

# GREAT K NNECT

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



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## GLAA CHENNAI MEET

GLAA Chennai chapter organized a cyclathon event

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## YOGYATHWA BOOK LAUNCHED

Yogyathwa - A book by Dr. Bala, T.N. Seshan & Nixon Fernando was launched.

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## TEA FESTIVAL INDIA

An event organized by Susmita Das Gupta (PGPM 2006) and participated by our alumni.

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## CAMPUS BUZZ

NBA Accreditation, Farewell party, GL Marathon, Holi celebrations and much more.

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## GREAT LAKES INSTITUTE OF MANAGEMENT IS NOW NBA ACCREDITED

PGDM program of Great lakes was recently awarded accreditation by the National Board of Accreditation.

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# FROM THE EDITORS

## MAGAZINE

The academic year is over and the students have left the campus. But we have a lot of stories to share with you.

GLAA Chennai Chapter organized a cyclathon event at Marina. Alumni across all batches along with their family participated in this event which was a round trip cycling from Marina to Besant nagar and back.

Yogyathwa - A book authored by Dr. Bala V Balachandran along with our alumni Nixon fernando and T.N.Seshan was released recently with great fanfare amidst the presence of great leaders and famous personalities.

The outgoing batch of PGPM and PGDM students celebrated their farewell in style and we extend a warm welcome to them to be a part of the alumni movement away from the campus and we look forward to your participation in the chapter meets.

This month was filled with a number of activities. 37 students from University of Miami visited Great Lakes campus for a one day global immersion program and worked alongside students of Great Lakes in case studies, discussions and debates.

They were fascinated by the work of our students in the KarmaYoga program. Women's day was celebrated in campus with a big feast to appreciate the womenfolk working in our campus. Students also celebrated the Holi festival in the Basketball court.

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 Konnect 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

The academic year has come to an end and a new batch is all set to begin their journey as Great lakers. The alumni community just got bigger with fresh faces and new energy.

I urge all of the students who are going to graduate to be a part of your respective alumni chapters and show active participation in building the community and making it stronger. I would love to have you in campus not only during the alumni meet but any time of the year.

It is heartening to see the chapters thinking out of the box and coming up with ideas to make the alumni meets filled with fun.

I look forward to many such events in the future where not only the alumni come together for a common purpose but also to have fun along with their family. This builds us as a community and makes us stronger in the long run. I am 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 GLAA 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.

# GLAA CHENNAI ALUMNI MEET

## ALUMNI MEET



Alumni from the Chennai Chapter of Great lakes Alumni Association turned their monthly get together event into a cyclathon.

This cyclathon event was held on March 19, 2017, Sunday at Marina Beach, Chennai. 20 + alumni and their family members from Chennai gathered at The Marina at 4.45 AM and drove a distance of 16KM as a round trip from Marina till Besant Nagar Beach and back.

This event also included a breakfast meeting at Santhome. Alumni from across all batches participated in this event. This event

is also planned to be held every quarter. The cycles, helmets and other gears were sponsored by our alumnus, Abhay Bohra (PGPM 2012) of Heera cars.

The next event for the month of April is being planned and interested alumni can write to us to be a part of the GLAA Chennai Chapter and its activities.





# YOGYATHWA BOOK LAUNCH

BOOK LAUNCH



**CLICK HERE TO  
BUY THE BOOK IN AMAZON  
KINDLE**

The Book Titled “Yogyathwa - Simple access to powerful leadership”, authored by Dr. Bala V Balachandran, Founder, Dean & Chairman, of Great lakes Institute of Management , T.N. Seshan, Former election commissioner of India and Nixon Fernando (PGPM Flex 2016) was launched on March 03, 2017 at GRT Grand in Chennai.

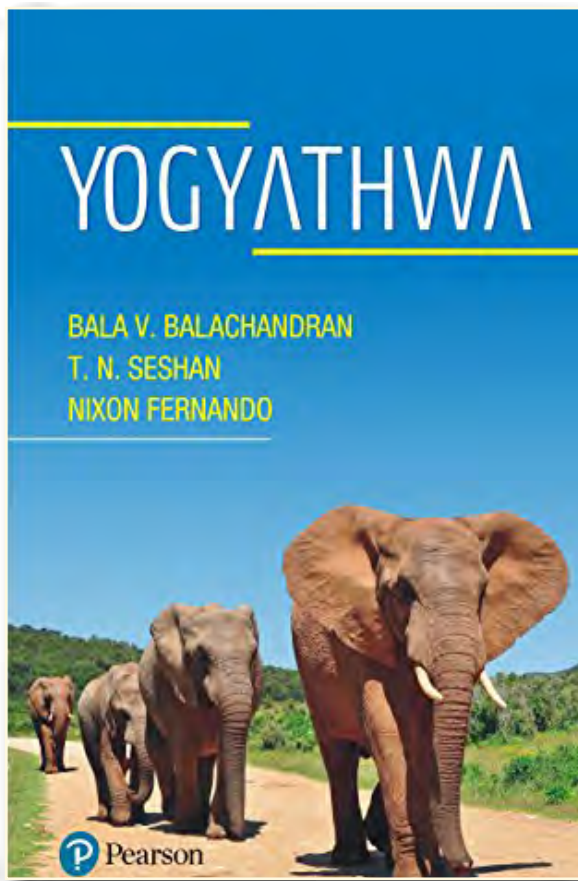
The Book was released by Mr. N. Vittal IAS, Former Chief vigilance Commissioner,

Mr. T.S. Krishna Murthy, IAS Former Chief election commissioner of India, Mr. Vinod Dasari, Managing Director- Ashok Leyland and Mr. Manikandan Thangarathnam, Director - Kindle Devices - Amazon.

The event was also graced by the presence of film actress Gautami tadimalla, Dr. Gandhirajan IPS, Mr. Sunil Kumar, Centre Head - World bank and many dignitaries.

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## BOOK REVIEW BY M R VENKATESH IN DECCAN CHRONICLE



Authored by three highly articulate and well read achievers, Bala V Balachandran, J.L. Kellogg Distinguished Professor of Accounting and Information Management, Northwestern University, USA and founder of the Chennai-based 'Great Lakes Institute of Management', the inimitable and formidable TN Seshan, former Chief Election Commissioner of India and Nixon Fernando, former faculty of National Defence Academy, Pune, 'Yogyathwa', hopes to be a launch pad to a brave new world of management and political leadership in the digital age with a sharp Indian edge.

Articulating this improvised concept, 'Yogyathwa', a seeming build on 'Yo-gyatha' – which we are familiar with in ordinary language as 'fitness' or 'qualification'- is no apologia for a rigidified 'Hindutva'. Its breath of vision and purposeful commitment has been well affirmed in the foreword to the book, by an equally distinguished former civil servant, N. Vittal, former Chief Vigilance Commissioner (CVC) of India, stating within the classical framework of the 'Bhagavad Gita' philosophy whose core value is 'Nishkama Karma' (doing one's duty without attachment to the fruits of action), "the ultimate professionalism comes from a unique mix of skill, competence and ethics." This is also



**N. Vittal**

Former Chief Vigilance  
Commissioner



**T S Krishna Murthy**

Former Chief Election  
Commissioner



**Vinod Dasari**

Managing Director - Ashok  
Leyland

essence of 'Yogyathwa', a quality that makes someone a "powerful and ethically successful leader."

In Indian politics, Mr. Vittal says only two leaders come to his mind who come close to fulfilling the attributes of 'Yogyathwa'; Rajaji as a great leader in the Indian freedom struggle and Gandhiji's conscience-keeper, and former Prime Minister PV Narasimha Rao, who boldly introduced the economic liberalisation policies in the 1990s'. "They demonstrated the concept of powerful leadership through Yogyathwa," says Vittal, adding, the present Prime Minister, Narendra Modi "too represents perhaps the very effective and appealing message of 'Yogyathwa'."

Notwithstanding these 'Image Traps', to use an expression of the late lamented social scientist from Tamil Nadu, MSS Pandian, such a new concept in chaste Sanskrit is bound to evoke in a multi-cultural country, the authors of 'Yogyathwa', in a brilliant 222-page treatise, have shown how it draws sustenance from the roots of 'Dharma'.

Inspired by the Upanishadic mystical unity of 'Brahman' or the 'universal soul', the authors have pegged their narrative on two interesting notions: first of the 'Common Soul', the primordial urge of one 'Being' wanting to be 'Many', how any successful leader, be in an organisation or

society at large, should vibrate with the 'Common Soul' by understanding and responding to collective aspirations and how they see 'Dharma in the present age', and second the concept of 'Suzerainty'- in simple terms how one takes a position of authority to give substance to leadership. And when dovetailed with the concepts of the three 'Yogas' and 'Dharma' as explained in the 'Bhagavad Gita', Bala and Seshan unveil a new interface of 'Yogyathwa', to benchmark leadership.

An 'inspirational leader' by that yardstick moves to a higher realm of enlightened consciousness- "entering regions through the knowledge that there is a 'Common Soul", as the authors put it- and equally have an uncanny ability to connect with the humdrum world of everyday life. Thus the authors' precise representation of 'Yogyathwa' with Venn diagrams, is similar to the 'ascent' and 'descent' phases in Sri Aurobindo's philosophy of 'Integral Yoga', wherein on evolving into a higher plane, the 'supramental consciousness' or the 'divine will' descends into earthly life for the greater good of mankind. It is certainly a book that will be talked about even outside the portals of IIMs'.



# TEA FESTIVAL INDIA

## ALUMNI NEWS

Tea Festival India is an event for Tea lovers in the country, organized by our alumna Susmita Das Gupta (PGPM 2006). The event was to celebrate, appreciate and understand some of the finest gourmet teas across many tea estates in India. The festival consisted of workshops, poetry, photography, art and many other attractions for the participants.

Photos of our alumni Nikhilesh Murthy (PGPM 2010) and Kartik Kannan (PGPM 2008) were also exhibited in the event.





# FAREWELL PARTY

## CAMPUS EVENT

### FAREWELL PARTY

PGPM and PGDM celebrated their farewell party and bid adieu to the campus and their friends in style. We wish all of them their very best in the future and encourage them to be a part of the alumni movement.



# CAMPUS BUZZ

## EVENTS



The Two year Post Graduate Diploma in Management (PGDM) Program at Great Lakes Institute of Management, Chennai has been accredited by National Board of Accreditation (NBA) with the period of validity for two academic years (2016 – 2017 & 2017 – 2018).



Great Lakes Run 2017 was organized on March 05, 2017. Great Lakes Run is an annual marathon organized by students of Great Lakes in order to create awareness on the importance of fitness for a healthy and happy lifestyle.



Students celebrated Holi in Great style following the tradition of their seniors in the basketball court.



## GL IN NEWS



37 students from University of Miami, school of Business visited Great Lakes for a one day global immersion experiential learning program. The event consisted of case studies, debates and discussions with the current students of Great Lakes. The participants were highly impressed with our KarmaYoga program. Listen to their experience in this video. [Click here](#)



Women's day was celebrated in Great Lakes for the students and the staff with a special feast. Men at work welcomed he women and tied bands in the hand that carried slogans on women empowerment.

□ [Great Lakes, Chennai gets NBA Accreditation: Qualifies for grant of equivalence by the Association of Indian Universities \(AI\)](#)

□ [The hidden truth behind India's low refrigerator ownership](#)

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

□ [A Hub to Ideate](#)

□ [India's demonetisation takes its toll](#)

□ [Governance in PSBs is still a concern](#)

□ [Combining academics with workforce skills](#)

□ [Business innovation: Key to educate next generation leaders](#)

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

□ [No child's play, these game shows](#)

□ [Walking the 'Gita' talk – two thought provoking perspectives on soft power](#)



# INTERNATIONAL ENTREPRENEURSHIP CONFERENCE

## EVENTS



The International Entrepreneurship Conference (IEC) 2017 chose Fintech as the theme to explore whether the FinTech space is going through real disruption and how entrepreneurs should look to capitalize on the ocean of opportunities available in this space.

In the race for developing innovative and disrupting ideologies Fintech has managed to stay relevant for a couple of decades. Fintech has been a buzzword and still is. Fintech is the enabler of technology that lets you carry your wallet on your smartphone and bank deposits to loans, investments to expenses, can be made by just clicking a button.

Fintech space can be clustered into major categories – Digital Wealth Management, Block Chain, Payments and Digital Lending. Further, each of these segments can be broken down to identify the specific segments that have huge potential in the future.

Looking at investments and the number of startups in a particular category provides us some insight on where the industry is heading to. If we look specifically in Indian Context, our country has one of the lowest uses of digital payments globally – 5 percent of personal consumption and 20 percent of all transaction. FinTech accounted only for 13.3% of the total funding raised by Indian

startups in 2015, the gross investment into FinTech was up 8 times over the equivalent 2014 number of \$145.1 million. The transaction value for the Indian fintech sector is estimated to be approximate \$33 billion in 2016 and is expected to reach \$73 billion in 2020. With increasing internet penetration (34.8 to 38%) and widespread cellular connectivity (nearly 70%), India has a unique opportunity for quantum leap into one of the most advanced digital payment ecosystems. The government of India envisions a significant reduction in the cashbased transaction through the rapid growth of digital payment services and infrastructure in the country.

Analysing these changes, the speakers for the 9th IEC included Guest of Honor Mr. P.N Vasudevan (Founder & Managing Director, Equitas Holding Ltd), Chief Guest Dr. S Narayan (Retired IAS, Ex Secretary and Government of India) and Keynote Speaker Mr. Sanjay Swamy, Co-Founder / Managing Partner, PRIME.

# GREAT KONNECT



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

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