



KARMA YOGA

LEADERSHIP EXPERIENTIAL ACTION PROJECT

Highlights of the Journey January-March 2019

About Karma Yoga

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 Newsletter is published with the objective of sharing with others the way in which the institute imparts responsible management education among the students.

"Children of today are the leaders of tomorrow and education is a very important weapon to prepare children for their future roles as leaders of the community"

~ Nelson Mandela



GREAT LAKES FOUNDER'S VISIT TO SOORADIMANGALAM

Cleanliness is Next to Godliness - JOHN WESLEY

Cleanliness is like a good habit which not only benefits a person, but also the family, society, and country and this whole planet. The maintenance of cleanliness in any country depends on the level of education, poverty and population of the country. Among the mentioned factors most important factor is education. As good education can bring a driving force and awareness about such social necessities and hygiene. This is well realized by our governments with the initiation of drives such as "Swachh Bharat Abhiyan" on a national level and more recently complete plastic ban in Tamil Nadu. We as Great Lakers have always been in front leading such drives rather than just following it. Thus Great Lakes has started a cleaning campaign that would penetrate not only the villages surrounding our campus but also create a buzz in the city to increase awareness.

This campaign was kick-started on **12-01-2019, Saturday at 11 am** by our Founder Dr. Bala V Balachandran in one of our adopted villages "Soodadimangalam" where the community themselves are very keen to adopt this good habit. The villagers welcomed Dr. Bala with rangoli on the streets and a loud clapping cheer from the children. Dr. Bala along with Dr. Arulsamy, Karma Yoga Head gave a small speech to the villagers about the importance of cleanliness and how a developed village will ultimately lead to a developed nation. More than 10 Karma Yoga team members were also involved with the villagers to make sure that we lead by example.

On that day Dr. Bala also donated a first aid kit in the villages thus taking a small step towards a big change of creating a culture of taking care of our body and health. Dr. Bala also emphasized on how advancement in technology will only be worthy if its benefits reach all the remote corners and make the life of the villagers better. This was a great start of our campaign on the auspicious occasion of Pongal which will only grow in magnitude with our compassion and the sheer will to create a change in the society for better.



KARMA YOGA GUEST LECTURE – PGPM

Karma Yoga team organized a Guest lecture on 10th January 2019. Dr. John Robert Clammer, Professor at Jindal School of Liberal Arts & Humanities was the guest for the session. Dr. John Clammer gave an insightful talk on Sustainability & Innovation, wherein he mentioned on sustainable approach towards problem-solving which would not only take care of our generation but also cater to the future generation. He gave deep insights on Sociology and how to achieve solutions that are effective in the long run. He successfully demonstrated various current scenario issues such as Brexit, threats such as ISIS, Naxalites, epidemics such as SARS and advised on various best practices that can be followed. In the fast-moving world where it's not easy to take care of our personal needs/development without degrading our environment, it is crucial that we be a responsible citizen and follow the best practices to save our ecosystem. To highlight this, he took illustrations of various countries who promote go green initiatives as they develop & also other countries who are not yet environmentally conscious.



AICTE NOMINATION – KARMA YOGA

Hon'ble Prime Minister of India has launched Saansad Adarsh Gram Yojana (SAGY) with the aim to translate the comprehensive vision of Mahatma Gandhi about an ideal Indian Village. Under this initiative, All India Council for Technical Education (AICTE), MHRD, Govt. of India, has decided to recognize efforts of its Approved Institutions on the theme "Developed Village-Developed Nation" under SAGY which is a dream project of Hon'ble Prime Minister of India.

Karma Yoga team has worked hard to encourage the culture of giving back to the society where it is needed the most - "our villages". One of the most successful feats has been making Perumalcherry free from open defecation by constructing toilets for the villagers who couldn't afford it on their own. The team wanted to represent this achievement and thus nominated our Institute for the SAGY award under "Developing and implementing Low-Cost Sanitation Facilities" category. Our Institute was selected in the south zone for identifying the scope of the work done and its impact. Representatives Dr.V.Ponmalar, Associate Professor Dept. of Civil Engg. Anna University and Dr.Jayanth Jacob, Assistant Professor, Dept. Of Management Studies, Anna University on behalf of AICTE visited our campus on 4th January 2019 for further verification and visited Perumalcherry to gauge the progress and change in the sanitary outlook of locals. A small presentation was also given to them explaining what Karma Yoga stands for and how its values are well integrated with our education.

Through this activity, the team wanted our Institute's representation in the national AICTE membership and start a drive where the good work being done at Karma Yoga is seen, observed and replicated in other Institutions propelling the collective responsibility at a national level.



BEACH CLEANING DRIVE BY GREAT LAKES COMMUNITY

A true leader is someone who knows the way, goes the way and shows the way. In today's world a major responsibility for every leader is not just to achieve success in his or her own field but also to make the world a better place. This teaching has been an integral part of our lives here at Great Lakes. But mere teaching is not enough and our Institution believes in practicing what is being taught. As a part of this process, Beach Cleaning Drive was organized by the Great Lake Institute of Management, Chennai to clean Elliot's beach in Besant Nagar in Chennai on 20th of January, 2019.

Chief Guest Dr C. K. Gandhirajan IPS, Director General of Police, State Human Rights Commission, Tamil Nadu, flagged off the drive and joined in the clean-up process. Dr. Vaidy Jayaraman, Associate Dean & Principal, Great Lakes Institute of Management, Chennai, Shri Sankaran, Director, along with 100+ students, faculty and staff members of Great Lakes participated in this initiative. The drive started at



around 6 am in the morning and lasted for about an hour. The students and the faculty also took the pledge to ban using plastic in their personal lives to take a step towards a greener and plastic-free future. The pledge is as follows

"I am committed to reducing single-use plastic waste like drinking straws, bottles, grocery bags and coffee cup lids that is killing our community I will take ownership of the choices I make that affect our global environment.

I will ensure that the oceans, marine life and all other natural resources are not harmed.

I will spread the message and ask others to join me to change my behavior and protect our planet. I Pledge to Reduce, Recycle or Reuse.

Today, we Great Lakers take this pledge to say "NO" to killing Mother Earth.

We will strive to make plastics extinct.

We will not stop till we are a plastic pollution free-land."

Apart from students and the faculty, volunteers and general public who were in for their morning walk too joined in the beach cleaning initiative. This initiative goes on to show the kind of impact we can create on our environment only if we join hands together. A free sapling was also given to the volunteers and the general public as a token of appreciation for signing the pledge and being part of the initiative.

MANAMAI SCHOOL COMPOUND WALL INAUGURATION

Manamai Government Higher Secondary School compound wall opening ceremony was held on 19-2-2019 Tuesday. 1100 feet compound wall constructed by Dr.Bala V Balachandran Charitable Foundation . The Inauguration Ceremony was held in the presence of Honorable Dr. Bala V Balachandran, Dean & Founder of Great Lakes Institute of management Shri. Sankaran – Director and Dr. Vaidy Jayaraman, Associate Dean & Principal, Shri.Subash, Shri. Purushothaman ,Shri.Ramasamy and Karma Yoga Head. Dr.Arulsamy.

The Inauguration Ceremony began with a welcome address by Mrs.Malathi, Headmistress of the Govt. School. She honored the Chief Guest by offering a shawl. The school children participated in the cultural program. Dr. Bala V Balachandran.in his speech motivated the school children by sharing his real-life story of school education as well as his schooling at a Govt. School. The Great Lakes staffs distributed sweets to the school students. The program ended with the vote of the thanks by a school teacher.



COLLABORATION WITH NIPPON PAINTS ON CSR ACTIVITIES

The Karma Yoga initiative of Great Lakes, Chennai over the years has been able to make effective interventions in the twenty-seven villages that have been adopted by the Institute, activities mainly concern capability enhancement through women empowerment, educational assistance among others.

These initiatives and their reach have gained the recognition of the main stakeholders - residents of the villages and other organizations involved with similar initiatives. Nippon paints is one such organization. They have active and innovative CSR initiatives through which they hope to leverage their capabilities and expertise to make substantial interventions in society. Nippon's CSR activities that train women and men respectively to paint and further give opportunities for employment. Through nShakti they hope to generate income opportunities for women from vulnerable sections of the society.

Mr. Muthuswamy, Principal of Proceed and Ms. Neelam visited the campus on 11th January 2019 and briefed the Karma Yoga team on Proceed and nShakti, as they are keen on engaging with Great lakes through the Karma Yoga initiative for their CSR activities. Karma Yoga team is in the process of coming up with a plan of action to make this engagement as a successful one.



POLICE STUDENT COLLABORATIVE CONCLAVE

On Saturday 16.02.2019, Great Lakes students Ms. Sai Lakshmi and Mr. Ramachandran got an opportunity to visit the Office of Director General of Police, Chennai, to represent Great Lakes Institute of Management, Manamai, ECR, for the Police-Students Collaborative Conclave. The senior police officers of the state, DGP, ADGPs, IPS officers, superintendents from different parts of the city were present there. Each of them gave a speech and it was very inspirational. The program was conducted considering the fact that the student community is the opinion maker of the public and that there is not a very good rapport between students and the police department. It was to showcase the points of law and order to the students and develop a symbiotic relationship between them.

History of Tamil Nadu Police Department, how it evolved over the years, services offered and different technological advancements that have been introduced was clearly explained to us.

There was an interactive session post the speeches, where students were given an opportunity to voice their opinions about how both can work together to build a better community. Many professors and students shared some of their points. Police Inspector of Mahabalipuram, Mr. Ravi Kumar, accompanied us from Institute to the venue. He was very kind, friendly and witty and shared some interesting details of his various cases. He also explained to us the difficulties that the police department faces. The session was insightful about how the police department functions, how we can make the best use of technology, helping to break the ice and help us understand the difficulties faced by them.



7th ANNUAL KARMAYOGA CONVENTION-2019

It is an unsaid convention of the society we live in to give back what we take and one way in which we achieve the same at Great Lakes Institute of Management is through the student initiative under the head, “Karma Yoga” Initiated by our Founder and Dean Dr. Bala V Balachandran. Karma Yoga is a testimony to his belief, ‘We take care of the "BASE" of the Pyramid’, through Transformational Leadership Program where Passion meets Compassion. This has in a true sense been influential in shaping the lives of students here at Great Lakes.

The year that went by has been phenomenal in terms of participating and bringing about a transformational change in the lives of people across 27 villages around the campus. There were numerous activities organized throughout year, the few of them are formation of a self-help women group, “Kriya”, Cleaning Campaign at Elliot Beach, SHG Initiatives, Workshop for Improving Spoken English, Distribution of Essential Study Materials, Medical Kits (First Aid Box), and Tarpaulin sheds in the rain-hit areas.

The 7th Annual Karma Yoga Convention was held on 3rd March 2019 at Rajam Mahal, Thirukazhukundram. This convention was organized by Department of Karma Yoga, Great Lakes and involved people and participants from 27 different villages adopted by Great Lakes. This Convention where the village people and the students converge and acknowledge the year long relationships and connections has been a tremendous success. People had gathered in huge numbers to support the participants and it was overwhelming to see such a warm and positive response.

The convention started with the welcome address by Dr. S. Arulsamy, Head Karma Yoga, where he shared his thoughts on the progress and development of all activities carried out in the villages in the past one year and how it has impacted the villagers. He emphasised that Great Lakes is committed in building a sustainable development model for all these villages and will always continue to do so.

This year’s theme was ‘Awareness on the Responsible Use of Plastics’. Tamil Nadu Government recently banned the use of plastic in the state. So as a part of our campaign against Plastics, we wanted to educate the villagers about the benefits of using alternatives to plastics.

The first speaker for the day was Honorable Guest Dr. N.S. Viyas, Professor, Govt. Stanley Hospital & Medical College. He started by a beautiful rendition of a very popular old Tamil song which had a special mention of the people living in villages and environmental pollution. He wonderfully brought about his views on the use of plastics and its alternatives. Through his message, he was clearly able to create an impact on the audience and convince them.

The next speaker was Honourable Dr. S. Manivasagan Professor & Director, U.G.C Center for South & South East Asian Studies and also a member of Syndicate, University of Madras. He cited beautiful examples of how to avoid the use of plastics in our daily use.

The last speaker for the day was Mr. Dr. P. Tamil Oli, Advisor Commonwealth of Learning. His advice on how to be responsible citizens by his three-point formula was very useful for the villagers. He explained the effects of the use of plastics on the environment, how to save the depleting groundwater levels and the alternatives to plastics.

The speech by every participant was clearly able to show the kind of efforts the volunteers have taken to mold the children throughout the year in terms of Spoken English. It has certainly helped in increasing their confidence and self-esteem.

Complementing to it were the dances, where all the participants enjoyed every moment of being on the stage. The guests were amazed to see such a bright and young talent pool in this part of the county and applauded the efforts of the Institute for doing such a wonderful work. Later, POCs of villages were also presented with small mementos for their help in connecting with the villagers.

A great show was put up in the end by the combined efforts of both Institute and villagers. Once again it has been proven that the Great Lakers are committed to the development of the citizens and will go an extra mile if needed. Kudos to all participants and Karma Yoga Volunteers.



SPANDAN - KARMA YOGA

The Karma Yoga Committee of Great Lakes, organizes Spandan during L'Attitude 13°05', Great Lakes' annual inter B-School festival. It is a competition that tests and evaluates the social awareness of the participants, who come from across the nation representing various B-schools. It demands an innovative and sustainable idea to transform rural India, which can illuminate millions of hopes and give them wings to fly. Through this event, participants get an opportunity to come up with an idea that will help them to fulfill their desire. So, here we come up with three different levels which will actually deal with the day to day challenges of villagers. Participants can come up with a cost effective and long run feasible solutions

which can be implemented in practical world.

The competition involved three round- Quiz, Selfie for a Cause and Solution Proposal. The first round, i.e, Quiz was held through the Dare2Compete platform, the shortlisted teams were asked to make a selfie submission showing a social issue, with a write up on the same. The last round was held in Great Lakes, and the theme for the same was "Plastic Ban in Tamil Nadu", in this stage the participating teams were asked to visit Kunnathur



Village, perform a fieldwork and make a presentation describing a plan of action that would negate the prevailing issue and suggest possible opportunities that would arise from this government legislation.

Six finalist teams battled it out, in the presence of our distinguished chief guests Dr. Srinivasan, Head Department of Criminology, University of Madars and Dr. Tamiloli, Development Consultant. The judges in the presence of Dr. Arulsamy evaluated the solution proposed by the Finalists, to conclude Southern Monarchs (GLIM, Chennai) bagged the 1st prize and 193 Kings (WE School, Mumbai) emerged as the runners-up. The event created fantastic interest with over 700 participants, The event was coordinated and planned by a team consisting of Ciril, Ronak and Arnima under the guidance of Dr. Arulsamy and Mr. Edward

KRIYA STALL AT GREAT LAKES CAMPUS

Pudupattinam Karma Yoga students have mainly focused on the development of women and children's education. The KY Students gave two livelihood training like masala making and jewelry making. As per the women's request KY students concentrated in jewelry making in order to make their livelihood better. As an initiative of this, KY Students set up a stall in the Institute campus on 9th January & 14th February 2019. All the products kept for display got sold and it had a overwhelming response among the students of Great Lakes. The KRIYA stall earned Rs.12,527 and all the money collected from the stall were provided for the benefit of villagers.



MINI LIBRARY AT NALLUR PRIMARY GOVT SCHOOL

Nallur village PGDM Karma Yoga team identified the need for the library through their Regular village visits. The team decided to install a mini library in the school for the development of children. So they mobilized funds among their teammates and purchased many informative study materials and books on literature, science, technology, autobiographies and dictionaries for the student's library. The mini library was inaugurated by Karma Yoga Village Representatives on February 7th, 2019. Library rack was sponsored by present Karma Yoga PGPM Students.



MOTIVATION CUM CAREER GUIDANCE SESSION AT MANAMAI SCHOOL

Motivation aspects cum career guidance session was held on Feb 4th, 2019, Monday at Govt. Higher Secondary School at Manamai. Every year Great Lakes conducts the Public Exam motivation Aspects cum Career Guidance Sessions for the children whoever going to appear public examination such as 10th & 12th standard. Following that, this year Dr. Muthuraj, Assistant Professor of Economics, Great Lakes Institute of Management took the session and motivated the students. The session was activity based learning and an eye opener for the children It helped the children to plan their future career and also had fun activities. Dr. M. Muthuraj introduced himself as a Govt. school student and his experience during his school days. Children listen to his speech with wide opened eyes till the end of the session. Children learned many aspects and strategies of handling the way of examination without fear and overcome the high scores. End of the session, children received examination materials like pen, scale, pouch and pencil.



GREEN DRIVE: PLANTATION OF SAPLING AT VITILAPURAM

Vitilapuram Karma Yoga team had conducted green initiative drive in order to increase awareness among the village kids about global warming, deforestation, and importance of trees, The team with the help of village kids planted sapling near the temple. The team also taught them the importance of tree as well as water, therefore, making a pledge to conserve trees and water. Kids were found to be excited and happy about the plantation drive. They enthusiastically planted the sapling and learned the importance of preserving trees.



SPORTS KIT DISTRIBUTION AT VITILAPURAM

In the light of promoting sports in the village, Vitilapuram team gifted a few sports and games material to village kids. The team distributed 5 skipping ropes, one cricket bat, 5 cricket balls to the kids so that they can play a different game. They also made them understand the meaning of true game spirit and sharing. They also organized a basic sports quiz to make them aware of different games. Kids were very enthusiastic and keen on learning all the facts.



PONGAL AND BIRTHDAY CELEBRATION AT VITILAPURAM

On the auspicious occasion of Pongal, the team celebrated Kids birthday as well as Pongal together in Village. Vitilapuram team gathered all the community kids and cut a cake to celebrate Pongal and their birthday together. Kids were very happy and excited to share the cake among themselves



FAREWELL PARTY AT ECHANKARUNAI

Echankarunai team had organized a farewell party for village children on 24-03-2019 Sunday at Anupurm Township hotel. The team personally felt that it is very important to appreciate the effort of every child. The community children consistently took overwhelming interest in every occasions led by the KY team. The village children were taken into the near by hotel at Anupuram for the lunch supported by the KY team. All the children were very happy and they expressed their gratitude to KY team.



Sharing of Experience



The sole reason and purpose of our education is realized completely only when we contribute back to the society, apart from crafting our own livelihood. It is one thought that was deep-rooted inside me since I was a child. The first thing that captured my attention when I visited the Great Lakes website was about Karma Yoga. And I was certain that, this college is the right place for me to pursue my MBA because my thought process aligns with it. I am always fixated on the thought that I will earn

enough money for my necessities and comforts and spend a substantial part of the rest of my earnings for the greater good. All through my school and college education, I had always been interested in helping my fellow batch mates with academic and personal help. Just the thought of doing the same with rural people exhilarated me.

I had been the Village Co-ordinator for Mullikolathur for the past 11 months and the experience made me a more responsible person. Around 20 kids in the village gather around every time we visited the village. We taught spoken English to the kids and helped them with their school work. The students were very grateful to our help and became our good friends. This made me realize that I should pursue the good work for the rest of my life and continue serving the villages.

I thank Great Lakes immensely for providing this opportunity to serve the neighboring villages



Personally, to me, this journey of Karma Yoga has been very inspiring as well as exciting. Right from gathering the village students every time we visited the village, to convincing and conveying our thoughts to the villagers, every activity has been challenging and no less than a roller coaster ride. As a VC, to keep up the enthusiasm among the volunteers and propel the village kids to continue coming for the next visit, every time we needed to come up with something unique and innovative which

would keep the spark among them alive. This has helped me grow a lot both professionally and personally. The village children have been a constant source of happiness and their belief in the goodness of life is undoubtedly what kept most of us motivated throughout the year. It has instilled in me a sense of mental discipline and increased my social quotient. My team members and I were fortunate enough to help the villagers create an SHG and set up their jewelry business. The business is still in its early stages and hope will grow soon as their funding is approved. Overall, this has been very memorable and something that can be cherished lifelong. The learning here have been immense and definitely would help me in my professional career in the years to come.

For More Karma Yoga Images...

https://drive.google.com/open?id=1xDkv2ziBwMgZ3kffUqgSwsG657_64D5