

GREAT CONNECT



Dear Great Laker,

Greetings!

This edition marks the various cultural and academic activities that happened in August-October period. As usual the campus was full of vibrant and enthusiastic mood. The esteemed KY Convention, Financial Conference, HR Conclave, SWIM, blood donation camp were some of major events conducted.

KY Convention was held on 24th August and over 160 students participated across 20 Karma-Yoga villages. The event was inaugurated by Mr. Vellore C. Srinivasan, an environmentalist and a member of the Planning Commission. The event was conducted in 4 thematic areas – Education, Capacity Building, Agriculture, and Health.

SWIM the most prestigious event of the year was held on Sep'4 and the theme was "WO (man) in the Boardroom, Mars or Venus - Theory and Practice". With remarkable efforts of the Events Committee, the event was a great success. The theme of this year's Financial Conference was "Emerging Issues in Banking and Finance" and the event was graced by DR. Subir Gokarn, Former Dy. Governor RBI. HR Conclave 2013 was held on Sep'12 which had the participation from corporate world. Mr. Mohan Narayanaswamy, MD & COO of iNautix was our Chief Guest and Mr. P. Dwarakanath, Advisor-Group, Human Capital, Max Group delivered the Key note address. We also will have 16 eminent HR professionals from the reputed corporate. The theme for the event this year was "Strategic HR - Impacting Business Results". The sessions were extremely insightful and we gained a lot from these events.

Then there were series of festivals like Diwali, Ganesh Mahotsav, Dandiya Night that were celebrated in full spirit by the students. Meanwhile the race for the top spot continues. Great Lakes has been ranked 8th best B-Schools in the Outlook rankings and 9th in the Top Executive 15 Executive Programs by Business Today.

Apart from these there has been lots of engagement activities with our Alumni including the Bangalore meet, Delhi meet, Chennai informal meet. All these activities have strengthened the fabric of our relationship with our Alumni. We are pleased to inform you that we are having Mega Alumni Meet on Jan'4 -5 on our campus. Do register on <http://bit.do/GLMegaAlumniMeet2014> and we hope to see you all in January.

We look forward to hear from you with your stories, comments and suggestions at alcom@greatlakes.edu.in

Happy Reading,

Mohit Bajaj,

Editor - Great Connect

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KY Convention

The Second Annual Karma-Yoga Convention, conducted at the Great Lakes Chennai campus on 24th August 2013, had over 160 participants from the 20 Karma-Yoga villages. The participants from the villages included panchayat presidents, women's self-help group leaders, school principals and teachers, farmers and students. Right from the inauguration of the event by Mr. Vellore C. Srinivasan, an environmentalist and a member of the Planning Commission, the event went on with several information sessions, development plan presentation by several social groups, and interactive session between the guests from the villages and the experts from different fields with an aim to design sustainable development plan aligned to the needs of the villages.



Photography Courtesy Mohit Agrawal – PGPM'14

The convention provided a platform for understanding the problems faced by the villages, ideation and finally enable the villagers to devise solutions for the problems. The main event consisted of panel discussions and sessions by several renowned social groups such as Tamil Nadu Science Forum, Canara bank

CSR, Krishi Vigyan Kendra (Kaattuppaakkam), RUWSEC and many social entrepreneurs. The event was conducted in 4 thematic areas – Education, Capacity Building, Agriculture, and Health.



In **Agriculture thematic area** the speakers talked about promoting organic and integrated farming among farmers and farm-women, children and youth. Emphasis was specifically laid on the population growth and its effects on the food availability, good soil, and clean water to facilitate the agriculture environment. Pros and cons of using chemical fertilizers were also discussed. The audience was amazed to see the video which explained garbage collection from each house in the morning getting converted into methane within 24 hrs.



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In **health thematic area** the panel discussion laid emphasis on the importance of Health and how the usage of greens is forgotten. He urged people to grow at least 10 varieties of greens in their gardens. They also explained how the amalgamation of spices present in our kitchen can act as life savior. Some Light was thrown on importance of herbs and plants available in the village. Several medical conditions like snake bites can be cured using these herbs. Mr Srinivasan walked the villagers through his tree plantation activity.



Photography Courtesy Mohit Agrawal – PGPM'14

Audience was highly engaged and participative in **self-help thematic area**. The speaker Mr. Amutha Mathiyazhagan conducted a highly interactive session. Several issues faced by the villagers in everyday life were addressed - the issue of loan and other borrowings, unsupportive families, lack of education, finance, rural caste system. The session ended with a discussion on how to overcome the issues with self resiliency.

In **Education thematic area**, the main speaker Mr Theendayalan instantly seized everyone's attention through his poetic introduction which emphasized the necessity of education right from childhood and the need to send children to school without fail. He reiterated the importance of edification by mentioning struggle of few social reformers in the field of education and their determination to fight for their rights. Later on the other speaker Mr.Venkatesh addressed the mass by introducing Malala and her contributions in form sacrifices for promoting education. He explained to them the fact that it was little girl's audacity and willingness to do good for society which made her to reach the international platform of UN. He briefed about the undertakings of his own organization, T.N Science Society and expressed his willingness to form educational

associations in each village with prime focus on the improvement of quality education.



The spirit of Karma Yoga was truly reflected through voluntary participation of more than 100 students who with their tireless efforts shaped the event to success. The event also showcased the strong relationship that the students have built with the villagers through the past few months of Karma Yoga operations.

- KY Convention Editorial Team

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Financial Conference - The Fourth Annual Great Lakes-Union Bank's Conference on Emerging Issues in Banking and Finance

One of the most prestigious events this year was the Financial Conference held at Chennai campus. This was the fourth consecutive year when the Warlords of Finance graced our college. An annual activity as a part of Union Bank Center for Excellence at Great Lakes Institute of Management, the Financial Conference 2013-14 was graced by DR. Subir Gokarn, Former Dy. Governor RBI. Dr. Gokarn, currently the Director of Brookings India (Brookings Institution, U.S.A.), addressed the students about the contemporary financial standing of the country. Along with him the event also saw Mr. Pankaj Sharma, General Manager, Union Bank, Chennai addressing the students.



Photography Courtesy Punit Nema – PGPM'14

The guests of the occasion were received by Uncle Bala and the event took off with his welcome address. The theme of the event was 'Emerging Issues in Banking and Finance'. Dr. Gokarn addressed the audience by saying "Every crisis is a mix of challenge and opportunity, challenge to deal with it and opportunity to grow. As a result what we have today is the powerful ensemble of sharp minds that could overturn any given financial crisis." in his speech for the occasion. Mr. Pankaj Sharma pointed out that people in India with the current situation of the economy should be proactive and urged the students to be a part of the innovation. He said "In a dynamic and

more complex market one needs to be more proactive. Great Lakes is doing a fine job by pooling not only country's finest intellects but individuals from all across the globe to present path breaking ideas. I urge every one of you to continue your quest towards innovation."

The conference witnessed participants taking part from Mexico, Malaysia, Indonesia and Philippines among others. It was a congregation of brilliant minds from across the globe where over 70 papers from all across the world were submitted, of which 15 papers were selected to be presented on the day of conference.



Dr. Subir Gokarn, Director, Research at Brookings India (Brookings Institution, U.S.A.)

The conference aimed at promoting new and innovative ideas in the field of finance and economy.

Participants presented research findings on topics such as:

Banking and Economics – Internationalization, merger and acquisitions, banking regulations and norms & guidelines

Finance and Investments – International trade and finance, asset pricing theory, IPOs, VC & PES and market microstructure
During the conference Dr. Subir Gokarn shared his expertise on monetary policy, financial regulation, corporate governance and globalization. The conference served as a research forum for academic scholars, financial analysts, bankers and financial consultants to present their research work on emerging issues in the areas such as Banking & Economics and Finance & Investment.

Moreshwar Dani
PGPM – Class of 2014

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HR Conclave

Great Lakes Institute of Management, Chennai hosted the sixth Annual HR Conference. The chief guests were Mr. Mohan Narayanaswamy, MD & COO, iNautix Technologies India Pvt. Ltd., Mr. P Dwarakanath, Advisor - Group Human Capital, Max India Ltd and Mr. Ashok Vasudevan, Chief Executive at Preferred Brands International. The guests of the occasion were received by Dr. Bala V Balachandran, Founder & Dean, Great Lakes Institute of Management.



Photography Courtesy Punit Nema— PGPM'14

The theme for the event this year was “Strategic HR - Impacting Business Results”. The economy is facing instability and the businesses are competing with each other trying to defy the turbulent times. This situation calls for highly strategic decisions aligned with the corporate goals. Human capital, being a critical aspect of businesses needs to be handled strategically too.

In his inaugural address Prof. Bala V. Balachandran, Founder & Dean, Great Lakes Institute of Management said, “Every business functions with a common ideology of keeping its customers first, but in my opinion it is human capital that comes first because human capital enables the service to customers. India has tremendous human capital, if we nurture the human capital in a right direction, we can overcome any given crisis that we face today.”



Chief Guest Mr. Mohan Narayanaswamy, MD & COO, iNautix Technologies India Pvt. Ltd. started with the question “Are we learning as fast as the world is changing?” Indeed, an important question but difficult to answer. He supported the ideology that today, every company must create an environment to catalyse the collective intelligence of its human capital. Each one must be kept abreast of the latest technologies, because that is the way to make a difference in today’s corporate scenario.

Delivering his key note address Mr. P Dwarakanath, Advisor Group



Human Capital, Max India Ltd. reiterated that the success of businesses in today’s world not just depends on intelligence and business strategies, but human capital plays a major role in driving the competitive advantage. Every organization must invest in developing the talent of its human capital. He concluded his talk by quoting Peter Drucker’s famous line, “Culture eats strategy for breakfast”.

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SWIM 2013

Held on 4th September 2013

Theme: **"WO (man) in the Boardroom...Mars or Venus. Theory and Practice"**

The cry could not have been louder, the expressions could not have been more explicit. The extent of under representation when it comes to Women in the top leadership positions is forcing us to believe that we are missing out on something very elementary but having an inordinate amount of significance. Great Lakes Institute of Management with its SWIM initiative pioneered it as early as 2005. SWIM or Successful Women in Management felicitates women for their contributions in different fields of management and salutes their spirit for making it large.



Photography Courtesy Punit Nema– PGPM'14



This year the central theme of SWIM was "WO (man) in the Boardroom. Mars or Venus ...Theory and Practice" which today, is a prevalent scenario in the corporate world. The theme was addressed by some of the eminent personalities such as Ms Renuka Ramnath (Founder, MD and CEO of Multiples Alternate Asset Management), Ms Nirmala Menon (Founder and CEO, Interweave Consulting) and Dr. Usha Shriram (ACCER Health) who graced the event with their experience and knowledge. Ms Renuka Ramnath quoted a famous saying by Diane Mariechild "A woman is the full circle. Within her is the power to create, nurture and transform". She stressed upon the mantras for women to succeed in the corporate world and the auditorium reciprocated with enthusiasm and applause.

In his speech Mr. Ashok Vasudevan said, "If you find harmony in your work, harmony with your colleagues and harmony in your work environment, then you have the work and life balance. The biggest challenge is not to get anchored to anything and when you do that you are in harmony with work."

Next, the floor was later taken over for the panel discussions. The panelists comprised of vice presidents and senior management from top companies such as Frost & Sullivan, Nokia, Citibank, Mphasis, Asian Paints, Ingersoll Rand and ICICI Bank. The diverse backgrounds of the panelists encouraged an overall learning of all the spheres of business. The highlights of the discussions is as follows :

Panel Discussion Topic – 1: HR's impact on Strategic Execution

By deploying appropriate talents and by creating aligned learning, HR ensures first-time right solutions to the customers. HR leaders shared their experiences of building and developing the talent pool, and deploying the talent effectively for best results for the customer.

Panel Discussion Topic – 2: HR: Fostering Innovation

Innovation across the organization needs to be encouraged and channeled towards building and leveraging new business opportunities. HR has a significant role in creating the right platforms for encouraging and leveraging innovation.

Panel Discussion Topic – 3: Role of HR in Organizational Transformation

Organizations realign to meet the business needs, by constantly evolving structure, people, processes and technology. This calls for an agile HR, which ensures minimal disruption and smooth change adoption across, with aligned mindset and skills.

Sakshi Sharma
PGPM—Class of 2014

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Driven by the passion of empowering women, MsNirmala Menon took the discussion to new realms by asking the crowd – ‘Should gender even matter?’ .Today, it really does not matter what gender you belong to, all that is needed is an urge to succeed and a firm determination to excel. The most important thing that the women are yet to learn is that nobody gives you power, you just have to take it.



The enlightening words by the esteemed speakers were successful in catalysing the thought for women empowerment in the audience and in igniting the passion for success among young women who are the forbearers of the nation's success in the modern world. A mere presence in the auditorium filled with positive energy and wise words gave me an insight into the challenges in the modern work culture and the efficient ways to overcome them. The lessons learnt will definitely guide me to steer through the dynamic competition which forms the essence of today's corporate world.

Sonal Chawla

PGPM—Class of 2014

Bangalore Alumni Meet

The Bangalore Alumni Meet 2013 was held at The Royal Orchid Cen-



tral, Bangalore on the 7th of September. Graced by the august presence of Uncle Bala and also Prof. Sriram, Dr. T.N.Swaminathan and Director – Corporate & Career Services, Mr. Shreenath, the event saw a turnout of close to 90 alums, and was a big success! Pictures and updates on their alma mater transported the Lakers back to their B-school life and made them nostalgic! Communication about the newly launched Great Lakes Knowledge Series, a monthly event to foster interaction with Professionals and Entrepreneurs, was well received. Uncle Bala's vision for Great Lakes for the next 9 years, of going from 'Good to Great' elicited great support and a promise of active participation from the entire alumnus community. The lively and fun-filled evening saw enthusiastic bonding and sharing of light moments of Great Lakers across batches.



Neena Sagar Pratap

Alcom'14

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Delhi Alumni Meet

It was a fun filled evening when the Alumni, now busy as ever in the corporate world, took time out from their busy schedules and braved the Delhi chill to join us. The alumni meet was held at Maple Exotica, in South Delhi. It was kicked off by an informal update of the latest happenings in Great Lakes, by the alumni committee members which was then followed by an address to the alumni by Prof. T.N Swaminathan, Director – Alumni Relations.

The occasion was also graced by Dr. Himadri Das, Director – Great Lakes Gurgaon who also addressed the crowd and shared the happenings and upcoming plans for the Gurgaon campus.

We also had a few Alumni sharing their experiences of how life changed for them from their time at great lakes to getting back to the corporate world. The food and drinks were then opened to the crowd, over which old friends met and some new friends were



made. Using the occasion as a platform we also told the people about the Mega Alumni meet in January and persuaded them to come. As a token of appreciation and our gratitude, we gave away college brochures along with a Thank You note by Prof. Swaminathan. Overall, the Great Lakes alumni meet with the attendance of around 60 was a huge success in Delhi

Adarsh Mattu

Alcom'14

Dubai Alumni Meet

Dubai Alumni Meet was held on a 'Dhow Cruise' along the Dubai Creek. It was attended by 15 alums, who took out time from their busy schedules to relive the memories of their alma mater. The meet was graced by the presence of Prof. Easwar Krishna Iyer and Prof. Tapan Panda.



Everyone had a great time as the cruise passed through some of the beautiful views of the city under the night light- old town, Sheikh Saeed's house, birthplace of Sheikh Saeed, Heritage village, golf club, parks and skyscrapers of the city. The meet was a huge success and gave the alums an opportunity to grow their network and make new friends in a home away from home!



Vikrant Singh

Alcom'14

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Great Lakes Knowledge Series

Great Lakes Institute of Management's Knowledge Series, an ambitious initiative organized with an objective to foster the intellectual capital of Great Lakes with industry, corporate professionals and entrepreneurs on latest trends, business tools, market and economic development.

Dr. Bobby Srinivasan, Distinguished Professor, Great Lakes Institute of Management and Former President of Institute for Financial Management and Research, delivered a presentation to the corporate honchos on the topic, **"Sagging Indian Rupee, Returning home to lower economic growth."** The presentation officially flagged off the inaugural session of Great Lakes Knowledge Series in Chennai.

In the second edition of the Great Lakes Knowledge Series held in Bangalore on October, 17 2013, **Mr. Anirban Dey**, Managing Director, SAP Labs India addressed corporate professionals, managers and entrepreneurs on the topic, **"Turning big data into big advantage"**. He spoke about the power of intelligent data and the role of mobile enterprise in revolutionizing data storage.



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Great Lakes ranked among top B-Schools across the country

TOP 15 EXECUTIVE PROGRAMMES
A new ranking by BT-MDRA based on a survey of perceptions

RANK	INSTITUTE	PERCEPTION SCORE
1	Indian School of Business, Hyderabad	850.3
2	Indian Institute of Management, Ahmedabad	814.8
3	Indian Institute of Management, Bangalore	803.1
4	Indian Institute of Management, Lucknow	815.1
5	Indian Institute of Management, Calcutta	795.7
6	XLRI, Jamshedpur	770.6
7	S. P. Jain Institute of Management & Research, Mumbai	693.2
8	Indian Institute of Management, Indore	626.3
9	Great Lakes Institute of Management, Chennai	570.9
10	Management Development Institute, Gurgaon	492.0
11	International Management Institute, Delhi	481.9
12	Institute of Management Technology, Ghaziabad	388.2
13	Indian Institute of Management, Shillong	340.2
14	Narsee Monjee Institute of Management Studies, Mumbai	298.8
15	Welingkar Institute of Management Development, Mumbai	185.8

Top 10 One-year MBA programmes

RANK	Institute	City
1	IIM	Ahmedabad
2	IIM	Bangalore
3	ISB	Hyderabad
4	XLRI	Jamshedpur
5	IIM	Calcutta
6	IIM	Lucknow
7	IIM	Indore
8	GLIM	Chennai
9	IIM	Kozhikode
10	IMT	Mumbai

Outlook 2013 BSchool Rankings for 1 yr MBAs_Oct Issue

Business Today Oct 2013_Top Executive MBAs in India

B-Schools SURVEY 2013 **The Rankings** **BUSINESS INDIA • THE MAGAZINE OF THE CORPORATE WORLD**

NEXT 50

NAME OF INSTITUTE ESTABLISHED	CITY	DIRECTOR NAME	SEATS	AVG. SALARY (₹. LAKHS)	WEBSITE
11 Jamnalal Bajaj Institute of Management Studies 1965	Mumbai	Kavita Laghate	120	S3	www.jbims.edu
12 IBS, Hyderabad 1995	Hyderabad	Narasimhaiah Gorla	979	S2	www.ibshyderabad.org
13 Indian Institute of Foreign Trade 1963	New Delhi	Surajit Mitra	204	S2	www.iift.edu
14 Indian Institute of Management, Kozhikode 1996	Kozhikode	Debashis Chatterjee	326	NA	www.iimk.ac.in
15 National Institute of Industrial Engineering 1962	Mumbai	Karuna Jain	206	S3	www.nitit.edu
16 Great Lakes Institute of Management 2004	Chennai	Bala Balechandran	296	S2	www.greatlakes.edu.in
17 Shailesh J. Mehta School of Management, IIT Bombay 1995	Mumbai	Devang Khakhar	100	S3	www.som.iitb.ac.in
18 Indian Institute of Management, Indore 1996	Indore	N. Ravichandran	450	NA	www.iimdr.ac.in
19 International Management Institute 1981	New Delhi	Pritam Singh	119	S2	www.imi.edu
20 Symbiosis Institute of Business Management 1978	Pune	Vivek S. Sane	240	S2	www.sibm.edu
21 L.N. Welingkar Institute of Management Development 1999	Mumbai				

Business India B School Ranking Nov 2013

Great Lakes continues to be ranked among top B-Schools across the country. We feel absolutely great and proud to be part of this esteemed institution. We congratulate all the Alumni, faculty members and students from current batches who have delivered the world class results consistently. Not to forget, they have kept the humility part intact. We hope to fulfill the dream of our uncle Bala to be among top 5 B-Schools in the country soon.

Great Lakes Alumni Trekking - Sep'22

Sandeep, Abhilash and Eklovy of Spartans batch organized a trek last on Sep'22 wherein about 15 Spartans & Mighty Mamallas participated. We thank them for taking the initiative. The event was enjoyed thoroughly and we hope to see many more events like these in future.



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A Dream run

It is with pleasure that I inform you that we had our First Great Lakes Marathon (mini) on 20th Oct 2013 which saw a participation of more than 150 people including Faculty, Staff and of course the ever energetic Great Lakers!

Like every mortal I too had a dream when I first entered the campus of Great Lakes Institute of Management. It seemed like one which no one else here shared with me, or at least I believed so, until I met Paripurna, a gold medalist marathon runner from Infosys. I have always envisioned a healthy and happy India. But health comes with a big price tag. It needs consistent investment of time for physical activities and a self-check on one's eating and sleeping habits. The big question: Is it so difficult? I always question myself - why do I fall into the trap of unhealthy eating habits and disturb my sleep cycle over work or play, even though I a full

team we kept the show running.



aware of its repercussions in the long run.

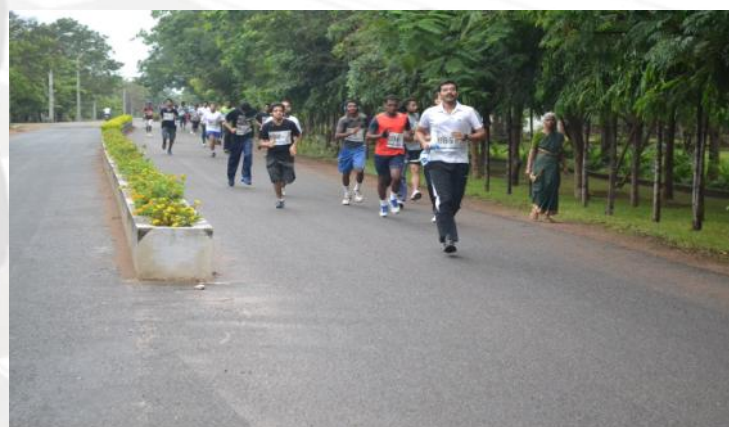
Meeting the health conscious people at Great Lakes rooted the idea of a trend of healthy living, and this is how the whole concept of a 'Great Lakes Run' sprouted. The major tasks which had to be handled were – the decision on the distance and identification of a suitable track. After assessing various aspects of our initially considered track sets, we finally decided to organize the run at a 4 km arc near Annupuram. The credit for helping out in this decision goes to Sankaran sir as he advised us regarding the local intricacies.

Once, these important decisions were made, we were all set to move to the next phase – 'facilitating awareness and ensuring people involvement'. The Branding and Public Relations team at Great Lakes, worked hard to spread the word about this run in the college as well as the nearby areas. Apart from the students, we had complete support from the faculty members and the college administration. Everyone helped us in every way they could and as a



Photography Courtesy Mohit Agrawal – PGPM'14

Finally the D-day arrived with all the preparations complete, and all the people excited about the first ever Great Lakes run. But the night before, we faced a challenge from the Nature God. It seemed that our efforts were being questioned by Him in the form of a fierce thunderstorm and heavy rains. Our heart started sinking from the fear of failure after putting in our best. It was time to ask another big question – Can we still pull this off?



But as they say 'with intentions as pure as the Ganges, nothing can put you down'. These words proved themselves when in the morning, the rain subsided, and the beautiful clear sky showed the light of success with the first ray of the sun. We succeeded in getting over 150 participants from our college and outside to participate in the historical run.

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There was a stroke of euphoria that had gripped the atmosphere. Everyone around, the students, support staff, volunteers and even the local audience was full of energy and enthusiasm. Each participant completed the run and everyone was glad with the way things turned out. The event finished with a wave of fun and love for fitness among all. But in the end, it left us with another big question: had the run ended or just started? And like each time, we had the answer. Yes, the race towards a healthier and happier future had just started, and it is we who will take the responsibility of making this contribution to our college, society and our country.

Abhineet Sinha
PGPM – Class of 2014

CULTURAL EVENTS At Great Lakes

A gush of wind.. A wave of positivity.. Modak.. Colors & Chants @ Ganesh Chaturthi..

Ganesha Chaturthi was celebrated in full fervor at Great Lakes Chennai campus this year. As the legend has it, Maa Parvati created Lord Ganesh through Sandalwood Paste rubbed from her Body. But a War took place between Shiva and Ganesh and in the result Ganesh's Head was replaced by an Elephant head. Lord Shiva also declared that from this day the boy would be called Ganesha (Gana Isha : Lord of Ganas).



Photography Courtesy Vaibhav Agarwal – PGPM'14



A few good men from the Marathi community had this brain child of creating a mini Mumbai at the Great Lakes campus and fill it with the positive energy that floats around with the chants of "Morya re Morya... Ganapati Bappa Morya". Despite the hectic schedules of the term papers, the organizing team put up a phenomenal job of making this festival a grand success. From the arrival of the Bappa in the campus to the farewell, the college was painted in one color, of optimism, true belief and success. Graced by Uncle Bala, Dr. Vaidy Jayraman and people from the faculty and non teaching staff, the Maha Aarti was held in the afternoon.



The grandeur of the Visarjan and the energy among the bhakts from the GL Ganeshotsav mitra mandal was unparalleled. Between the air filled with colors and the echoes of the Ganpati chants-we bid farewell to Bappa in the Bay of Bengal at Mahaballipuram. With the hope that our Ultimate CEO (as coined by Uncle Bala), will return the next year to shower his blessing we shall reminiscence the memories of the grand festival until then.

Manish Hasija
PGPM – Class of 2014

Dandiya Night Special

The much awaited 'Dandiya night' of Great Lakes Institute of Management, Chennai was organized on Oct'13, 2013. This day was about showcasing of all the efforts that had been made towards making it a success. From teaching Dandiya dance to people to arranging ethnic dresses and dandiya for them, our very own Gujju group at college did some brilliant work of organizing this event. The institute bore a festive look.



Photography Courtesy Kish Nandan – PGPM'14

Excited people dressed up in the ethnic dandiaghagras were a treat to the eyes. The court was full of bright and colourful dresses. A huge crowd rushed towards the court with their

dandiya as they waited for the final set up of the music system.

And finally, the music began. All the students and the faculty members started grooving to the awesome dandiya music. We had several enchanting dance performances that evening. It was a wonderful sight as people got together teaching new steps to each other and danced to the beats.

The final performance of the evening was by the Gujju group. This group recreated the land of 'Dandiya Dance' at the court. The centre stage was occupied by the beautiful girls and the handsome guys. They all gave the spectators the real taste of Dandiya. The repetitive doses of popular music attracted everybody. Looking at the "shy ones", the "amateurs" and the self-proclaimed "bathroom dancers" grooving to the beats and enjoying each moment was in itself a testimony of the success of the event.

Towards the end, there was another exciting round of an open invitation to dance for everybody. All the spectators too joined in, and turned the court to a beautiful dancehall. Overall, it was a well organized, well planned and a very enjoyable evening.

Sakshi Sharma
PGPM – Class of 2014

Handi – Phod at Great Lakes

On Aug'29 students from Great Lakes Institute of Management got together to celebrate Janamashtmi, the birth anniversary of Lord Krishna in a traditionally rich way taking away some of the simplest yet important lessons in life.

The Events committee made just the perfect arrangements ensuring safety wasn't a hindrance to the fun that everyone was eagerly waiting for. A total of 7 teams (4 from PGPM, 2 from PGDM and 1 girl's team) competed in the event with an aim to form a human pyramid and break the haandi filled with Dahi. Teams showed excellent impromptu coordination, team work and human management skills to come together as a unit and break the haandi amidst the pouring waters from the sides.



Photography Courtesy Mohit Agrawal – PGPM'14

The act of making a human pyramid seemed terrorizing at the start and this bonded the teams together to the extreme in an attempt to prove that impossible is nothing. The first team to go in was section-4 team from PGPM and they set the mood of the evening from the word go. An extremely competent set of individuals broke the Haandi in style recording a time of 3 minutes. The benchmark was set, the adrenalin rushing and emotions overwhelming and with the music, water and colors in the background, the other teams got

pumped up to record a faster time to take away the attractive prizes offered. Not many other teams gave section-4 a run for their money, but section-1 PGPM batch had different intentions altogether. Bruised knees and elbows, Cuts on the lips during the practice sessions did not jitter this courageous lot. Against all odds, this team managed to break the Haandi setting a new record of 1 min 30 secs. This turned out to be the fastest time that evening and the joy of achieving the feat was evident on the faces of these students. Loud shouts of "Haathi Ghoda paalki, Jai Kanhaiya Laal ki" and "Ganpati Bappa Morya" were the highlight of the evening.

It was a matter of pride and honor when the girl's team took things into their hands with the last attempt of the night. Their first attempt to break the haandi did not go as per plan but their spirits were high and with the whole college backing them up and motivating them, the girl's team got the job done earning praises and respect from everyone who came to witness this exuberant event.

The event saw festivity getting redefined with students enjoying to the core, making new friends and getting to learn some basic success mantras of life.

Rahul Patankar

PGPM – Class of 2014

Current Economic Scenario and Its Impact – A Session by Bobby Sreenivassan

The day we were first introduced to Mr Bobby Sreenivassan was when the rupee was hovering around Rs 66 to a dollar. He spoke about the volatility of the Indian rupee and how things were going from bad to worse. He emphasized on what is being done, what needs to be done and what was to be expected of the future. He drew analogies with the Asian Currency crisis of 1997 with that of the recent state of India's foreign exchange reserves. The Indian government was starting to defend the Rupee against its free fall, sacrificing 30 billion USD worth of foreign exchange reserves. This, he believed was a wrong approach to the situation at hand. The way forward he said is to work on our fundamentals and improve the trade scenario of the country.

The banks have never served the Indians. The interest rates in any period have not beaten the inflation rate let alone cover for risk and productivity. Governments have failed their promise to resolve causes of deficit budgets. In the face of the diminishing value of the rupee the Indians have turned to the age old wisdom of investing in gold. Gold imports into the country have grown more than tenfold in the decade since 2003 to a mammoth \$53.7 billion in 2013. With an average return of 15% over the last decade this strategy has paid off for many Indians as a true hedge against inflation while other modes of investment have faltered.

Recently the cap over an Indian citizen investing abroad was reduced to \$75000 per year from \$200000 as an instrument to reduce our external commercial borrowings which stand at \$146 billion dollars. Besides this long term borrowing of \$218 billion and short-term borrowing of \$170 billion burdens the Indian back. The foreign exchange reserves of 277 billion US dollars would have to fulfill this obligation of returning the \$170 billion during the course of next 1 year. Without more borrowing and restructuring our reserves would drop to dangerously low levels if these obligations are fulfilled. With the reserves covering only 73% of our obligations we will have to deal with increasing levels of uncertainty.

The question facing our government is what needs to be done to stop the further depreciation of rupee. Some suggestions are At any time the foreign reserves available must meet 10 months of import.

Import substitution should become a priority. Efforts must be made to produce imported goods or find alternative sources within the country.

Adopt the methodology followed by Britain. Instead of stashing away the foreign currency balances in some other country, we can at least ask them to remit withholding taxes on the interest earned by the Indian depositors.

India should try and build good/strong relationship with countries like China, Germany, Saudi Arabia who all have huge trade surpluses. With their backing and shrewd austerity measures we can come out of the mess we have created.

We developed these insights through the course-Trading Practices by Mr Bobby Sreenivassan. The course began at Great Lakes Institute of Management in October 2013. We were expecting the course to bring out the nuances in becoming a good trader. During the course, we realised that trading is not only about the technical analysis but involves a good deal of understanding macro economic variables/scenarios. It has altogether been an enriching experience to be a part of this course with the sheer amount of knowledge and experience that Mr Bobby brings to the table.

Sugesh Govind & Anil Jacob Simon
PGPM – Class of 2014

Plant a Tree, Plant Hope!!!

“Someone is sitting in the shade today because someone planted a tree a long time ago” – Warren Buffet.

Trees give much more than soothing shade, in fact they are our last hope for maintaining the balance of this tapering Ecosystem. According to statistics from UN, India is left with only 23% of its land covered with forests. Public intervention has become inevitable under such circumstances, and even if we can't directly stop the deforestation, we can do the opposite i.e. plant a tree.



GREAT CONNECT

Blood Donation Camp

Keeping the quote in mind: "Charity begins at home" we started our first plantation drive in our very own Great Lakes Campus in collaboration with a NGO Project Green India this august. It was inaugurated by Uncle Bala and we planted 30 trees.



Photography Courtesy Mohit Agrawal – PGPM'14

After the first drive, we promised to take it to the next level, and in the second drive, with the help of 30 volunteers we surpassed our target of 250 plants and planted 300 trees in our campus. The entire college came together and contributed to the event, if not by planting a tree then by wearing green colour to support the cause. We planted trees around the new academic block and the new cricket ground. To keep the spirit alive and to provide a stable ecosystem to our coming generations we will be continuing such events throughout the year. Outside the Great Lakes campus we are supporting this cause by planting trees across India in collaboration with NGO Project Green India.

Anshul Naik

PGPM – Class of 2014



Blood Donation Camp was organized on October'31 was organized by the Rotaract Club of Great Lakes in which 98 students donated blood across all batches. We hope conduct such camps in future as well.

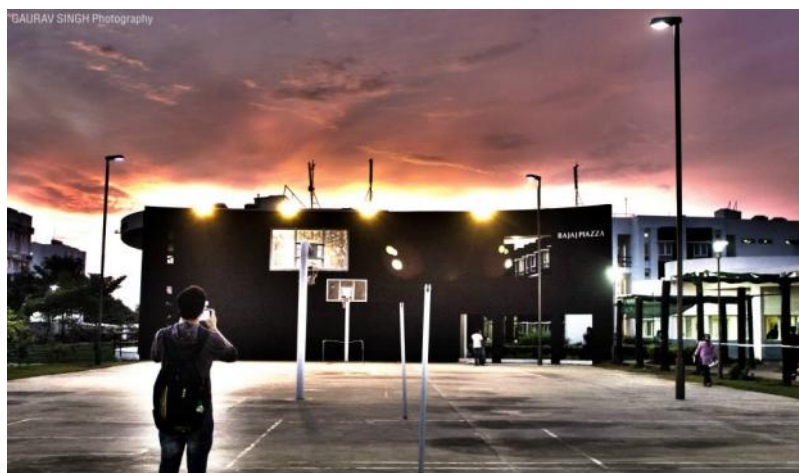
GREAT CONNECT



Sep'1	Shreya Gupta
Sep'2	Mayank Bhatnagar
Sep'3	Mohit Maheshwari, Astha Pandey
Sep'4	Ashima Malik, Ariha
Sep'5	B Shrikant Soni
Sep'6	Anand Shankar, Ranjabhoti Ghosh, Anurag Kush
Sep'7	Kunal Parekh, Harvinder Dhillon
Sep'13	Venkatraman K
Sep'14	Vaibhav Pant
Sep'15	Saurabh Jain, Kaustubh Ashok Shinde
Sep'16	Siddharth Nadarajan
Sep'17	Mansi Garg
Sep'19	Sananda Sengupta
Sep'20	Hamsa Sundar
Sep'21	Moreshwar Padmnabh Dani, Varun Kathuria
Sep'22	Manish Goel
Sep'23	Rohit Pandey
Sep'25	Abhishek Majumder,
Sep'30	Jasleen Singh, Varun Chaturvedi, Nellai Srinivasan N, Vaibhav Agarwal
Oct'3	Harshita Khanna
Oct'6	Abhishek Acharya, Anand Mahadevan, Pallavi Agarwal
Oct'10	Vikrant Singh
Oct'11	Mayank Mangla,
Oct'12	Mohit Bajaj
Oct'14	Diksha Gupta
Oct'17	Raghavendran J
Oct'20	Ashish Vashisth, Suhas Kadambi
Oct'22	Ankita Dwivedi, Aman Chawla
Oct'23	Mouli Srinivasan
Oct'24	Daman Malik, Madhur Bhaiya, Gyan Singh
Oct'26	Rajat Miglani, Neha Dewan
Oct'29	Megna Narsimhan
Oct'30	Aishwarya Pathak, Kartik Bhandari



Campus at Glance



Photography Courtesy Gaurav Singh – PGPM'14

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