



KARMA YOGA

LEADERSHIP EXPERIENTIAL ACTION PROJECT

Highlights of the Journey (October – December) 2018

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.

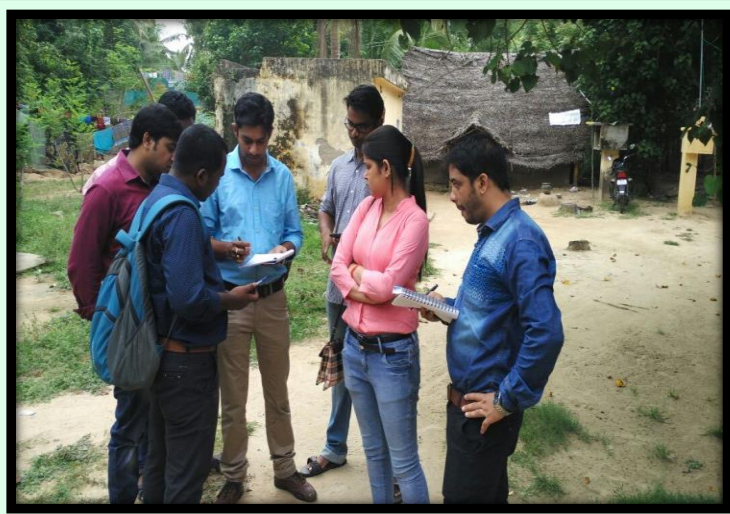
This Newsletter is published with the objective of sharing with various stakeholders the way in which the Institute imparts responsible management education among the students.



**Karma Yoga Team Wishes you
*A Happy New Year - 2019***

ASHOK LEYLAND VISIT

As part of corporate learning program a team of managers from Ashok Leyland team visited Great Lakes, Chennai Campus on Nov16,2018. The event comprised of four sessions ; 1) Introduction 2) Field visit 3) PPT presentation;4)Address on CSR. After the introductory session on CSR led by Dr Arulsamy, Head ,Karma Yoga, the teams visited Karma Yoga villages for live interaction with villagers. Villages covered under this program were: Perumalchery , Vittilapuram, Naduvakkarai and Sooradimangalam. During the visit, the team gathered information on Education, Health & Sanitation, Livelihood and Tuition Center projects of the villagers. On return from the visit ,the teams presented their findings and experiences in a session moderated by DrArulsamy.



WOMEN EMPOWERMENT

KARMA YOGA PAISA VASOOL MONEY DISTRIBUTION

“The seeds were sown,
With hopes borne
Of a better tomorrow
That will come glow”

The seeds here are the livelihood training that Karma Yoga has been carrying out in many of the villages since its inception. Post one such training, villagers created magic through their labour to make the hand-crafted bangles and earrings that the KY Team put up on display for the 3 days Paisa Vasool event held from the 16th to 18th of August. The magnanimity, which is in the DNA of our Institution and reflected in each and every Great Laker was evident throughout the entire duration. Huge purchases were made and as on the last day of Paisa Vasool, we achieved a staggering sale of Rs.10, 134. This made the work and endeavors of those mystical performers worth every effort. The Karma Yoga team felt invigorated by this achievement and thanked all the stakeholders who were involved in this Paisa Vasool Distribution.



LIVELIHOOD PROGRAM @ PULIKUNDRAM

This Diwali- the festival of light was different for us. We decided to spread the light with the lives of the people with whom we have built a relationship with for over a few months. This was time to give back to the people who accepted us with open arms whenever we visited them. As a part of improving the livelihood of the village, Karma Yoga team took an effort to train the women of the village to create silk thread bangles and earrings.

The team coordinated the activities with Ms Susane, who was the trainer for the day. All the women from the village attended the training program with enthusiasm and showed interest to learn the art of silk thread ornaments. First, Ms Susane demonstrated how to make the ornaments and then the women created amazing pieces of ornaments much to our delight. The smiles on their faces filled our heart with contentment.

KY Pulikundram team is planning to sell these ornaments in colleges as well as in local markets of Mahabalipuram. The effort to create demand for the beautiful handmade silk ornaments will be taken up by team KY and the revenue generated will be utilized for the welfare of the village. This is a first step towards many such initiatives KY team is planning in future. Along with Livelihood training program, the team is also concerned about the increasing incidents of dengue in the villages adopted by Great Lakes. The team is planning to raise funding to help the village people with mosquito nets, health camps and treatment. The team's mission and driving force is to enhance the self-esteem of villagers by empowering them and facilitating them for quality life which we will continue in the future too.



SILK THREAD JEWELLERY MAKING @ LINGAPURAM

Jewellery making training was given by Ms Susane to the women and young girls of Lingapuram village. More than 20 individuals participated in the training program which taught them the art of bangle-making and silk thread earring making. They were encouraged to come out with their own creative designs in order to boost their interest. The raw materials required to make bangles and earrings have also been supplied to the Self Help Group in the village to practice the art. Extra raw materials will be supplied and the next set of training will be conducted in the weeks to come.



EDUCATION

DRAWING COMPETITION @ JAMBERI and ECHANKARUNAI

"Every artist was first an amateur" - Ralph Waldo Emerson

KY team of Jamberi and Echankarunai organized drawing competition in their villages. As per the agenda provided for drawing competitions, kids came for the session super prepared! The pictures will speak for itself! Jamberi and Echankarunai village kids are really talented, which got reflected when each one of them explained why they came up with that specific drawing! It was indeed a great learning for both the teams.



AGRICULTURE

KITCHEN GARDEN @ PULIKUNDRAM

On 25th of November, KY team of Pulikundram village had helped the villagers set up kitchen gardens. The kids of the village were very receptive and highly co-operative for setting up the garden for vegetables. The main aim is to increase the nutrition level of kids. Right from preparing the soil for sowing seed till watering the seeds, the children were high in their enthusiasm. The team planted three varieties of seeds such as chilli, Lady's Finger and Spinach. The visit was concluded with celebrating the birthday of our team member Ashutosh Thakur.



HEALTH & HYGIENE

DENGUE AWARENESS CAMPAIGN AND PAMPHLET DISTRIBUTION

Dengue, a Viral fever for which Aedes Mosquito is a vector, flourishes in Chennai, in the months of October, November, and peaks in January. During these months the North East monsoons impact eastern Tamil Nadu resulting in numerous pools of stagnant water and growth of thick shrubs, which serve as breeding grounds for the mosquitoes. The worst impacted are squatters who live in empty houses in a surrounding that is not kept clean, due to social circumstances.

Nallur village has three hamlets and the majority of households live in surroundings that are conducive to the breeding of the vector, making the habitats very vulnerable to Dengue. Pools of stagnant water, piled up wet wastes, open huts, paddy fields etc. make tackling the disease a challenge.

Nallur hamlets' KY volunteers were involved in a door to door campaign to spread awareness on the Causes, Symptoms and Mitigation measures for Dengue fever. The Campaign was spread over entire Sunday, where the team spoke to the villagers and explained to them the various aspects of the disease. In total, we were able to distribute over a hundred pamphlets and interact with an equivalent number of households. They were very receptive of the initiative and appreciated the effort.

Through this initiative, we were able to connect with the people of Nallur better and hope to do more such initiatives that would benefit the community. The team was hopeful that the campaign would reduce spread of the fever in the coming days.



PERSONAL HYGIENE AWARENESS@PERUMALCHERY

Swachh Bharat is India's biggest cleanliness drive launched by Prime Minister Narendra Modi on October 2014. One of the objectives of the mission is to eradicate open defecation by 2019. Inspired by Prime Minister Modi's Clean India initiative, Dr. Bala Foundation has constructed 41 toilets to make Perumalchery free from open defecation.

After toilet constructions, Perumalchery team continuously monitored the use of the toilets and tried to create awareness about health & sanitation, especially the problems arising with open defecation. Continuous awareness drives for the regular use and maintenance of toilets would help in bringing a behavioural change so that elders also start using the toilets and thus seed a healthy habit. As a continuum to the project, the team is trying to help the villagers achieve a healthy standard of life with more dignity and confidence. The school going children from Perumalchery will raise the awareness of having toilets with the other students in their schools and thus it will create a ripple effect that will reach to other villages as well.



MEDICAL AID @ AYAPAKKAM

KY is all about the progressive transformation of the people and their village. Team Ayapakkam has brought a change in the life of Ms. Pavithra (Age 19) – a differently abled person who is unable to walk on her own due to leg paralysis. Pavithra, who has completed her SSLC, dropped out of school due to the above ailment and was staying at her home for the past 2 years. Ayapakkam Team found this on the First day of their visit. As an effort to instill confidence back in her, the team used to meet Pavithra every week during the visit and shared a lot of motivational books and stories. Further, the team donated an adjustable Walker to Pavithra after consulting with PRIMS doctor, to make her stand and walk on her own legs. Two Months have passed and now, Pavithra is able to walk on her own and is walking daily to a Vinayaka Temple (about 700 Metres from her home) with a lot of joy and confidence back in her. A special thanks to Mr. Radhakrishnan, 2019 PGPM Student, who gave his new Walker when Ayapakkam team approached him for help.



MEDICAL KIT DISTRIBUTION

As the part of KY initiative for rural health in the adopted villages, KY teams distributed First Aid Kit to all the 24 adopted villages. With the help of Village Coordinator and the team they addressed the importance of First Aid Kit, explained the use of various contents in the kit and requested them to use during emergency situations that require immediate medical attention. With this initiative, the villagers will be able to develop the habit of giving attention to even minor injuries and will cope up during medical emergencies.



SWACHH BHARAT MISSION @ VITILAPURAM

As the part of KY initiative and Swachh Bharat mission to achieve the objective of Clean India (Swachh Bharat) by the year 2019, the KY team took a small step by teaching kids of Vitilapuram the importance of cleanliness. The team listened to their concerns and taught them the importance of keeping the community clean. The KY team along with 15 kids, cleaned a small area near Vitilapuram Temple. Vitilapuram KY team donated dustbins to all the 15 kids so that they can practice the habit of using it at home. The team also asked them to pass the habits to their parents and encourage family members for the cleanliness drive. The KY team strongly believes that the children of today are the future of nation hence they are very important in contributing to the mission.



DENGUE AWARENESS CAMPAIGN @ NALLUR

On 18th November, The KY team visited Nallur Main village to conduct an awareness drive on Dengue Fever. The team distributed pamphlets with detailed information on – What is Dengue, How it spreads,



and the various preventive and control measures that could be taken to curb it. Most of the villagers seem to be aware of the fever and understood the seriousness of the issue considering the recent rains in Chennai. The team made sure that they covered all the households and explained the symptoms of the disease especially to those who were illiterate.

The villagers promised to stay careful and take the necessary steps to avoid water stagnation around their homes.

ROAD SAFETY AWARENESS CAMPAIGN @ PUDUPATTINAM

Pudupattinam KY team had conducted a road safety awareness campaign on 2nd December 2018 among the ladies and gents of the pudupattinam village who have two-wheeler vehicles. The Pudupattinam KY team interacted with villagers and distributed the road safety awareness pamphlets door to door.



RELIEF FUND CAMPAIGN @ GREAT LAKES

After heavy rain and cyclone, Vitilapuram KY team went to analyse the situation and found out that villagers live in miserable conditions during this rainy season. Realizing this, KY team extended its hand to these people in these harsh times. For this, the team started a fundraising campaign by Rajiv Singh and KY Village coordinators..

With the help of donated funds, the team tried to carry and lessen few burdens of the people who are blessed but lack some necessities. Little relief was provided with the help of the stupendous people. The team distributed tarpaulin sheds to 80 huts in Vitilapuram , Nallur , Pulikundram and Kadambadi ST Area. This will help them to cope up with adverse weather conditions and rain. The team also distributed 24 Medical Kits (First Aid Box) to all the Karma-Yoga villages. How to use the medical kit was demonstrated and the villagers were requested to use the kit during emergency situations that require immediate attention. Based on children's request, the team distributed essential study materials to 100 Kids across all the Karma-Yoga villages. The team had collected Rs.35504 which was spent in entirety into the relief work. This really came forward as an example where can make an effort and impact lives for the greater good.



EXPERIENCE SHARING...



Shweta
FT192086

My experience as a Village Coordinator for the KY Program has been nothing less than challenging and exciting. Right from the get-go it's involved a lot of planning and this has been a fantastic experiential learning program. I couldn't have asked for more as a management student! Right from conducting a need analysis, to coordinating activities and resources, the whole process has been very engaging and thought provoking. Apart from the managerial dimension, there is an entirely different human perspective to the program. It is true that the purpose of the entire experience is to add value to the lives of the villagers in some significant manner. Although there were/are several initiatives that are being undertaken, it's the villagers who constantly add value to our lives. Their simple lifestyles and their ability to face life's hardships with fortitude and courage is inspiring. The village children have been a constant source of joy and their innocence and belief in the goodness of life is probably what kept most of us motivated through the year. My team members and I had the opportunity to help the members of the Vasantham Self Help Group (a Karma Yoga Initiative) set up their jewelry business, Kriya. Through this process I've lived my dream of being an entrepreneur! So far, the journey has been extremely valuable in terms of

understanding the complexity behind running a business. We look forward to helping the women establish a concrete business venture. However more importantly we aspire to nurture and sustain the trust that the program has managed to build over the years.

Majority of India lives in villages but many of our team members never had this opportunity of first-hand interaction with a village. Great Lakes has given us this opportunity through **KARMA YOGA**. Our full team was very excited and determined to use this opportunity to make mark and improve the current situation in the village.



Shivanshu
FT193076

Professional Learnings:

- 1. Teamwork:** In order to teach children, we divided ourselves into groups such that each group was taking care of children of certain age group. And each group was led by a teammate and others were assisting him/her, making sure the children follows correctly what he/she demonstrates.
- 2. Think out of the box:** Gathering children for spoken English classes straight after lunch was an issue for us, as nobody wants to study straight after lunch. They were reluctant to come out of their houses in afternoon. So, we thought out of the box and started playing loud music and started dancing to favorite local music numbers. Soon, children started to join us and we took that opportunity to get along nicely with them and they became comfortable with us.

3. Efficient use of available resources: When we started teaching them, we were not having particular space where we can sit and teach them. Neither we had the luxury of a board, marker, projector, etc. But whatever we had, we used it to its full potential to benefit children the most.

-----For more images-----

<https://drive.google.com/open?id=1EMTx3XpRQJeDKsuioEQQdsTzjDeETY1P>