

GREAT K NNECT



Alacrity



October 2016 Edition

Editorial

Dear Great Laker,

Warm Greetings!

*We are thrilled to get to you the October edition of Great Konnect. We have followed a theme of “**Alacrity**”. In this changing world, we should be observing constantly, stay open minded and eager to learn and improve. This gets us closer to Success.*

Through Great Konnect, we want to carry forward the vibe of Vibrance. The past month was eventful with the celebration of Navratri at the campus.

With the dates for Annual Alumni Meet announced as January 21 & 22, 2017, we—the Alcomers are thrilled to organize the event and meet you all.

We have exciting updates on the alumni front. With Great Lakers’ start up Weblistr being featured in an interview and various alumni meets happening in different cities, alumni corner, the issue has many interesting things to read.

Please feel free to send your feedback and 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

Dear Great Laker,



Greetings from your Alma Mater !

I am happy to connect with you once again through this dedicated Alumni Newsletter- Great Konnect.

On the alumni front, the month has been quite engaging for all of us. I am happy to see the efforts by various Alumni who take out time from their busy schedules to meet up with their batch mates and conduct powerful sessions. We are looking forward to witness more of such sessions.

The dates for the Annual Alumni meet has been decided as January 21—22, 2017. I invite every one of you to be part of this event and make it a memorable one. It is time to come together and celebrate as Great Lakers and build a strong and effective alumni community.

Another way to stay connected with fellow Great Lakers is the Alma Connect platform. Login/register in the Alumni portal at www.greatlakes.almaconnect.com

Please feel free to write to me with any news and we will be very glad to include them in Great Konnect.

Happy reading and with best wishes !

*Prof. T. N. Swaminathan
Great Lakes, Chennai*



ALUMNI NEWS



Rashika Jain



Karthik K. Bhandary

WEBLISTR

Weblistr, a start-up founded by Great Lakers - Rashika Jain (PGDM 2014) and Karthik K Bhandary (PGDM 2014) was featured in knowstartup.com.

[Weblistr](#) is an online shopping guide stated with the mission to simplify the world of online shopping for users and help online companies connect better with their shoppers. Almost all products and services are available online today through a website or an app, but there is a lot of information gap. That's where Weblistr comes in. Through their portal they help users discover, rate and review online companies.

Read more to know about the start-up:
knowstartup.com/2016/10/online-shopping-guide-weblistr/



GLAA News & Events

Dubai Alumni Meet



Great Lakers in Dubai met Uncle Bala in an alumni Dinner Meet on Oct 2nd. The meet happened at 25 degrees North, Business Bay, Dubai.

Delhi Alumni Meet



Over 30 alumni from Delhi met over a dinner meet and interacted with Uncle Bala. The meet happened on September 28, 2016 at The Great Kebab Factory, Radisson Blu Marina Hotel in Connaught Place, New Delhi. Great Lakers participated with great enthusiasm and had a productive interaction with Uncle Bala.



Alumni Corner



My decision to join Great Lakes:

I was clueless after graduating from NIT, Trichy and all I knew was that I had to move away from engineering and marketing intrigued me hence I set out to do an MBA. With dreams, Like many others, I Joined Great Lakes. The faculty and peers of Great Lakes helped me identify my true calling. Great Lakes helped me develop skills that are crucial in running my startup; Learnt the importance of strategy from Sriram Sir's cases studies, MR and CBB from Bharadwaj's MR, Leadership from Prof. Venkat's Karmayoga and to dream big from our dear Uncle Bala, to name a few. My life at Great Lakes was 50% studies and 50% fun. I tried my best to learn from people around than from the books.

LOGESHKUMAR R.C
(PGPM 2013)
Founder & CEO
PLANEzy

Advice to current Lakers:

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future." — Steve Jobs.

It is very important to have a 5 -10 year plan, that's what will get us going. At the same time it is equally important to have small achievable goals. If I may my advice to you, it would be 1. Don't focus on the job title or the compensation that you are going to get right after graduation but focus on where you see yourself sometime in the future, shape your own 2. Build your network 3. Dream Big and lastly if even after an MBA you feel you haven't found your calling, join a Startup where you can explore every facet of every vertical. And I would love to work with a bunch of you. Feel free to reach out to me or any other alumnus, we would be happy to help in any way we could. All the very best for your future. Remember there is no wrong decisions, you make them correct."

About my Venture:

We at Planezy want to make lives of those planning and organizing an event easy and stress free. We have plenty of chances to celebrate: Birthdays, Valentine's day, parties, dream wedding... And behind those big grins on the D-day there's days of planning and slogging. With us you get to strike off the "slogging" part!!

Entrepreneurship lessons I wish to share:

We started this venture about a year back and trust me entrepreneurship is not for everybody, don't take it up just because it's hot. Unlike learning a guitar, success and failure are both part of entrepreneurship. Sometimes you get lucky but 99% of the time things are bound to get tough and entrepreneurs have to be agile and creative and quickly adapt and do things that will work. Most of the time the founders' success is tied to the startup's success which is not true. Don't be afraid of failures, we gain a lot in our journey.

In our case we were cheated by an outsourcing agency and we lost a few precious months. We learnt from it and we learnt basic coding ourselves. We realized we can't do everything ourselves, reached out to Sowmya, my batch mate from Great Lakes who is now leading Engineering on product Tech. Rushant, my batch mate from NIT, Trichy, who was supposed to head operations, got a kidney failure and was down for a year and is expected to join back in a couple of months. We all got our own share of problem, my parents were encouraging when I told them that I want to quit to start up but everybody else constantly insisted on earning, marrying and settling down. Like Steve Jobs said—Persistence is a trait which sets successful entrepreneurs apart from the rest.



HAPPENINGS



NAVRATRI CELEBRATION

The auspicious festivity season started with the onset of the month of October. Navratri – a festival dedicated to the worship of goddess Durga was celebrated with great enthusiasm. A Pandal Hopping trip in and around Chennai, covering Puja's like Besant Nagar, T.Nagar, with a Dinner at The Bayleaf Chennai, was organized where Great Lakers relished the authentic Bengali cuisine.

On Durga Ashtmi, Lakers got dressed in traditional wears to relish the festivity. Saraswati Puja was organized by the college and a beautiful Rangoli was made in the resource centre. There was a positive vibe all around the institute.

The much awaited dandiya night was held on 11th October where all of us got dressed in our traditional attires and danced for the traditional beats of dandiya. After a long wait, we were able to beat the rains and enjoy on the dance floor. The dance was followed by some exciting rewards for best outfit and lots of fun!!!



CEO TALK AT GREAT LAKES



Suresh Narayanan, Chairman & Managing Director at Nestle India Ltd addressed the Great Lakes students on the 21st October 2016. Quoting the words of the 33rd U. S. President “A pessimist is one who makes difficulties of his opportunities and an optimist is one who makes opportunities of his difficulties”, Mr. Narayanan took us through the challenges he had to face during the Maggi crisis, how he overcame these challenges and addressed upon the Leadership skills required for an individual to be a good leader.

Excerpt:

Nestle spent three decades building a beloved noodle brand in India. Then the world’s biggest food and beverage company stumbled into a public relations debacle that cost it half a billion dollars. No doubt this was a big blow to the giant Nestle, but this crisis also affected the business of Nestle’s stakeholders (farmers, distributors, factory workers etc.). Mr. Narayanan mentioned that losses which its stakeholders had to incur were far more than the losses incurred by Nestle. As a leader he had to stand firm and play a crucial role in bringing back Maggi to the counters and start the business chain of all its stakeholders. He mentioned that his communication skills played a big role in motivating his employees. As his team communicated each and every small victory or proceedings to its employees, the employees started seeing a ray of hope and put in more effort to overcome this crisis. Lastly Mr. Narayanan said that the leadership qualities such as to value, being humble to everyone, team work, “can do” attitude rather than “will try” and winning spirit make an individual a true leader.



STUDENT BLOGS



MAGMALYMPICS

A series of sports events was organized by SportsCom. Rashmita Amireddy, a student of PGPM 2017. has written a beautiful on it:

<http://www.greatlakes.edu.in/blog/clash-of-sections-a-tribute>



MANAGEMENT LESSONS

Rashmita Amireddy, a student of PGPM 2017 has written few lines on funny way of looking at the management lessons that are taught to all the students.

<http://www.greatlakes.edu.in/blog/a-sneak-peek-into-some-funny-management-lessons>



UPCOMING EVENTS

CHOSEN MARKETING MAJORS!! WHAT'S THE NEXT STEP ?
GREAT LAKES ALUMNI COMMITTEE
Presents
THE FIRESIDE CHAT
Mr. Nikhilesh Murthy (PGPM 2010)
*Assistant Marketing Manager at Infosys,
Bangalore*



A Marketing Guru

9 years of experience in Marketing and Sales Support, with experience in Go-to-market Strategy and execution, New Products/New Service Creation and Digital Marketing in different roles covering Product Marketing, Marketing Communications and Engineering

THE FIRE SIDE CHAT

Alumni Committee is back with the second version of the Fire Side Chat. We are privileged to invite Mr. Nikhilesh Murthy (PGPM 2010), Assistant Marketing Manager at Infosys, Bangalore to interact with the current batch.



ULTIMATE FOOTBALL LEAGUE

Sports Committee is organizing The Ultimate Football league and for the first time ever the players will be auctioned.



NEWS BULLETIN



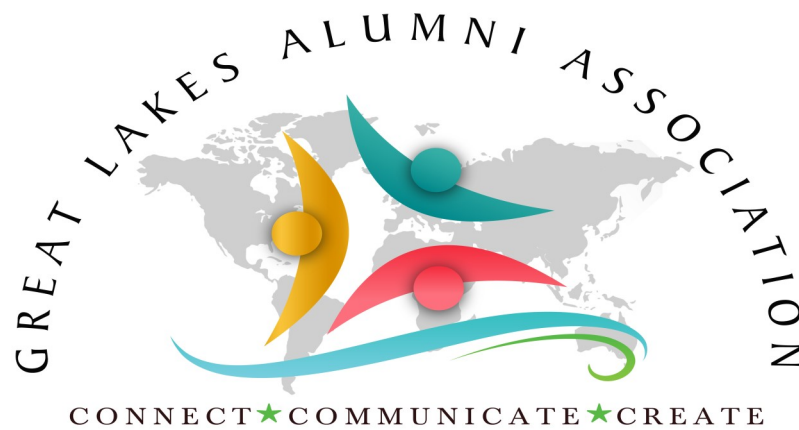
Here is a short teaser made by the Alumni Committee.

<https://youtu.be/pqWJvJ5TzYA>

Come cherish all the good times.... We are waiting!!



GREAT KONNECT



GROUPS

- [CHENNAI](#)
- [BENGALURU](#)

- [MUMBAI](#)
- [DELHI](#)
- [HYDERABAD](#)
- [PUNE](#)
- [UAE](#)

PAGES

- [GREAT LAKES ALUMNI](#)
- [GLAA—CHENNAI](#)



THE FAMILY!

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

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