team BBC, Uncla Bala & Dr. Vaidy**

The Highlight of the day's event was the Prize Distribution to the winning teams of Business Plan competitions – “KAIROS.2014” & “Hyperion 2015”. The winners of “KAIROS.2014” B Plan received prize money of Rs. 3 lacs and a funding opportunity up to USD 160000, sponsored by Menda Group of UAE, that will help them seed the venture, subject to enhancements and value add the plan within 4 weeks and re-present. The event also announced 1 winner and 2 runners up of “Hyperion” - the Annual B Plan Competition of Great Lakes from amongst 6 finalists.

The winner of “Hyperion 2015” was Team Kiwi, who received 1 lac Prize money and will eligible for funding up to USD 100000 by VILLGRO subject to meeting criteria. The session came to an end with Prof. Vaidy Jayaraman, Associate Dean – Great Lakes Institute of Management honoring the guests with memento and a concluding note that Great Lakes always believed in promoting entrepreneurship and will continue to do so. Prof RS Veeravalli, Director PGXPM, faculty mentor - CIECOM, proposed vote of thanks.

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## *Holi Celebration*

Holi, the festival of colours was celebrated with lot of fervour and liveliness at Great Lakes Campus. There was fun, frolic and colors everywhere. Students believe that this is one of their most favourite festivals and they love the way it is celebrated with Great Lakes family. This was one of the last events, which present batch celebrated together with delight, nostalgia and loads of cheerfulness.



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## *SPIC MACAY & BPR Cultural Event*

SPIC MACAY (Society for the Promotion of Indian Classical Music and Culture Amongst Youth) is a non-profit movement founded by Dr. Kiran Seth to inspire Indian youth by inculcating values through focus on various classical arts. The movement organizes its programs through a wide network of educational institutions throughout the world.

The Great Lakes SPIC MACAY Chapter was inaugurated by Dr. Seth himself in March 2014. Welcoming the gathering, Prof. T.N. Swaminathan, Director – Branding, PR and Alumni Relations at Great Lakes, said, “At Great Lakes, we always ensure to stick to our motto of Global mindset Indian roots. The Great Lakes – SPIC MACAY Chapter was inaugurated keeping this in mind and today it is amazing to see Great Lakers perform various Indian art forms with such high spirits.”



The event witnessed eleven enthralling performances presented by the students of Great Lakes. The event began with a captivating Odissi performance, followed by Hindustani vocals, Bharatanatyam, Folk songs and Carnatic music. The Talent exhibited by Great Lakers was fascinating and the diversity in the performances which showcased the Indian art forms of various states in the country was a treat to watch. Following this cultural event, the Branding and Public Relations committee of Great Lakes organized competitions such as AD-MAD, Photography and dance. Mementos were distributed to winners at the end of the event.

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## *Student Achievements*

### ***Great Lakers move to division level contests in Toast Masters International!***

Monica Banerjee (PGDM 2016 ), Sambhav Rathore (PGPM 2015) and Anjul Hans (PGPM 2015) have won at the Area Level Contests of Toast Masters International.

Great Lakes' club would now be competing at the Division level in both International Speech Contest and Table Topics Contest. The competence shown by the club in its maiden year is truly commendable.



**Monica Banerjee (PGDM 2016 )**



**Anjul Hans (PGPM 2015)**



**Sambhav Rathore (PGPM 2015)**

# GREAT KONNECT

## *Alumni Achievements*

“Rohit Das, alumnus from class of 2010, has received Towers Watson - Chairman’s Award for the year 2015. Considered to be one of the highest awards at Towers Watson, Rohit received the award from Mr. John J. Haley, Chairman and Chief Executive Officer of the company at an award dinner ceremony in Miami on February 26, 2015.

From a total of 283 nominations from across the globe, Rohit stood out for his exceptional performance in leading global teams to solve some of their client’s most complex business challenges.

Into his fourth year in Towers Watson, Rohit was the Head of Commercialization for one of the business units before moving into Global New Ventures, Strategy and Corporate Development. He is at present responsible for global teams engaged in incubating cutting-edge new ventures.

Rohit graduated from Great Lakes in Marketing and International Business in 2010 and was a Gold medal winner for exemplary contribution to institution building activities at Great Lakes.

All of us from Great Lakes wish him many more accolades!



**Rohit Das, alumnus from class of 2010, receiving Towers Watson - Chairman’s Award**

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## *Farewell*

The farewell for Charismatic Cholas was organized at Confluence Banquets and Resorts. It was a well executed event by the Student Committee and Admin Staff of the college. Cheers to all of them. For all of us, it was hard to say goodbye to a colleague who had been less of a friend and more of a sibling. People were giving farewell to that each and every loved one with whom they have studied, dined, had trips, shared secrets (and the list goes on...). Everyone was filled with fears and questions about going off to professional life. But at the end, all were pacified that they did find a really great reward and some important lessons in this journey of 1 year at Great Lakes, lifelong friends and courage to face change head-on. Somewhere inside all prayed that the coming years will be as "Great" and fulfilling as the ones they are leaving behind.





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