

HIGHLIGHTS OF ACTIVITIES OF KARMA YOGA LEADERSHIP EXPERIENTIAL PROGRAM DURING JULY-SEP, 2015

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 behaviour in students

Dear Colleagues

Greetings from Karma Yoga!

It is a pleasure to share the activities carried out by our KY students in the villages during the last quarter. The Pandyas have initiated an important project of creating 'First Aid 'centers in Nallur village and it will be extended to all the villages. We had an international visitor Ms. Rosemary Anne Mathewson to our Institute who also visited the KY villages. We are proud to share her words in encouraging the noble work of our students.

"The high point of my 2-day visit to Great Lakes was certainly my visit to two village projects of the Karma Yoga program. The GLI students' engagement with their local community is a wonderful thing in itself. Nevertheless, it is the structure as a leadership learning experience and the consequences of the students' activities, real practical outcomes that really distinguish this from other efforts to encourage students to contribute.

I visited the village where the women have learned how to design and fabricate inexpensive earrings, creating an economic opportunity for them and unleashing untapped creative abilities that have clearly boosted the confidence and sense of possibilities among the women I met. Their pride and enthusiasm were contagious! And, their work product is certainly market-ready; to prove that point I fulfilled all of my gift requirements and bought 10 pairs of earrings to take home with me. At least one pair will stay with me as a very pretty reminder of the effect of the GLI students through this wonderful program.

The other project I visited is the resource center that makes books and information about government programs and resources locally available. Knowing how intimidating, confusing, and complicated forms can be to the most sophisticated among us, I was impressed that the students knew to include advice and counseling along with the information and the forms. What a wonderful way to encourage the community to engage and benefit from the available resources. And, what a wonderful way for the students to see that the greatest leadership lessons come from service.

I congratulate Mr. Arulsamy for directing, and as always Dr. Bala for inspiring, this truly impressive example of GLI's approach to developing leadership in management students. Thank you for sharing it with me." Rosemary.

KY Team

Rosemary Anne Mathewson is the Managing Director with Paxton Ellis Advisory LLC, an education management consulting firm that works on strategic, entrepreneurial, and organizational capability challenges with academic institutions, learning and development organizations, and education technology firms. During a 20-year career in education, Ms. Mathewson has held senior positions at New York University, Duke Corporate Education, and The New School University. Ms. Mathewson was a legal and financial professional holding position as a lawyer and a banker with Goldman Sachs and Clifford Chance.



You have to dream before your dreams can come true

~ A.P.J Abdul Kalam



Livelihood Skill Development Program at Sooradimangalam

In May 2015, the Karma Yoga team of **Sooradimangalam** village started the Livelihood Skill Development Program that works on imparting **Quilling and Embroidery skills** to village women. '**Nakshatra Crafts**', a group consisting of 7 village women, was formed under this initiative. This group produces recyclable and environment friendly paper jewellery. As of now we are selling it from the campus and were able to generate a huge demand for this colorful and eco-friendly jewellery.



Dr. Bala and Dr. Vaidy Jayaraman with Sooradimangalam Karma Yoga team in the village.



ITC CEO Mr. Rajasekar with Dr. Bala – Inaugurating the jewellery stall

The first jewellery stall was organized in the campus on 15th August, 2015. This stall was inaugurated by our college founder and Dean Dr. Bala and Shri V M Rajasekharan CEO -ITC Matches & Agarbatti SBU and then they came to the village to meet the village ladies. During this first exhibition the complete jewellery stock was sold in less than 2 hours generating revenue of INR 3700.

A part of this money was used to help the village ladies to meet their basic requirements like food, health and children education and the remaining was re-invested to carry on the future activities of the program like procuring raw material etc. We plan to take this initiative to the next level and make it sustainable in the long run.



Dr. BALA interacting with the Irula tribal people at Sooradimanaalam.

For more images on the village visit of Dr. Bala and Shri V M Rajasekharan, CEO - ITC Matches & Agarbatti SBU, visit the following link –

https://picasaweb.google.com/112151972262960050653/GreatLakesInstituteOfManagement_KarmaYoga_15thAugustEvent

First Aid training at Natham

The Pandyas of KY team of Natham village conducted one day training session in First AID for the people in collaborating with an NGO from Chennai. It was a novel and useful program in meeting the emergency medical needs of the villagers.



First AID demonstration in the village



First AID training program in the village school

The covered topics are detailed below:

- **Danger** –Make sure you do not put yourself in danger when going to the assistance of another person.
- **Response** – is the person conscious? Call 108. Don't forget to answer the questions asked by the operator.
- **Airway** – Is the person's airway clear? Is the person breathing? Check their airway by opening their mouth and having

a look inside. If their mouth is clear, tilt their head gently back (by lifting their chin) and check for breathing.

- **Breathing** – check for breathing by looking for chest movements (up and down). Listen by putting your ear near to their mouth and nose.
- **Choking:** Place your fist, thumb side in, just above the person's navel (belly button). Grasp the first tightly with your other hand. Make quick,

upward and inward thrusts with your fist. If the person is lying on his or her back, straddle



The Natham KY Team with the trainees

the person facing the head. Push your grasped fist upward and inward in a movement similar to the one above.

Awareness Program - Veerapuram

The KY team made presentations to the children on **cleanliness, good habits, and hygiene and good manners**. They also gave presentation and showed videos in Tamil for better understanding. At the end of session few questions were asked to know how well the children had understood the lessons. The children were rewarded active participants with Dettol liquid, Dettol soap and hand wash. And hand full of chocolates to all to motivate them in learning.

MEDICAL CAMP – Veerapuram

Veerapuram is an interior rural village and people have to travel several away from basic facilities like hospitals, markets etc. The villagers have to go far in case of a medical emergency. From our survey we came to know that Veerapuram has a huge population of senior citizens, who need medical checkups every now and then. Many of them cannot travel long distances.



Medical Team with KY village Team of Veerapuram

The KY team invited a team of Doctors and nurses from PRIMS hospital, to organize a medical camp in the village Government school, as the school is a known place to everyone. The KY team went to every house to call the villagers to the medical camp. The team also set up different booths for different test. The Doctors were well equipped and medication was given for free to the villagers. The students received an outstanding response not only from senior citizens but



Distribution of medicines to village people

people from all the age group came for the medical camp. The team received an overwhelming response of 101 villagers. Most of them are senior citizens. When the students spoke to the villagers

about how they felt about the medical camp in their village; they were extremely happy and were praising the KY team's effort and the commitment of the institution towards the village.

Nallur Village – Inauguration of First Aid Centre.

The Pandyas of Nallur village opened the First Aid training centre in Nallur village.

After the training held in Natham village, where basic idea of First AID was given to the people in case of emergencies paved the way for creating a First centre in Nallur Village.

Mrs Kiruba Senior Manager – Academics (PGDM), DAC – Member Secretary & Hostel Warden inaugurated the **First Aid centre** in Panchayat room in Nallur village



Mrs.Kirubha inaugurating the First Aid centre at Nallur village.

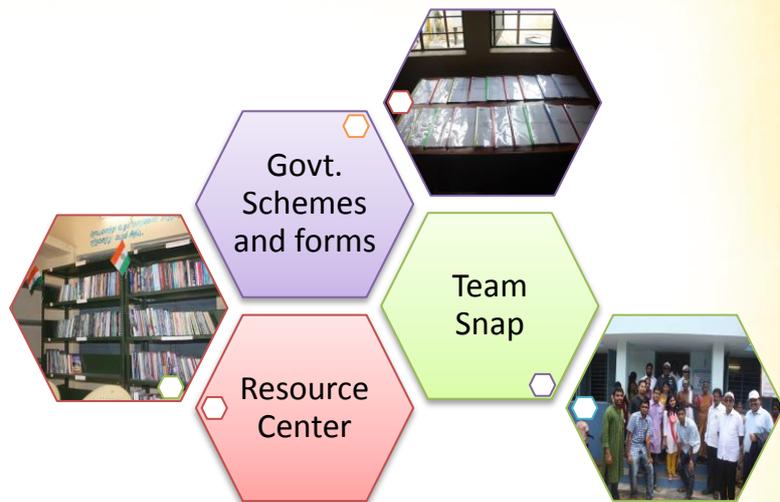


Presenting the First Aid kit to the villagers

Now the Village people can now tie the bandage to their legs if it's fractured or they can apply the liquid or ointment to their legs if they get hurt. This program got the much appreciation of the villagers and started using the facility without the help of doctor in few emergency situations.

Village Resource Center at Lattur

The main problem of the people of Lattur village apart from the lack of sanitation is their obliviousness to the prevailing government schemes and the ease of accessibility to government forms for the application of PAN card, Passport, Driving License, Local Government Programmes, LPG Connection, Land and Property related schemes.



Setting up a VRC with a computer system would address these problems and also with the access to the powerful communication tool, the internet would open opportunities for the people to access information on the web and thus enlighten them in bringing in the best practices in the areas of agriculture and livelihood support.

The VRC currently provides information and access to all major Government schemes for rural communities and Government forms. The SPOC would be present on all working days in the morning and in the evening to provide assistance to all the villagers. This village resource was inaugurated by our founder and Dean Dr. Bala in the presence of the village leader and the people of the village.



Inagurating the village resource centre in Lattur village

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