

HIGHLIGHTS OF KARMA YOGA LEADERSHIP EXPERIENTIAL ACTION PROJECT DURING JULY-SEPTEMBER, 2017  
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.

G R E A T L A K E S I N S T I T U T E O F M A N A G E M E N T

# **KARMA YOGA**



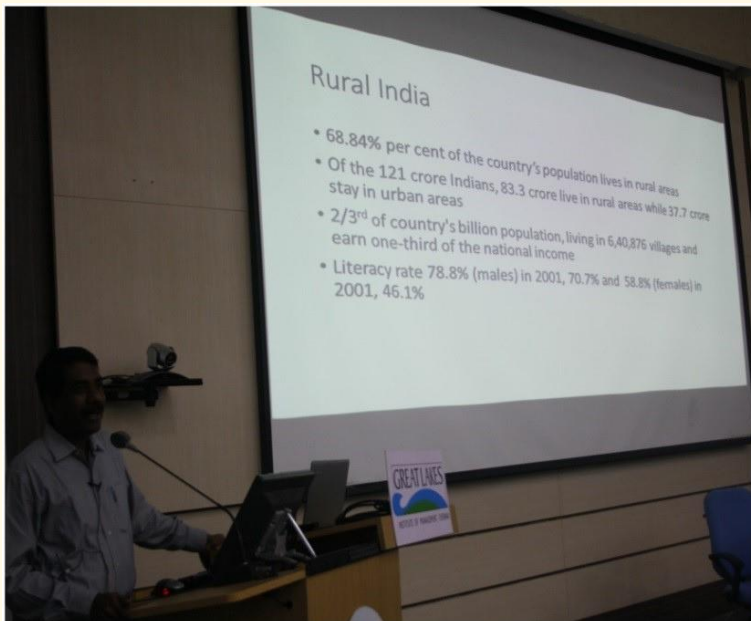
**KARMA YOGI...THE JOURNEY SO FAR**

## *Karma Yoga Orientation PGDM - 2017-19*



The *Karma Yoga* Orientation for PGDM 2017-2019 (Guptas) was held on 9<sup>th</sup> July 2017. The Orientation started with an invocation song. The Key Note Speaker Dr Thirunavukarasu from Department of Sociology University of Hyderabad gave a lecture on ‘*Resurgent India*’. In the afternoon session, *Karma Yoga* course outline was explained and the Orientation ended with the selection process of Village representatives.

### **Special Input Session**



The Special input session delivered by Dr Perumal Tamilozhi from University of Madras on ‘*Issues in Rural Development*’, was held on 06-08-2017 for PGDM students.



## Jewel Making



At Periyacolony, *Karma Yoga* students believed that everyone has a talent, ability and skill that she/he could find out to support and succeed in life. So students worked among the children and women at Periyacolony to motivate and train them in jewel making to start a sustainable business for their own development.

## PGDM First Term Village Visit

The first term *Karma Yoga* field visits of the PGDM students in 8 villages -Pulikundram, Echur ,Kuzipandhandalam, Perumbedu, Vengampakkam, Kottaimedu, Vasuvasamuthram and Kollamedu helped them to conduct a basic survey and developed point of contact and had a few interactions with elderly people and kids of the village. This gave them an understanding about the daily activities, available resources and existing challenges to focus during the following visits.





## PGDM Sharing Session



The sharing session identified the various roles and responsibilities along with the village representatives from the communities. The PGDM students shared their knowledge and experiences of their first *Karma Yoga* village visit about the needs, challenges and opportunities of their program. They also identified potential human resources (point of contact, children) for recreational and other support services. The sharing session brought together people with the same role and interest to discuss and envision their village development such as Education, Livelihood and Support Program. This helped students to discuss about common issues and problem solving methods to bring positive changes.

## *Karma Yoga Day*

The *Karma Yoga* day was celebrated on 27-08-2017. Dr Bala Foundation supports children's right to learn through providing scholarships for their education in India. These awards are based on a student's academic achievements for both boys and girls securing the first and second place in the 10th and 12th board exams in the school level. The merit scholarship was given to the students from 9 villages on KY Day by our Founder and Dean Dr Bala V Balachandran. Mr Santhosh Babu IAS was a special guest of honor on this great occasion. He gave an inspiring speech about various possibilities of working together with government agencies in rural areas.





## Major Activities

The Naduvakarai KY Village team initiated the formation of a Self Help Group (SHG) and started with 6 ladies and we made them to make paper bags. They used all raw materials given to them and came up with 23 good quality bags. The KY team found out some potential shops in Anupuram where they could sell paper bags and got a positive response from many shops. The villagers were ready with the paper bags that they had prepared. The KY team went with the bags to a supermarket in Anupuram and all the bags got sold for Rs 3 per bag which was a good amount indeed. This amount was handed over to the ladies of the SHG.





## *Swachh Bharat Abhiyan* at Andimadam Village on the occasion of G **Gandhi Jayanti**

It was a Sunday, 1st of October, a day before Bapuji's birthday. The *Karma Yoga* team had found the opportunity to conduct a cleanliness drive. The "*Swachh Bharat Abhiyan*" conducted was a great success and saw the enthusiastic participation of villagers, especially children. It was remarkable to see that children as young as 8-10 years appreciated the activity and thanked the team for cleaning their village.

### **Some Highlights:**



The children from the village put in their efforts wholeheartedly. They donned on safety gloves and went right to work, picking up plastics, glass and other refuse. With their help, students were able to cover the whole village in three hours.





# KARMA YOGA Connect- A Fundraising Website

“Network is the net worth” - keeping these wonderful words of Dr Bala in mind, we have planned to launch a fundraising website - "*Karma Yoga Connect*" with the aim to provide a platform which can connect all the *Karma Yogis* of the previous batches and also spread the values of *Karma Yoga* in the society.

Through this website alumni, corporates and the society can know about the ongoing projects under *Karma Yoga* and can contribute to our work by providing funds and moral support.

The inauguration of the website was done during the auspicious *Karma Yoga Day* by Dr Bala. The website is right now in the testing phase and will be launched in the public domain soon.

**KARMA YOGA**  
Working for the Future

Home Words from the Founder About Karma Yoga Donate MAP

**WORDS FROM THE FOUNDER...**  
SOMETHING GREAT HAS BEGUN  
...in so today that Karma Yoga is happening. And in the coming days it's going to be much stronger and this kind of compassionate collegiality between the village and the urbanites will surely help the villages. In the process of creating an urban location in the villages. Karma yoga creates an ambience of camaraderie and an atmosphere of cohesiveness existing together as one team undivided and united.

**ABOUT KARMA YOGA**  
Karma Yoga - Leadership Experiential Action Program (LEAP) is a unique program conceptualized and being implemented by Great Lakes for the students of Great Lakes, with a vision to generate awareness about the society. The aim is to help the villages achieve some objectives such as better sanitation, inclusive growth and facilitate small businesses. The LEAP (Leadership Experiential Action Project) is functioning in 31 villages around the Great Lakes. Every year the students have visited the villages and doing socio, economic and cultural development activities for the community through leadership experiential activities.

**CONTRIBUTE TO BRING ABOUT A CHANGE**

**ORGANIZATIONAL SUPPORT THROUGH CSR**  
For a business organization CSR is a very important aspect. It's a proven fact that consumers today like buying or and employees prefer working at a company involved in developing the community around it. It makes positive media visibility for the company, thereby bringing in more business.

**SOCIETY CONTRIBUTION**  
We believe in taking action with urgency in order to raise public awareness about the most pressing issues of today's society. This is one of the most important phases of our campaign, so please join us by supporting our goals of making this world a better place.

**GREAT LAKES ALUMNI**  
Every socio-economic and cultural development activities for the community requires funds and this year (2017-18) onward we're trying to bring together our ex-GL alumni based on a common cause for which we've contributed to some extent in our life. So, this is a beginning - "It's a gentle

If your actions inspire others to dream more, learn more, do more and make world a better place - You are a Leader

**KARMA YOGA  
CONNECT**



## Medical Camp and Kitchen Gardening

On 24th September 2017 the day with the huge turn out with over 100 + patients visiting from Vasuvasamudram nearby for general health camp. The camp organized in association with PRIMS hospital from Manamai ECR Nallur. The camp started at 9:30 Am and went till 12:30 PM. We were as excited as our plan to put health camp in the village came together. There is nothing more rewarding than giving back and making a difference in the life of people in this community. Dr Bala's teachings have made a difference in our lives and all the people in the village. The happy and relieved faces of people in the village gave us immense happiness. Doctors and Nurses from PRIMS were really helpful and enjoyed the session. Over all, this event was a success and the PRIMS team appreciated the effort we had put in to organize this event.



### Kuzipandhandalam

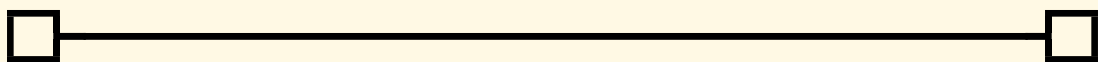
Since it is an experiential learning process, we have been involved in various activities which could benefit us and the villagers. We have been able to learn a lot of micro managing techniques from these villagers. They are the people who can manage the limited resources that they are provided with and could maintain their beautiful homes the way they are. This week, we were able to execute something which we have been aspiring to do for a long time. We conducted a seed plantation campaign (Kitchen Garden) this week. We collected a set of seeds of plants such as Lady's Finger, Bottle Gourd, etc.. before going to the village. When we reached the village, we split ourselves into two groups and started knocking on the doors of the villagers. Parents and kids in the village were interested in planting those seeds in the open space within their homes. Especially the kids were really interested in planting those seeds and they promised that they would take care of these plantations.



## Kollamedu

A fabulous day in the village, the team did kitchen gardening in a few houses and also provided seeds to those interested. People were very happy. It was so heartwarming to spend such quality time with people in the village. Brinjal, Ladies Finger, Bottle Gourd and Broad Beans seeds were sown. They have assured to take good care of the plants and the team will be visiting frequently for a follow up. Kitchen gardening is very essential for us so that we can grow our own healthy crops and save our expense on that.

Team KY



Designed by:| Nitin Gupta | FT183060