

KARMA YOGA

Leadership Experiential Action Program

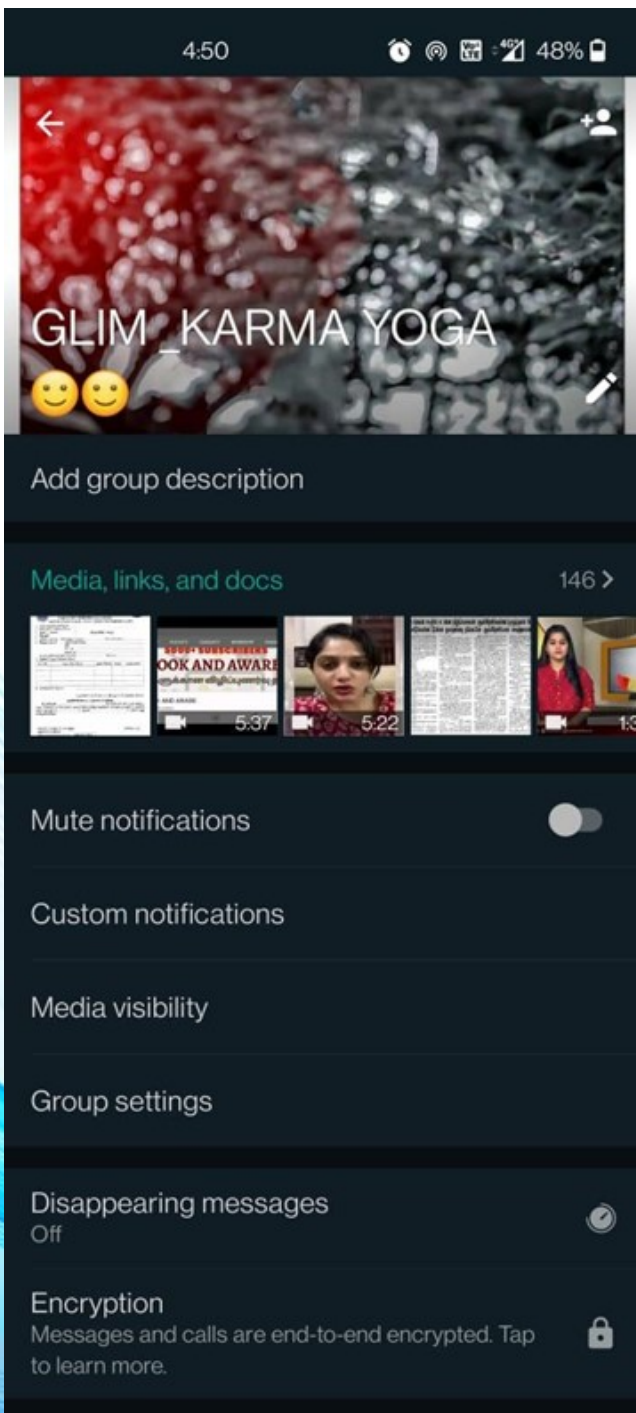
**Highlights of the Journey
April - 2020 to March - 2021**



Great Lakes Institute of Management (<http://greatlakes.edu.in/>) became a signatory to the United Nations Global Compact's Principles for Responsible Management Education (PRME) in 2013. This quarterly newsletter is published with the objective of sharing with others the way in which the Institute inculcates responsible behavior in students.

WHATSAPP GROUP FOR KY VILLAGERS

WhatsApp group was created on 4th May 2020 for the villagers including the School teachers and the students. Every day at 9 am messages are being sent by Mr. Edward and Mr. Selvakumar of KY to the group on topics of Covid-19 safety and all important announcements from both state and central governments on pandemic. Apart from Covid-19 messages, we also shared messages on farming, employment opportunities and various schemes with subsidies related to livelihood of the villagers. A sample survey about the usefulness of the messages was conducted and the results were quite positive. The villagers evinced interest to receive information from us. It is a development communication model that is handy in such times of calamity.



OPEN DEFECATION FREE VILLAGE - NALLUR

The Nallur Colony toilet construction project with the help of Dr Bala V Balachandran Charitable Foundation was completed for twenty five families and handed over in a small function held on 16th June 2020. Mr. Satyanarayanan of Admin and Mr Abbas from Projects joined Head - KY on the day with a selected number of people in Nallur Village .The beneficiaries profusely thanked Dr.Bala and our Institution for helping them to have individual toilets .



COVID – 19 RELIEF FOR CAMPUS GARDENERS

Ms. Krithika and Ms. Azhagu Meenakshi, second year PGDM students, were also a village representative in *Karma Yoga* raised a donation of INR 8000/- from their batch mates for Covid-19 relief work. Using this donation, it was decided to distribute essential groceries to our thirty garden workers' families. With the help of Mr M. Punniyakotti from Administration, the grocery hampers were distributed to all the workers by the Dean and Principal - Dr Suresh Ramanathan on 15th August at our campus.



FACE MASK DONATION FOR THE VULNERABLE

Karma Yoga Head Dr Arulsamy initiated and procured 100 Covid masks from Ms Abirami of Sodexo, who makes face masks, for the most vulnerable *Irula* tribe of Sooradimanagalm and distributed the same in their colony.



ODF – 2ND PHASE AT NALLUR VILLAGE

The second phase of Toilet Construction in Nallur Colony is nearing completion with the generous help of Dr Bala V Balachandran Charitable Foundation and hope to hand them over before the beginning of monsoon. Mr Abbas from the Project Team is quite helpful in this endeavor.



COVID-19 AWARENESS PROGRAMME FOR SELF-HELP GROUPS

Team of Karma Yoga organised the Covid-19 Awareness Programme in Kollamedu and Pudupattinam villages for self-help groups. The programme was represented by Dr. Arulsamy, Head of Karma Yoga. Great Lakes Institute of Management facilitated forming these self-help groups.

Kollamedu – Self-Help Group



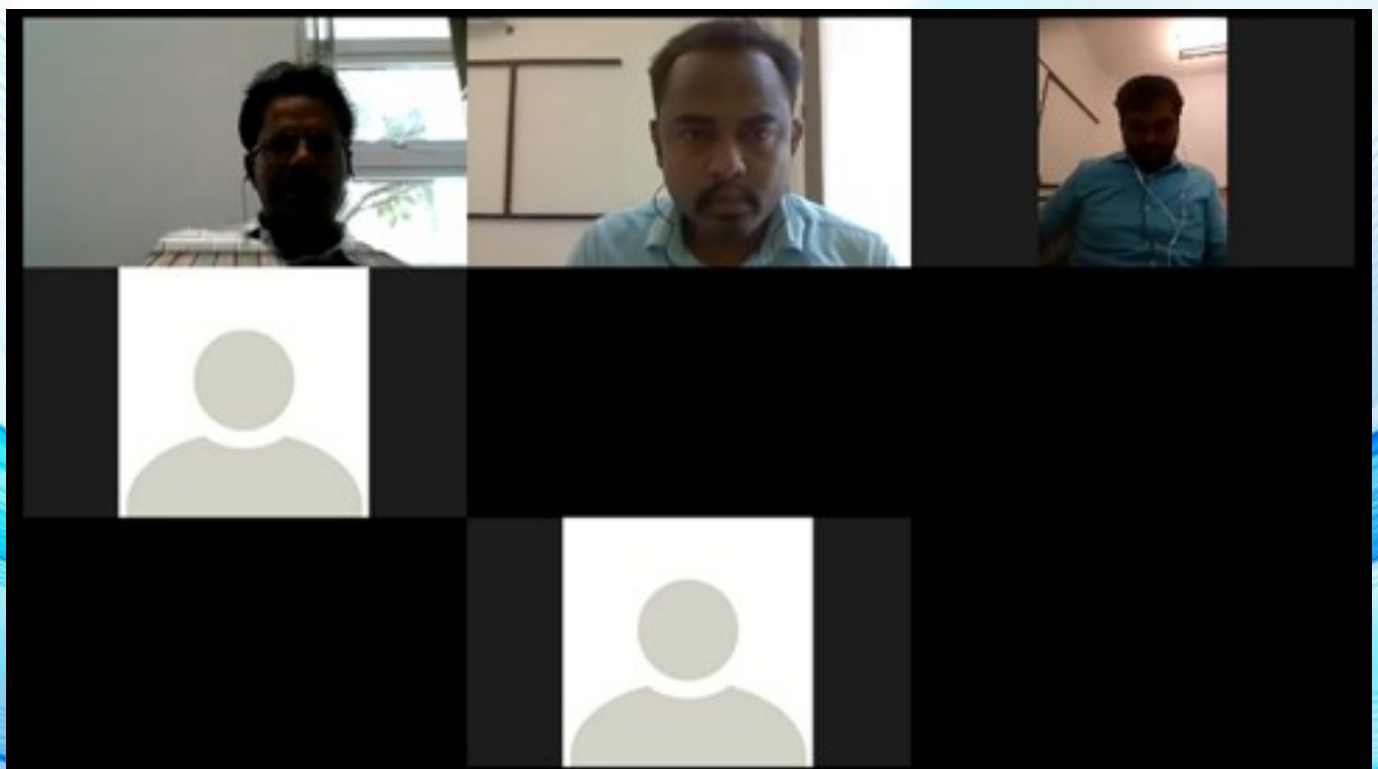
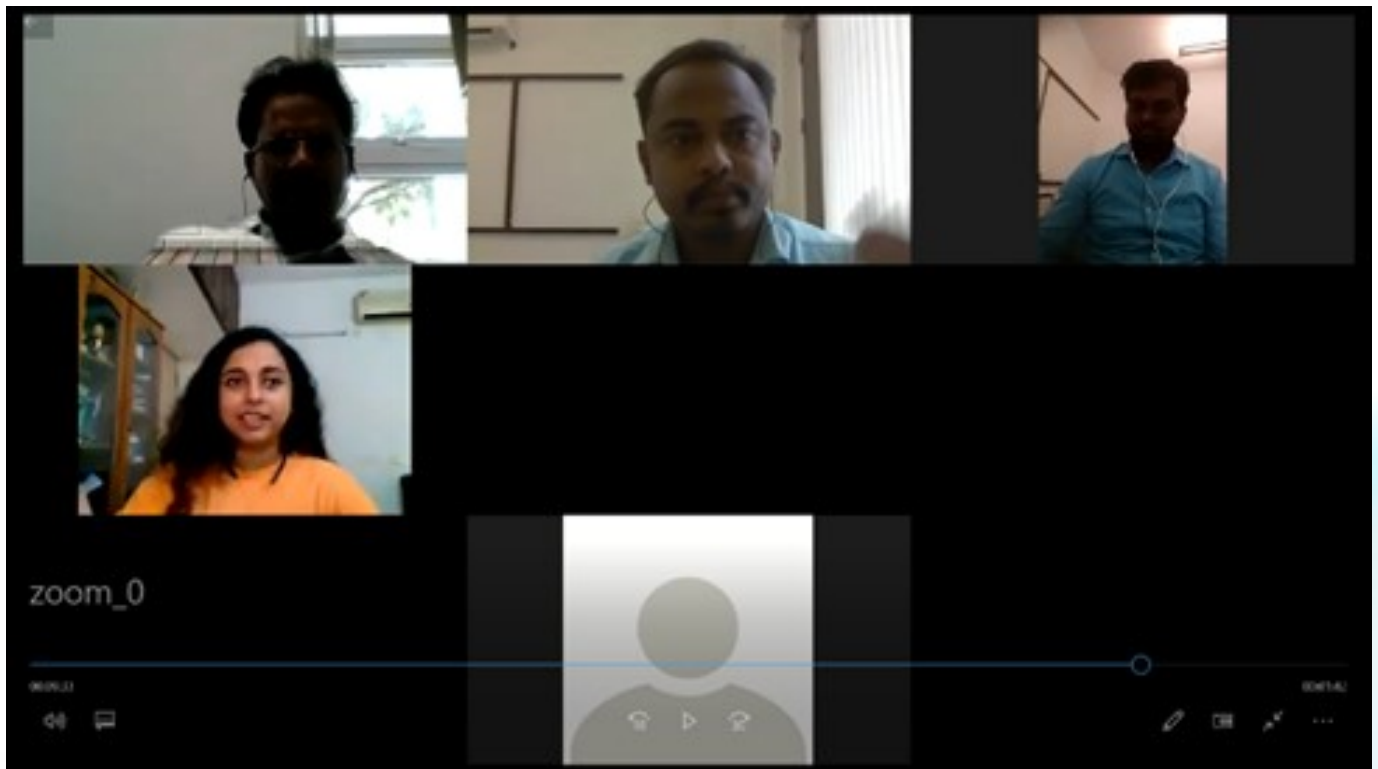
Pudupattinam village – Self-Help group



KARMA YOGA FUNDRAISING PROGRAM

On 19th March, 2021, the members of the DSLC in association with the Events-Committee hosted a grand student social event— LÈ BAL. In addition to its being a social night, the event also raised a total of Rs. 17,548 as contribution towards Karma Yoga.

On 29th March, Village Representatives along with Dr. Arulsamy, Head with the staff Mr. Selvakumar and Mr. Edward brainstormed various ways how the funds raised through the event could be utilized to benefit the villages under the Karma Yoga Program— especially those affected the most.



COVID-19 AWARENESS PROGRAMME AT KUZIPANDHANDALAM

The team of Karma Yoga conducted the covid-19 awareness program at Kuzipandhandalam village with the support of Mrs. Jayashree. The event began with a welcome address and awareness pamphlet distribution by Mr. Edward. During the event, community people were asked to wear their masks and maintain social distances till the end of the program. Karma Yoga staff Mr. Edward gave awareness messages through the practical session such as wearing a mask, maintaining social distance, washing hands and the like. The community people were highly energetic and actively participated throughout the event. As per the suggestion by Dr.Arulsamy, KY Head, Kabasurakudineer, and small gifts were distributed to all the participants. Mr. Selvakumar Karma Yoga staff proposed vote of thanks

