



# GREAT KONNECT

May 2015

Dear Great Laker,

Greetings!

We bring you the May edition of Great Konnect with highlights of yet another eventful month at Great Lakes Institute of Management.

With the arrival of Passionate Pandyas, the PGPM batch of 2016, a new cycle has begun at Great Lakes. With new faces in the campus, Great Lakes is brimming with fresh energy and building on new stories to tell.

Mr. Mohan Lakhamraju's book review on "seven uncommoners" was published in Business world.

The GLPSS program for high school students saw passing out of the 5th batch of students. A detailed feature on our Karma Yoga program appeared in PRIME PRIME TIME blog.

Arpit Srivastava (PGPM 2014), shares his views on the emerging role of a data scientist, to benefit his fellow Great Lakers.

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,

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## New Batch of PGPM (Passionate Pandyas) arrive in the campus

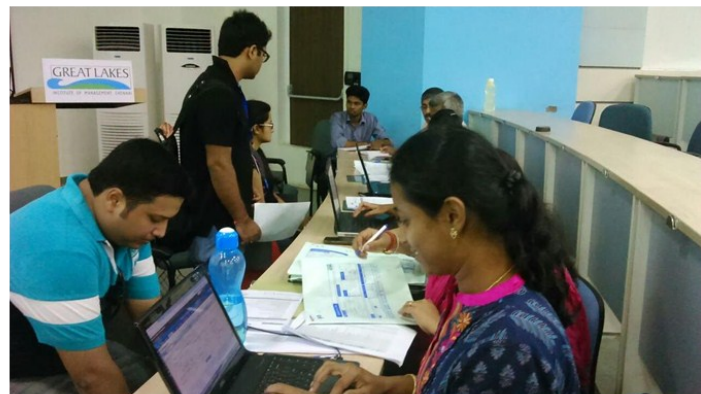
Great Lakes Institute of Management had its new batch of PGPM students named “Passionate Pandyas” arrive in the campus this month. The registration process for PGPM 11<sup>th</sup> batch was completed over a period of 2 days. This year saw 100% of the students coming on the first day since there was no waiting list. Like every batch, this year also there is a healthy mix of students from all parts of the country.

The LEED platinum rated campus made a great impression on the students and parents visiting for the first time and were really impressed with the flora and fauna inhabiting the campus. As an extension to making the campus more green and to reduce carbon emission inside the campus, Great Lakes has acquired two new electrically operated buggies. The buggies and bullock carts were used for transporting luggage to compensate for the restricted vehicular movement in the campus.

The students were as energetic as the previous batches and were so excited about their stay at Great Lakes and the challenges that lie ahead. Passionate Pandyas were so impressed with the campus and systematic approach with which the registration process took place. The overall process was well organized and successful without any glitch and earned great appreciation from the parents and students who visited on the day. Here are few pictures of the day.







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## GLPSS Management and Entrepreneurship Program conducted at Great Lakes, Chennai

Great Lakes Institute of Management along with P.S Educational Society organized it's GLPSS Management and Entrepreneurship Program certification and passing out ceremony of the 5th batch at its campus today. Great Lakes has been offering this unique program to the 11th standard students, enlightening them on entrepreneurship and management - as a CSR initiative for the past 6 years. The Chief Guest for the occasion was Mr. Sukumar Rajagopal, Former SVP, CIO & Head of Innovation at Cognizant Technology Solutions.

The program is for two year duration, with a total of 200 hours of learning, spread over 18 months. It includes field visits to corporate establishments and business practical sessions for 1 month at the end of the first year under the guidance of professors or industry experts in a business house of their choice approved by Great Lakes. The program is focused on activities under Entrepreneurship forum to inculcate and develop the spirit of entrepreneurship among young students.



Inaugurating and welcoming the session, Shri A.N. Radhakrishnan, correspondent, P.S. Educational Society advised the students on the value of R & D (Routine and Details) and how decision making is an integral part of managing routines and its impact on management as a whole.

Prof. Dr. Vaidy Jayaraman, Associate Dean, Great Lakes Institute of Management presented useful tips on making the right choices in career and leveraging the resources that are available for this generation of students.

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Speaking on the occasion, Chief Guest - Mr Sukumar Rajagopal, Former SVP, CIO & Head of Innovation at Cognizant Technology Solutions reiterated on making the right business decisions. He also emphasized on the impact of innovative thinking and teamwork.

The Chief Guests address was followed by distribution of the certificates to 36 students who successfully completed the program. The session came to an end with Prof. RS Veeravalli, honoring the guests with memento. Ms. Lakshmi Srinivasan, Principal PS Senior Secondary School, proposed a vote of thanks. .



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## Mr.Mohan Lakhamraju's Book review in Business World



Braving All Odds the book highlights the life journeys of seven achievers who came from typical middle class backgrounds, says Mr. Mohan Lakhamraju, Vice Chairman, Great Lakes Institute of Management.

India is currently going through a golden age of entrepreneurship. Never before in centuries has the entrepreneurial ecosystem been as supportive or the economic drivers been as conducive for budding entrepreneurs. One of the most essential ingredients of any thriving entrepreneurial ecosystem is the celebration of successful ones and the telling of their stories. Given the travails that every entrepreneur faces during his/her journey, knowing about others who had to overcome similar hurdles provides inspiration when it is needed the most.

To read the complete review <http://www.businessworld.in/news/economy/braving-all-odds/1809662/page-1.html>

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## Karma Yoga Featured in PRiME time blog

The blog is written and managed by Giselle Weybrecht, author of 'The Sustainable MBA: A Business Guide to Sustainability' and a writer, speaker, lecturer and advisor on sustainability issues within management education. PRiMEtime shares best practices on how to mainstream sustainability and responsible leadership into management education globally. The blog serves as a platform to share and discuss inspirational activities that promote the development of responsible leaders. The blog features examples from around the world and includes both success stories and lessons learned.

PRME – Principle for Responsible management education is the first organized initiative between United Nations and Business schools. It serves as a framework for systemic change in business schools and management related institutions.

### Students Take a Role in Strengthening Local Communities – Great Lakes Institute of Management India



Students at the Great Lakes Institute of Management in India have a required experiential learning project called “Karma Yoga” where students work with a number of local villages adopted by the business school. I recently spoke with Arulsamy. S, the General Manager of the *Karma Yoga* Leadership Experiential Project, about the school’s approach and the impact the project has had. To read the Article Online : [click here.](#)

Experiential learning provides a unique opportunity for students to engage in responsible leadership topics outside of the classroom.



## 5 TRENDS IN MOBILE GAMING TO WATCH OUT FOR IN 2015



Arpit Srivastava ( PGPM 2013-14)

With the commencement of a new year, the mobile gaming industry is expected to take new turns in order to surprise gamers in more ways. Customer acquisition and retention has always been a tedious task in this highly dynamic industry. A single breakthrough product changes the direction of the industry and threatens to run away with all the bounty until some other engaging game arrests its progress. But by and large, these trends will prevail in the market in 2015.

To read the complete blog : <http://www.greatlakes.edu.in/blog/5-trends-in-mobile-gaming-to-watch-out-for-in-2015>



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