

GREAT KONNECT



Dear Great Laker,

November 2014

Greetings!

We are delighted to bring to you the November edition of 'Great Connect' with the latest updates from Great Lakes Institute of Management.

The Clean-India drive was adopted across all the villages that come under the purview of 'Karmayoga' project, and the results were phenomenal. Karmayoga video festival took place as well, wherein all teams showcased their achievements and shared their experience.

Diwali was celebrated with great enthusiasm, cultural program followed by some firecrackers and sky-lanterns were thoroughly enjoyed. Everyone was dressed to kill!

The month was as eventful as ever, and with the arrival of winter, the weather at Great Lakes has become more pleasant and lively. A Marathon was organised to support the cleanliness drive, many of our Alumni also joined us and supported the good cause.

IIM-C Strategic Marketing Workshop was held, full of good insights and opinions relating to marketing and entrepreneurship. Shiv Khera visited the campus and shared his life-story and motivated the audience. Great Lakes is gearing up for L'Attitude 13° 05' . The competitions and planning for events are in full swing.

Great Lakers are posed with new challenges each and every day. Yet they stride ahead, unfazed. The place where chase for the dreams never stops- Great Lakes Institute of Management. I, with Samer Akhter, Nupur Agrawal and Priyanka Manojkumar bring to you the November edition of Great Konnect.

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

Happy Reading,
Raghvi
Editor - Great Connect

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The Swachh Bharat Campaign

Great Lakes Institute of Management is doing its bit to support the nation-wide cleanliness campaign “Swachh Bharat”, the students of Great Lakes have organized various events to support the noble cause. The karma yoga team of Great Lakes identified two villages near the campus - Village Jamberi and village Perumalcherry colony in order to carry out the cleanliness campaign at a national level.

The students started the campaign by initiating the cleanliness drive in their respective villages. The target sites were identified and the villagers were made aware of the movement and its benefits. The villagers also joined the movement and lent full support. Dr. Vaidy Jayaraman, Associate Dean, Great Lakes also participated in this campaign and said more villages will be added by the institute in the coming days, in this initiative.

The initiative is being supported by many events that are being organized at different levels.



Dr. Vaidy Jayaraman flags off the Clean India campaign at Jamberi, one of the Karmayoga villages. Karmayogis Raghvi, Asit & Santhosh in the background.

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Great Lakes Run 2014

The Great Lakes Gazelles, a group of fitness enthusiasts in Great Lakes organized Great Lakes Run 2014 to support the cleanliness Campaign. With a motto “Run for a clean India”, current students of Great Lakes and alumni ran a marathon of three and five kilometers, starting from the Anupuram Township road not too far away from the Great Lakes campus to support the noble cause.

Aravind Kumar, Spartans class of 2012, also the youngest Indian to complete the famed ultra-marathon - comrades (90 km) in South Africa this year, flagged off the event. Aravind began running in late 2011, here at Great Lakes. Aravind is someone for whom ultra-marathons is a habit. When we quizzed him about where he finds his motivation from, he said “Running is a way of living to me. I learn something new about myself each time. I run for the joy of running.”

Paripurna Pandey of the Progressive Pallavas batch (Class of 2014) was the first to finish the marathon but did not claim the position. For Paripurna, it's the target of improving his pace with each subsequent event and the confidence boost that keeps him motivated. When quizzed about managing to take out time for training in his busy professional life, he says it's all about the determination to run and time management.



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Diwali celebrations at Great Lakes

Diwali is the festival of lights, the festival that marks the triumph of truth over lie and the festival to share joy with each other. Great Lakes celebrated the festival with full spirits this year again. Preparations for the day had started well in advance. On the day of the festival, students were all dressed in ethnic wears and nothing looked more beautiful than the presence of young leaders in the always energetic campus. There were a number of events organized on that day by the events committee.



Designs from the Rangoli competition

The afternoon saw Rangoli competition and many exemplary rangolis were made. The events started with prayers. Moving on, a group presented a skit showing the life at Great Lakes. The play was well crafted and beautifully delivered. The crowd rose to joy as they could clearly associate themselves with the story line of the act. There were songs, raps and dance events on the day too. All the students gathered in their best traditional attire and had a great time.

After the indoor events, students moved outside to burst crackers. There was a little bit of rain-drops in the sky but the spirit of Diwali set the notes very high. There were lanterns lit that slowly made their way into the sky and as time went by, some more memories for all of us in our minds and hearts.



Lakers in festive mood. Celebrations at its best.

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Mr. Shiv Khera visits Great Lakes

Author, Consultant and well-renowned speaker, Mr. Shiv Khera visited Great Lakes this month and delivered a power speech to PGPM and PGDM students of Great Lakes.

Dr. Vaidy Jayaraman, Associate Dean, Great Lakes welcomed Mr. Khera. In his welcome address, Dr. Vaidy spoke about the several roles that Mr. Khera has been playing successfully and how this interaction was going to be a truly enlightening one for the participants.

Mr. Khera started off by saying that the world is changing faster than ever and one can only master the things that remain constant. He mainly spoke about mastering three skills - People skills, Persuasion skills and prioritizing skills and made it all the more interesting with interesting anecdotes and real life examples.

Mr. Khera also advised the students on the importance of having good relationship with people around, which helps in the overall development of the character of a person.

Sharing many incidents from his own life, Mr. Khera thoroughly kept the participants' attention intact. Later after the session, Mr. Khera visited all the facilities in the campus and highly appreciated the quality of the institute. The students also interacted with Mr. Khera one on one and gained some deep career advice. He also obliged to the request of the students to take photographs with him. It was a day of some motivational thoughts sown for the students with the awe of meeting one of India's best-selling book author and an acclaimed global consultant.



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Another season of Strategic Marketing Workshop

In association with IIM-C Alumni Chennai Chapter, the Strategic Marketing Workshop was held on Saturday, 22nd November, 2014. In its 12th year of celebration, the workshop included the competitions like case studies, profiling, social media contests and best questions from audience. Event started with Prof. T N Swaminathan addressing all the eminent CEOs & promoters of successful start-ups from IIM-C Alumni Chapter. Also, our Associate Dean, Dr. Vaidy Jayaraman, gave a heartiest wel-



The event started with the panel judging the first case study competition. With placement season approaching, the students had several questions regarding the hiring by mammoth firms. Before breaking for lunch, the panel was able to provide insights to the queries put up by the batch. The second case study competition was held post lunch followed by the result declaration of all the competitions and cash prize distribution. The winners of both the case study competitions (i.e. Team Eagles and Team SOG) won cash prize of Rs. 25, 000 each and runner ups grabbed Rs. 12, 500. Tweets and FB posts poured in for the contests. Prizes worth Rs. 1, 00, 000 were distributed. Thanks to our sponsors Pepsi.

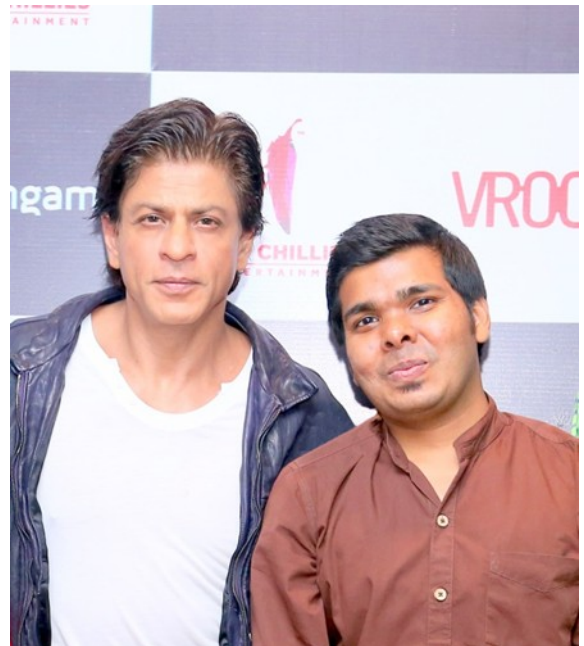


In picture: (Top) Mr. T.N. Swaminathan giving the welcome address. (Below) The Panel from IIM-C (Alumni)

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It's a Happy New Year for Prateek & Tushank

Tushank Sharma and Prateek Varshney (PGPM 2015) have won the first prize in nation-wide Social Media Marketing contest for Sharukh Khan's latest Movie release Happy New Year. The contest was organized by the India's largest game studio- Vroovy in association with Hungama Digital Entertainment. The social media campaigns were judged on creativity, reach, quality of communication, number of downloads and innovation in the marketing channels used. It was an honor for Prateek to be a part of Happy New Year official game launch party and receive the awards from Mr. Shahrukh Khan at Hotel Taj Lands End, Mumbai.



Prateek Varshney with Shahrukh Khan



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