



ANNUAL ALUMNI MEET 2018

**COME BACK**  
**FOR A MAJOR THROWBACK**  
January 20 & 21, 2018



# FROM THE EDITORS

## MAGAZINE

Greetings from the Alumni committee of 2017-2018.

We are delighted to connect with you through this monthly alumni magazine. It is that time of the year again when we get to plan and show case the biggest alumni event of the year.

The Annual Alumni Meet is scheduled to happen on January 20 & 21, 2018 in our evergreen campus at Manamai. We as the students cannot wait to meet you all and interact.

Register for the Alumni Meet using the following link:  
<https://goo.gl/forms/AaIU3pYREzMKIUR2>

With inputs from the alumni we are planning to make this alumni event more casual and interactive with the students as well to give you the real feeling of being a student again. We look forward to meeting you all.

We have a lot of news from the campus to share with you all and we are glad to share an alumni news article featuring our own Prachi Garg (PGPM 2009) in Woman at Work Magazine.

We thank you all for the wishes you had sent by mail

and your valuable inputs to make this alumni magazine better with each edition.

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

Dear Great Lakers,

It is a pleasure to connect with you again through Great Konnect. We bring this magazine to you every month with great enthusiasm to keep you informed on the developments in the campus and Great Lakes' growth as an institution.

I am delighted to announce that the Annual Alumni Meet 2018 will happen on January 20 & 21, 2018 in Great Lakes Chennai Campus.

Alumni are the most valuable asset for any institution and the Annual Alumni Meet is to celebrate the movement that we have created being a part of Great Lakes Institute of Management Alumni Association. We are planning the format of this edition based on the valuable inputs from you and we are driven to make this event memorable than the year before.

I urge every one of you to make yourself available on those dates and participate in this annual event for the betterment of our alumni and the students.

With a couple of GLAA meets scheduled to happen

in November, we are always ready to extend our complete support to the alumni chapters in all ways possible to organize such events and gatherings.

We have had quite some news about prominent alumni in many media channels and I urge all alumni to share your stories with us, so we could do our bit in contributing to your stories and in turn ours.

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!

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ALCOM

Great Lakes Institute of Management

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# SKY IS THE LIMIT FOR THIS TRAVELPRENEUR TURNED WRITER

## ALUMNI NEWS



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Prachi Garg (PGPM 2009) was interviewed by Woman at work magazine

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She was always driven by the 'crazy desire' to break away from the customary way of life and carve out a distinct niche for herself. Determination, confidence and passion are part of her DNA and also the ingredients that keep pushing her for more. An avid traveller and an intense writer, Prachi Garg wears many hats with élan, from being a tenacious entrepreneur to a successful author. Gifted with a penchant for writing, Prachi dabbled in the art from an early age and today she has turned her childhood dream into reality, thus, living her passion as her

book, 'Superwomen', chronicles the story of women who share the same zeal for life. But it's not writing that Prachi is only in love with. She calls herself a backpack traveller, her Muse Persona, that triggered her to conceive her entrepreneurial venture, ghoomophiro.com. Though her second entrepreneurial outing, with ghoomophiro this travelpreneur is on her way crossing many a milestone by offering people unique and curated travel experience. Prachi Garg opens her heart to us at Woman at Work and takes us on a journey down the corridor of her life, work and challenges.

Tell us about your growing years and your education.

Born and brought up in a small town of Bulandshahr, I was curious from childhood. Not only curious, I always had opinion about everything. Thanks to my parents who gave wings to this nature, at just 11 years I got my first letter to the editor published. Over a period of time, not remember now, I have had a huge collection of published letter to editors. I came to Delhi for my graduation from Miranda House in 2001 and since then the journey has been exploratory. I discovered hidden facet of myself in the form of theatre, writing and leadership. Post that, I completed my post graduation in computer science from University of Delhi followed by MBA from



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Great Lakes, Chennai.

How was your career/ entrepreneurship journey?

I started ghoomophiro.com while I was studying at Great Lakes Institute of Management and I think it was the best decision to experiment with my entrepreneurship stint while I was in college. It not only gives you network to roll out your execution plan but also you have complete faculty support which helps you at every step when it comes to guidance. It has been 6 years now and since then I have not looked back. Almost after six months we could achieve breakeven. Initially we started with organizing corporate team events. With growing interest of travel amongst women fraternity, we expanded our portfolio to organize travel for solo women travellers too. Next Jan, we are planning to roll out organizing student-specific travel packages.

Besides this, recently I tried my hands at full time writing too and last year got my first book "Superwomen" published. Superwomen is about the collection of stories of women entrepreneurs who made big at early age. Glad to share that within one year the book could make it to the list that every woman entrepreneur should read.

This year I tried exploring the relationship, ups & downs of couplepreneurs ( couples who are cofounders of same startup) in my book "Supercouples" which is also liked by my audience.

What are the challenges that you've faced along your journey and your mantra for success?

Like any other start-up journey, I also faced a couple of challenges. Most importantly it was, being a female why you would want to venture into the travel domain. This might require lot of travel and your personal life might get impacted. But to me, this was a positive thing as I always loved traveling. Being a bag packer for almost 8 years now, I get my stories as I travel. Other challenges include financial management, keeping up the quality of services that we provide in this competitive world and, most importantly, customer retention.

My Mantra for success is "Customer Retention".

I expanded my initial business for 2 years purely on the word of mouth. It was later that we did marketing spends.

Did you have any "Aha" moment that put you on the path of what you're doing today?

My journey had been full of "Aha" moments. I would like to quote one here. I was travelling via Uber Pool for a meeting in Gurgaon and my co-rider was talking to his friend. I got curious when he mentioned to his friend that "they can try replicating the model of ghoomophiro.com". Though I did not initiate any further conversation with him, but this made me convince that somewhere I might be doing good work that is paying me with such small joys of life and I could not stop myself smiling.

Tell us about a project or accomplishment that you consider to be the most significant in your career.

"Superwomen" is the turning point for me. Writing a book has always been in my bucketlist and I always wanted to write that can bring positive impact to the society. I am glad "Superwomen" happened because it made me interact some of the other successful women entrepreneurs and I learnt a lot during those interactions. Not only this, it could help me to achieve the far fetched dream of being a coveted author.

Any role models?

For me, my parents are my role models. They are the ones who always inspired me to do what I wanted. They always encouraged me to follow my dreams no matter what comes on the way. I owe my success to my parents

What does it take to motivate you every day?

Some lovely testimonials of the happy clients motivate me and the team. These days, I feel good when I receive thank you messages from the students after reading my book "Superwomen". I personally feel motivation comes in small packets and for me these encouraging messages, e-mails mean a lot.

# FIRESIDE CHAT WITH MURALIDHAR SELVAMANI

## ALUMNI NEWS



Great Laker Muralidhar Selvamani (PGPM 2009), Director(Operations), Murrow Center, Boston interacted with the students on a Fireside chat about “Management Education and Political Governance” and his journey from being a techie to Great Lakes, Tufts & Harvard.

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Mr. Murali joined us for a small chat after the interaction and here is what he had to say about his time at Great Lakes.

**How does it feel to be back on Campus?**

Ans- It feels like home! Nostalgia is running through me. Seeing so many familiar faces, I feel so glad to have got a chance to meet everyone.

**How has your journey been so far post Great Lakes?**

The journey has been good so far. Great Lakes has been a stepping stone for me in many ways such as it helped in achieving my main goal of coming to Great Lakes- transition from a Techie's role to a Business role. I got the opportunity to travel across different continents which gave me the exposure to different countries & cultures which I absolutely loved and all that opened up newer opportunities that led me to enrol in an International Relations Programme.

**How exactly do you describe the value that Great Lakes added to your career and life?**

I value being part of a network of a highly capable and high achieving community, not just my batch-mates but my seniors and juniors as well. Today, I am where I am because of the constant contact with my professors. Uncle Bala has been a great mentor to me, his advice benefited me personally and professionally at a critical point in my life and career.

**How did you decide upon a 1 year MBA versus a 2 year MBA programme?**

The 1 year programme offers time value for money, allowing me the opportunity to go back and solve real life problems earlier. Compared to the 2 year course, nothing is lost in terms of learning because we end up working even on weekends. Also, it made financial sense as I cut down on tuition fees.

**Tell us about your fun experiences in Great Lakes**

Other than Sanghamitra which was a high point and the Orientation which was fun too, the one experience that stood out was a 2 week study trip to Singapore and Malaysia which brings back very fond memories.

**What advice would you give to all your juniors?**

Though the programme is very intense, what it does teach you is to balance- work hard and at the same time enjoy. Life will get tougher post this programme so learning this art of balancing is very important. Not to forget, please enjoy yourselves thoroughly.

# COMPENSIO 2017

## NEWS

**Inc42**

**COMPENSIO 2017**  
FACE TO FACE INTERACTION WITH THE GAME CHANGERS  
B-PLAN COMPETITION AND INVESTORS MEET

**GREAT LAKES**  
INSTITUTE OF MANAGEMENT, CHENNAI  
Global Mindset - Indian Roots



Compensio 2017 was one of a kind event that gave the students an opportunity to interact face to face with the Game Changers. This platform brought forward several innovative ideas by the young and enthusiast minds of Great Lakes and also enabled them to seek investors for their B plans. This event was brought to the students by PlaceCom 2017. Students received constant guidance and support from Faculty members to help them gear up for the D-day and put their best foot forward.

The event witnessed presence of

eminent leaders Mr. Manikandan T (Director Engineering, Amazon), Mr. Ranjit Puja (CEO and Founder Credit Mantri) and Mr. Raman Govindarajan (Founder and CEO, Perfsystems) and several other esteemed guests who enlightened the students with their thoughts and entrepreneurial spirit in multiple addresses. They also evaluated contesting teams on their B-Plan presentations. 8 teams were finally chosen by these investors for Mentorship and further discussions. Major investors included Indian Angel Network, Z-Nation Labs and N Gopaldas & Co.

We congratulate both the winning and participating teams for their creative ideas and wish them all the best for the way forward!!!!



# CAMPUS BUZZ

## NEWS



Great The Annual 'Fintech Conclave 2017' was organized at Great Lakes, Chennai. Multiple expert speakers from a mix of industries, addressed the ready-to-go managers on the theme 'The rising Fintech revolution in India'. It was followed by a panel discussion on "Indian Financial Landscape – From Competition to Collaboration" Lakes Chennai organized the event "Finnovate"



Durga Puja is the biggest celebration of the Bengalis that was celebrated this year in the beautiful green campus of Great Lakes. It started on 27th September People were in their best of their ethnic wears. The campus was beautifully decorated with lights and sound. Many students worked day and night to decorate the common room with beautiful craft work whose beauty was breathtaking. Garba night was celebrated at the Basketball court. The event finally ended with the MahaVisarjan on 30th at Mahabalipuram keeping us waiting one more year for the grand event.



Great Lakers volunteered to donate blood stem cells at Stem Cell Donation Camp organised by the Rotaract Club of Great Lakes Institute of Management in association with DATRI Blood Stem Cell Donors Registry

# GREAT K NNECT



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## BUILD

## THE FAMILY!

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

### ASSOCIATIONS



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