

GREAT K^{ON}NNECT



SEPTEMBER 2015



Dear Great Laker,

Greetings!

We are back again with yet another edition of Great Konnect. It brings us immense pleasure to present to you, all the events and happening in our institution once again. The amount of response from the alumni with respect to Great Konnect has been great, every suggestion and feedback gives us valuable insights on how we can make this reading experience better with every edition. We thank the alumni for letting us know about our work!

The month of August was filled with various activities which kept the students engaged apart from their daily submissions!

The fabulous Sangamitra-2015 event took place in the campus which dazzled with dance and song performances by Passionate Pandyas, Pandyas and the Cholas and ended with a delicious buffet and a rocking DJ floor.

The 'Paisa Vasool' event was organized by the Center of Innovation & Entrepreneurship Community which was received enthusiastically by the students and the college was all buzzed up with the food stalls and various other creative entities.

It was a moment of great pride when Uncle Bala was awarded 'Champion of Chennai' award for his distinguished contribution in the field of education.

Great Lakes has been listed among the nine greenest buildings in India in an article by Huffington Post. Indeed a recognition well-deserved for our beautiful campus!

There were various events which took place in the campus including Janmashtami matki Fod, Selfie contest, Deloitte maverick among others.

We, Suyash, Saurabh and Pallavi, editors of Great Konnect, take immense pleasure in presenting you the September edition of Great Konnect.

We will be more than happy to hear from you with your views, stories and feedback at alcom@greatlakes.edu.in

Stay Connected!!

ALCOM



Director's Column

Dear Great Laker,

Greetings from your Alma Mater !



It gives me great pleasure to connect with you through Great Konnect. August was yet another eventful month at Great Lakes Institute of Management with formation of Bangalore Chapter of GLAA, Sangamitra, Paisa vasool, Deloitte Maverick, all that happened in true Great Lakes style, but were bigger and better.

As the director of alumni relations, I am happy to inform the formation of Bangalore chapter of GLAA that went live and is very active. A plethora of activities have been listed for the near future. You can stay in touch with alumni relations office or visit the Alumni portal to know about the upcoming activities of the chapter.

Other Regional chapters of GLAA are on the anvil with office bearers in place . I request all the alumni to volunteer and participate in their respective chapters to make GLAA a truly great movement .

Please write to me with news from your end and we will be glad to include them in Great Konnect. Please [click here](#) to login/register in the Alumni portal and stay connected with fellow Great Lakers. We also look forward to your suggestions!

Happy reading !

Best Wishes,

Prof.T.N.Swaminathan
Great Lakes, Chennai



GLAA meets in Chennai

Following the successful 1st Flex alumni meet, more alumni from Chennai and Bangalore met uncle Bala and expressed interest to take the GLAA movement forward.

Separate meetings happened in the IIT alumni and Gandhi nagar clubs in Chennai and action points for alumni relations were discussed, among which, single mode of communication, restructuring the mega alumni meet were agreed upon.

The Bangalore chapter of GLAA kick started the activities for the year with a range of get together and meetings. From Shankar, Ehsaan & Loy concert, to professional networking dinners there is a wide range of activities which will suit everyone's taste and objectives with the alumni association. Each activity has a SPOC who will take in charge of all logistics and arrangements. You can get the calendar of events for the chapter from the alumni portal and the SPOC details from the alumni relations office. Please mail to alumnirelations@greatlakes.edu.in for any information regarding the activities.

Event calendar and the list of person in-charge will be released every month so you can pick, choose and participate in the activity of your interest. A number of alumni participated in Uncle Bala's book release titled " 'LIVING LEGENDS; LEARNING LESSONS " co authored by our alumna Kavi Priya in Bangalore, Mumbai and Delhi.





Alumni Achievements

Dheeraj Batra (PGPM 2009) launches his new venture Zene



Great Lakes has a tradition of giving the industry some very creative minds, who want to make a difference, these entrepreneurs are full of creativity, passion and loaded with the determination to realize their dreams.

This time we introduce to you yet another successful entrepreneur Dheeraj Batra, whose achievements act as a great inspiration to the budding entrepreneurs among us.

Future is seen by people with vision, and the creativity by our alumnus Dheeraj is a display of his vision of the future. Imagine the future when you don't need to take care of the health of your car, rather the car itself lets you know when it needs a check-up.

ZENE is a smart cars solution which not only makes the smart car smarter but communicates with your car's on-board computers and provides car's health information using a phone app. The device enables transition to the world of connected cars, where cars speak to each other to ensure higher safety and a better performance. It is like an enabling a remote, real-time, easy to use solution for your car.

Great Lakes congratulates Dheeraj for his success and wishes him the best for future.

Neelanjan Roy (PGWPM 2012) promoted as General Manager at Visteon



Great Lakes congratulates Neelanjan Roy who has been promoted as the General Manager –Purchasing & Supply Chain - India Operations at Visteon. Neelanjan is the youngest employee to have been promoted as GM in his company.

Talking about this achievement, here is what Neelanjan has to say - "This Journey would have not been meaningful without me taking the decision of Joining Great lakes –It was Tough to Manage all the expectations ,but I am happy that I made that decision . I

am also happy to be a part of the AAA Alumni Network and received recognitions from my college. Thanks to all the professors." We wish Neelanjan the best in his new role as General Manager.



A Walk Down the Memory Lane—Alumni visit this month

—By Varun Maheshwari (PGPM 2016)

It was a nostalgic moment when one of our alumnus Mr. Mandar Malshe visited the campus with his wife last month. Memories of the time spent at the campus were all afresh in his mind. He vividly told us how back then they used to enjoy hot milk sitting at the Buddha statue and that there were only two hostel blocks.

Definitely we have come a long way from then. It was interesting to hear from him how the present day sprawling campus actually shaped up from what it was during his time in 2009.

He also narrated fond memories of working in the Admission committee and how he learnt some practical skills and knowledge from that experience applicable in real life as well since it was a very interesting and demanding task.

We could see a sense of satisfaction and belongingness in his eyes upon seeing his alma mater.

Signing off he promised to be see all of us at the Mega alumni meet.





Latest in the campus - The Paisa Vasool

- Jyothi (PGDM 2017)

Plan. Setup. Run. All in 60 hours. Paisa Vasool, the most awaited event for all the budding entrepreneurs was a huge hit among students at Great Lakes. It was a three day event this year which started on August 29 and went on till the mid night of August 30. There were around 69 stalls setup around the campus.

There were few interesting ideas and one of them was '**Secret Whispers**' where you could anonymously deliver secret messages to anyone in the campus and the person receiving it will not know who their secret whisperer is. And the best part is you could also send a message back to your secret whisperer and definitely all of it comes with a price. Along with the message you could also send roses or chillies!



Imagine having all the cuisines at one place! Like a food carnival-from kebabs, waffles, nachos, chocolate sandwiches, chaat, dosas, pav bhaji to wraps and rolls, even tender coconuts, you name it and it was available in some or the other stall! And guess what our students managed to get **Dominos and Subway** to the campus too! It was a three day food festival for all of us from breakfast to dinner. Along with the amazing food stalls there were fun filled games where you could win some money by playing jigsaw and minute to win it games. A '**Treasure Hunt**' was also organized by PGDM first year students- Rohan and Naren to make participants use their brain cells a little. Winners got four times the money initially paid.

For anyone who wanted to know about their future '**Tarot Oracle**' was the right place. The tarot reader was also one of our PGPM students Komal. A similar stall was also set up by a PGDM first year student- Srishti where she offered services of palmistry and tarot card reading. These stalls had regular traffic throughout the event. Who isn't curious about what the stars have to say!

Another fun stall set up by two second year PGDM students was '**Props and Poses**' where all the posers and hipsters of Great Lakes were given a chance to pose with adorable and fun props for pictures. Needless to say the props were very interesting and colorful from shiny hats and wigs, to oversized glasses and placards with funny quotes. It was a brilliant business idea with minimal costs involved and a super revenue stream. The best part of the stall was the cost of taking pictures per person- just Rs.10 per picture! This stall added the fun element to Paisa Vasool and customers were busy laughing and posing for pictures.

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For the people who wish to stand out from the crowd, there was also a tattoo stall set up right inside campus! The venture was called '**Tattoo Parlour**'. With spray guns at the ready, and a truckload of patterns to choose from the entrepreneurs ensured that each customer got a pattern of their choice inked. They also provided customized tattoos. Another interesting business idea by the ladies on campus was that of setting up '**Nail Art**' stalls. Needless to say their stalls had regular footfall from girls who wished to pamper their nails with trendy designs and colours for a reasonable cost.

The revenue from Paisa Vasool this year was around a whopping **5.5 Lakhs** which is approximately 250% higher than last year.

On the whole the initiative from **Centre for Innovation and Entrepreneurship (CIECOM)** to have this event was a huge success again this year. As our Professor R S Veeravalli rightly said "It is not about making money. It is about *experiencing entrepreneurship*". The whole event set the minds of young students looking for business ideas, making business plans and working to ensure maximum footfall at their stalls for good revenues. It was a wonderful opportunity to apply classroom knowledge into the practical business world.

This truly was entrepreneurship by experience with loads of fun added to it.





Sangamitra –2015

Every so often comes a day that you know you will never forget. Sangamitra 2015 was one such day. An event designed to welcome the first-years to Great Lakes in the most kaleidoscopic manner possible, Sangamitra was filled with vibrant colors, mellifluous voices, enthralling moves and foot-tapping music.

The enthusiasm with which the Pandyas participated is testimony to the immense talent they have brought to campus. They sang songs, set the stage afire with Bhangra and Bollywood moves, had everybody in splits with stand-up comedy and wowed them soon after with a stunning fashion show.

The Cholas matched them with elan, putting together a show just as scintillating as that of the Pandyas.

The evening drew to a close with a special buffet and a DJ using his turntables to electric effect.

[Photo Link](#)





The Great Lakes Selfie Contest

Great Lakers work hard but party harder! To keep up this spirit of happiness, Branding and Public Relations team keeps bringing in interesting and creative contests. To add to this list of contests, this month, it was the trendy selfie contest! Students were asked to send crazy and cool selfie with the hashtag #GLselfie.

The hashtag created a lot of buzz as various groups clicked their selfies and posted them on facebook. These small things show the enthusiasm the students carry with themselves. As you would agree, this is how we celebrate life at Great Lakes!





Celebrations at Campus

The Spirit of the festival came alive when Great Lakers celebrated Janmashtmi at College campus on Sunday, September 6, 2015. Celebrations started with Lord Krishna's Aarti followed by Matki phod Competition which was conducted near Kamban Hostel. It was a grand affair with Great Lakers showing up in full strength to perform the rituals of forming a human pyramid to reach the 'Matki'.



The main highlight of the evening was Matki phod competition which took place between 6 teams of different sections of PGPM and PGDM students. Crowd cheered for their respective sections and enthusiastically participated to make it a successful event. Some of the teams accomplished the task with the blink of eyes whereas others also showed their never give up attitude and at last every team broke their matki.

It was an excellent display of team work and coordination motivated by a common goal and driven by devotion. [Watch the celebrations here](#)

Deloitte Maverick

Great Lakes hosted the Deloitte Maverick challenge for the second time in its campus. It is one of the most prestigious competitions among the B schools all around the country. Participants from the top B-schools came to the campus for this competition. To name a few, students from IIMB, IIMK, IIM Trichy, ISB Hyderabad, TAPMI, SIBM were there in the competition with 2 teams of our own college.

The Maverick came out to be a blockbuster show where everyone enjoyed to their fullest. One of the two teams from Great Lakes got into the final three and they would participate in the final rounds to be conducted at the Deloitte premises itself.



With DJ thumping great music and some awesome band performances the program turned out to be an amazing experience.



NEWS AND BLOGS

[Great Lakes among the nine greenest buildings in India](#)

Great Lakes has been listed among the nine greenest buildings in India in an article at Huffington post.

[Full Article](#)



[Uncle Bala receives Champion Of Chennai Award:](#)

The champions of Chennai awards were presented at an event held at Smt Sivagami Pethachi auditorium , Mylapore recently. Uncle Bala was among the awardees of this prestigious award for his contribution to the field of education and difference he made with his knowledge and dedication.

[Full Article>>](#)



[Article on Professor T.N Swaminathan on his achievement :](#)

Professor TN Swaminathan was awarded the Best Marketing Professor award, presented by ABP news and his achievement got featured in the Indian Express. [Full Article>>](#)



[51 MBA students across 5 campuses double up as entrepreneurs](#)

In a clear demonstration of how entrepreneurial fervor is reaching fever pitch—not just at the premier institutes of management but other business schools as well—at least 51 students pursuing their MBAs across 5 campuses including XLRI and Great lakes institute of management are doubling up as entrepreneurs. [Full Article>>](#)



[The New Age Leaders, a blog by Nikhil Mahajan \(PGPM 2016\)](#)

On November 19, 1863 Abraham Lincoln started his Gettysburg Address with the line, “Four Score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.” The rest is history and the speech is regarded as one of the finest in the history of politics. [Read the full blog here](#)





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THE FAMILY!

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

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