

PART-1 (Registration)

1. Details of applicant Sponsoring body (Trust / Society/Company):

Basic Details :			
Name : Great Lakes University	Address : Great lakes Institute of Management, Dr. Bala V Balachandran Campus, East Coast Road, Village Manamai.Taluk - Thirukazhukundram , Dist Chengalpattu	State : Tamil Nadu	City : Chennai
Contact Details of the Authorities of the Institution :			
Name of Vice Chancellor/Director : Mr. Gautam Lakhamraju	Email : glakhamraju@greatlakes.edu.in	Mobile : 9560877800	Contact No. : 9910422001
Name of Nodal Officer of Institute : Mr. V Vaidyanathan	Email : vaidyanathan.v@greatlakes.edu.in	Mobile : 9840718282	Contact No. : 9319977107
Details of applicant Sponsoring body (Trust / Society/Company):			
Name of the Sponsoring body :	Address of the Sponsoring body :	State :	City :
Details of Secretary of Sponsoring body:			
Name : Mr. Gautam Lakhamraju	Designation :	Email : glakhamraju@greatlakes.edu.in	Mobile : 9560877800
Contact No : 9910422001	Fax :	Address :	Upload supporing document for Sponsoring Body: Not Available

2. Details of the Deemed to be University:

Name of the Deemed to be University : Great Lakes University	Address & location of the Deemed to be University : Great lakes Institute of Management, Dr. Bala V Balachandran Campus, East Coast Road, Village Manamai.Taluk -Thirukazhukundram , Dist Chengalpattu	
Name and details of the Institution/Institutions which will form the Deemed to be University :		
NAME OF INSTITUTE	HEAD EMAIL	TYPE
Great Lakes University	glakhamraju@greatlakes.edu.in	

PART-2 (Submission of application)

Details of the sponsoring body

1. A Detailed Project Report (DPR) containing its fifteen year detailed Strategic Vision Plan and a five year rolling implementation plan viz. Academic Plan, Faculty Recruitment Plan, Students Admission Plan, Research Plan, Networking Plan, Infrastructure development Plan, Finance Plan, Administrative Plan, Governance Plan, etc, with clear annual milestones and action plans on how the new Institution Deemed to be University is to be set up, with identifiable outputs and outcomes :

Summary of DPR for proposed "Great Lakes" (Deemed to be University)

Great Lakes Institute of Management was established in 2004 by legendary management guru and Padma Shree awardee, Dr. Bala V Balachandran, with an objective to provide quality education at an affordable cost and build appropriate Human Capital for India. Now, it proposes to establish “Great Lakes” as a Deemed to be University under the Distinct Category as per UGC guidelines. As a highly ranked and accredited institution with a strong track record of innovation focused on future needs of the industry, it seeks to establish the Deemed to be University with a unique multi-disciplinary approach combining Management Sciences, Technology, Liberal Arts and Design offering pathbreaking programs which are suited to develop talent that can adapt and thrive in a rapidly transforming world where usage of Artificial Intelligence widely permeates business and society.

ABOUT GREAT LAKES INSTITUTE OF MANAGEMENT

Great Lakes Institute of Management runs two highly ranked business school campuses based in Chennai and Gurgaon both of which are AICTE approved, and NBA accredited. The growth and success of Great Lakes has essentially been due to focus on innovative programs meeting future requirements, global quality benchmarking, relentless focus on quality and consistent outcomes. Great Lakes Institute of Management’ track record of innovation includes:

- Was only the second business school after ISB, Hyderabad, to offer a 1-year full time Management program in India, the PGPM in 2004.
- Was the first business school in India and among the first globally to offer Analytics as a specialization in 2013
- Was the first business school in India to offer Artificial Intelligence as a specialization in 2017
- Established the first LEED platinum rated green campus in South Asia in 2010
- Unique Karma-yoga Experiential Leadership program under which 25+ villages have been adopted for student led projects ensuring understanding of the base of the pyramid, developing empathy, teamwork and leadership skills while having societal impact.

Today, Great Lakes Institute of Management is consistently ranked as a leading business school in India and has a string of globally respected recognitions.

- It is one of the 10 business schools in India and the youngest to have the distinction of achieving the most prestigious global accreditations from both AACSB, USA and AMBA, UK.
- Great Lakes, Chennai, has been accredited by NBA under tier 1 category with a score of 769 (June, 2022) with a 6-year full accreditation and has been granted tier 1 autonomy by AICTE.
- Great Lakes, Chennai, has been ranked in the top 40 Management Institutions in India as per NIRF rankings every year for the last 9 years since the inception of the rankings, a feat achieved by very few private business schools in the country.
- Great Lakes Institute of Management is the only organization apart from IIMs and IITs to have two campuses ranked in the top management Institutions in the country by NIRF with its second campus in Gurgaon also ranked in the top 60 for last three years (52 in 2024).
- International collaborations with 14 leading institutions across Europe, North and South America and Asia for student exchanges, immersions, faculty exchange and joint research.

NEED FOR ESTABLISHING AN INSTITUTION DEEMED TO BE UNIVERSITY

Given the rapid changes driven by adoption of AI, several existing jobs will cease whereas new ones will be created. The new Institution will help prepare talent for this rapidly evolving landscape where adaptability, cross function knowledge, creative and critical thinking, technological and societal awareness are key to successes. A few driving factors to establish the Deemed to be University are:

- Offering unique programs integrating Technology, Management, Design and Liberal Arts.
- For Great Lakes Institute of Management to expand its offerings from purely post graduate and doctoral management programs to include innovative undergraduate programs, thereby increasing access to high quality education in line with NEP 2020 goals.

- Currently Great Lakes Institute of Management attracts **18500+ applications for just around 1200 seats**. By becoming a Deemed to be University and being able to offer more programs at UG and PG levels, it will help serve many more students.
- Today's business and societal problems are complex and multi-disciplinary in nature. Thus, by expanding its scope and faculty base to include other fields like Technology, Design and Liberal Arts, Great Lakes Institute of Management will be able to expand its research focus beyond management to address business and societal challenges of tomorrow and beyond.

HOW THE PROGRAMS WILL BE DISTINCT?

Great Lakes will offer programs which, while having focus on specific areas will have a **multi-disciplinary core** integrating Liberal Studies to develop critical analytical thinking, human-centered design, creativity and fundamentals of business. This will enable broad based thinking, societal and business perspectives while solving business and technological problems.

1. Great Lakes will offer programs which, while having focus on specific areas will have a **multi-disciplinary core** integrating Liberal Studies to develop critical analytical thinking, Human-Centered Design, Creativity and Fundamentals of Business. This will enable broad based thinking, societal and business perspectives while solving business and technological problems.
2. **Innovative and unique programs** relevant for future industry needs such as:
 - B.Tech in Artificial Intelligence Engineering
 - B.Des in Human-Centered Design & Engineering
 - B.Sc. Computational Economics & Data Science
 - B.B.A. Digital Business & Entrepreneurship
 - B.A. Technology Ethics, Policy & Governance
 - M.Sc. Computational Economics & Digital Markets
 - Master of Design – Human-Centric Product Innovation
 - M.Tech Advanced AI & Model Systems
 - M.Tech. Cyber Security & AI Defense
3. **Pedagogy focused on experiential learning and applied thinking** with extensive use of live projects, internships, case studies, product design and start-up challenges, hackathons, etc.
4. **Perspectives from thought leaders** from around the world in diverse areas including business, technology, communication, anthropology, linguistics, history, politics, art, design, etc., to help develop mental models encompassing the relationship between society, governance and business.

Key Common Differentiators Across All Programs

1. **Human-Centered Design Integration**

Every program blends domain expertise with the principles of design thinking, empathy, and user-centric problem solving—developing graduates who can build solutions that truly serve people.
2. **Interdisciplinary & Liberal Core**

Programs combine technology, business, humanities, and social sciences to cultivate well-rounded, ethical, and context-aware professionals—capable of understanding complex real-world challenges.
3. **Focus on Ethics, Sustainability & Responsible Innovation**

Ethical AI, sustainability, social impact, and governance are embedded across curricula—ensuring students design solutions that are not only innovative, but just and equitable.
4. **Startup, Product, and Innovation Mindset**

All programs include hands-on labs, capstone projects, and entrepreneurship modules that encourage students to create, build, and scale ideas—bridging the gap between classroom and marketplace.

Course Architecture

As mentioned above, the key differentiator for the Great Lakes programs is the applied learning and perspectives students get with the curriculum being at the intersection of Liberal studies, Design and Business with Technology. With Generative AI automating many coding and other jobs, the need is for original thinkers who can solve problems in a human context bringing in creativity and empathy. At the same time developing an understanding of business and working on building products will help them become job creators rather than job seekers in line with the Startup India vision. The following inter-disciplinary core enables the realization of the unique learning goals across programs of developing well-rounded professionals and entrepreneurs.

Liberal Studies, Design & Business (LBD) Core for UG programs

Year	Liberal Studies, Design & Business Courses
1	Critical Thinking & Logic - Academic Writing & Rhetoric – Quantitative Reasoning & Data Literacy - Indian Civilization & World History – Universal Human Values - Design Thinking - Economics
2	Philosophy & Ethics - Comparative Political Systems - Environmental & Sustainability Studies - Communication & Public Speaking - Human-Centered Design (HCD) Foundations – Business Fundamentals
3	Science, Technology & Society - AI & Emerging Tech Ethics & Policy – UX & Prototyping - AI & Emerging Tech Ethics & Policy – Entrepreneurship & Innovation Mind-set - Building & Scaling Businesses

PLANNING AND RESOURCES

Great Lakes Institute of Management has developed both a long-term strategic plan and a short-term execution plan for successful establishment of the proposed deemed to be university. Great Lakes Institute of Management already has valuable resources that ensure the viability and success of the proposed Institution deemed to be university:

1. Established campuses in Chennai with 33 acres and 4 lakh square foot built up space and in Gurgaon with 7.25 acres and 2.60 lakh sq foot built up space with sufficient capacity to establish all required additional facilities. It also has access to additional land if needed for further expansion.
2. Very robust financial status will the ability to invest Rs. 500+ crores over the next 10 years for establishing the Institution and any future requirements of Capital and Operational Expenditure.
3. Existing pool of high-quality research focused faculty and which can be further enhanced given its reputation as a premier institution with excellent human resource policies.
4. Strong Management Team with excellent academic backgrounds and exposure with qualifications from IIT Bombay, Harvard, Stanford, Kellogg, University of California, Berkeley, etc.
5. Support and Guidance of the Business Advisory Council with luminaries like Shri NR Narayana Murthy, Smt. Indira Nooyi, Shri S. Ramadorai, Shri Venu Srinivasan, etc. and an Academic Advisory council with management gurus like Dr Phillip Kotler of Kellogg, Dr. Srikant Datar, Dean, Harvard Business School, Dr. Seenu Srinivasan of Stanford Business School, Dr. Vijay Govindarajan of Dartmouth, Dr. Shyam Sunder of Yale, etc.
6. A network of 14000+ successful alumni around the globe includes technologists, business leaders and entrepreneurs who can mentor students and help with industry opportunities.
7. Excellent track record of placements with strong industry connections which also attract large number of students applications thereby ensuring input quality.

Details of the sponsoring body:	Single
Please furnish details of the exclusive society/Trust/ Company formed in the name of the proposed Deemed to be University. Great Lakes Institute of Management, a company formed in 2004 registered under Section 25 (Not for Profit) of the Companies Act, 1956 with its registered office at First Floor, Prince Infocity II, 283-284 Old Mahabalipuram Road, Kandanchavadi,Chennai - 600096. and the said Great Lakes Institute of Management is the sponsoring body for the proposed Deemed to be University, to be known as Great Lakes (Deemed to be University). The sponsoring body is presently running two AICTE approved Manageme	Upload copy of Registration and List of members 📄 View Document
Whether the applicant sponsoring body has been established exclusively for running educational institutions? (Upload the Registration certificate as well as Registered Deed which specifies that the sponsoring body is exclusively for running educational activities and no other activities are being carried out or shall be carried out in future under it)	Yes
Provide an undertaking that the sponsoring body shall make available the necessary infrastructure for operating the institution deemed to e University without any rental or other such charges.	Not Available
Aims and objectives of the sponsoring body.	📄 View Document

Name	Address
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Details of Secretary of Sponsoring body:

Name: Mr. Gautam Lakhamraju	Designation: Director	Email: glakhamraju@greatlakes.edu.in	Mobile: 9560877800	Contact No.: 9910422001
Details of other members of sponsoring body				📄 View Document
Upload detailed DPR				📄 View Document
In the case of institutions that are fully or partially funded by the state or Central Government, letter of commitment from the respective Government to continue financial support to the institution even after declaration of the institution as Deemed to be University				📄 View Document
Upload List of the programmes devoted to teaching or research in unique disciplines (Please refer to clause 2.12 of existing UGC regulations)				📄 View Document
Upload the name of the programmes along with the justification as to how these programmes fit into the Distinct category				📄 View Document
Whether syllabi of the programmes devoted to teaching or research in unique disciplines have been prepared? Yes				📄 View Document
Upload the Memorandum of Association (MoA)				📄 View Document

Undertaking:

Items	View
Upload the notarized legal undertaking.	📄 View Document

Department Details:

Department	Year of Starting	#. Programme	#. Student in Department	#. Teacher in Department	#. Laboratories in Department
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Management	2010	3	1024	67	1
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Programme Details:

Department	#. Programme	#. Year of Starting	#. Level
Management	Post Graduate Certificate in Management	2010	PG
Management	Post Graduate Diploma in Management	2010	PG
Management	Fellow Programme in Management(FPM)	2024	Ph.D.

Department-wise list of faculty:-

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Department-wise details of students:

Year	Department	Name of Programme	Level	Student Intake	Actual No of Student Enrolled
2025	Management	Post Graduate Certificate in Management	PG	420	317
2025	Management	Post Graduate Diploma in Management	PG	360	360
2024	Management	Post Graduate Diploma in Management	PG	360	343
2025	Management	Fellow Programme in Management(FPM)	Ph.D.	10	4

Details of academic & physical infrastructure:

Title of the land : Ownership	Areas of total land available In acres: 30.23
Areas of total land available In Sq. Meters: 122336.5	Land Type: Free hold
Upload land document 📄 View Document	Administrative building (Total Built-up area (in Sq. Meters)) : 2502
Academic building (Total Built-up area (in Sq. Meters)) : 10347	Departmental Library and Central Library (Total Built-up area (in Sq. Meters)) : 1235
Others facilities (Total Built-up area (in Sq. Meters)) : 32265	Number of Lecture halls : 21
Number of Hostels (Boys & Girls separately) with students accommodation : 5	Other common and recreational facilities : 📄 View Document

Seating Capacity	Land Area(in Sq. Meters)	Location
450	350	Main Academic Block
1000	800	Open Air Amphitheatre

Declaration: It is hereby declared that the information provided is correct to the best of my knowledge and belief and nothing has been concealed/ distorted.If at any time, the information is found to be incorrect/ false / distorted / concealed, the application may be rejected, and appropriate action, as deemed fit, may be taken and the sponsoring body shall have no objection to such rejection/ withdrawal / action.If any information is found to be false after due verification, the person responsible for its uploading shall be liable for prosecution under the provisions of the Indian Penal Code, 1860(45 of 1860).

Name:

Sign:

Official Seal :