

HIGHLIGHTS OF KARMA YOGA LEADERSHIP EXPERIENTIAL ACTION PROJECT DURING October-December, 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.

GREAT LAKES INSTITUTE OF MANAGEMENT
KARMA YOGA

THE JOURNEY SO FAR...



Road Safety is a major issue in many countries and situation in India is nothing short of grim. India, due to its huge Geographical area and many states having their own rules and regulations, is teeming with road safety problems. It is said that there is one death every four minutes due to a road accident in India. This is the reason many organizations have come to fore to promote the road awareness at all the levels.

As a responsible education institution and student community, Great Lakes Institute of Management organized road safety awareness campaign on 8th October, 2017, on East Coast Road near the campus. The event was organized in the morning on the campus with Deputy Superintendent of Police Mr. Kanappan from Kanchipuram district being the honorary guest for the event.

The event started with Associate Dean Dr. Vaidy Jayaraman's address to students and he talked about the importance of road safety. Later Deputy Superintendent of Police Mr. Kanappan gave the Key Note address. He enlightened students with a speech about road safety and his experience in the same. He interacted with students and told them about various road safety rules and initiatives that students should know and divulge. Later he took questions from the students and gave his insights about the issues that we are facing in terms of road safety awareness.

Students went to the main ECR highway and stopped the vehicles asking people to wear helmets and seat belts and educating them about the speed and traffic measures that they should think of while driving.

Students of Great Lakes as a part of their *Karma Yoga* village visits spread the awareness through placards and pamphlets by giving door to door visits in the homes in the villages. Overall it was a quite insightful event for all.

Road safety awareness drive at KY villages



Ashok Leyland Visit

As part of corporate learning a team from Ashok Leyland visited Great Lakes on 12.10.2017. The team attended a lecture on CSR. After the lecture the team visited the *Karma Yoga* villages for a practical interaction with the villagers. During the field trip they gathered information's on Education, Health and Sanitation, Livelihood opportunities and Agriculture among the villagers. The field report was submitted to the class in a session moderated by Dr. Arulsamy.



Cleanliness Drive at Lingapuram and Periyacolony

One of the first signs of a well-managed country or city or town is its level of cleanliness. If the place isn't clean, it is unlikely to send out a positive message for visitors or passerby. The same applies to every village in our country. With this in mind and to make the villagers of Periya Colony and Lingapuram realize its full potential, the members of the Periya Colony team and Lingapuram team had initiated a cleanliness drive and collected dry garbage from the roads of the village. All we kept it our mind was" we have to make the surrounding clean". As quoted" A land of filth, no matter how talented its people and how wonderful its natural resources, will never earn the respect it deserves".

Each team contains 6 people, a few of us sweeping the streets and a few of us collected dry garbage. Some ladies seemed hesitant initially and tried telling us that they would do it later in the day, but we persisted. Seeing us clear the streets, a few kids joined us and assisted us in picking plastic bottles, wrappers, waste paper and so on. The village lacks dustbins and we are keen on organizing them for clean environment allows for better quality of life and hygiene.

With this, we were able to collect 2 full bags of dry garbage and disposed of it at the designated area. Hopefully, this cleanliness routine would be picked up by most people at Periya Colony and Lingapuram and they would segregate dry and wet waste and also ensure better cleaner surroundings.



Masala Powder Making workshop



Success is where preparation and opportunity meet

This was the basic philosophy which helped conduct the masala making workshop last Sunday.

This workshop was the brainchild of our fellow karma yogis who relentlessly planned the logistics and execution for more than four months.

The workshop brought together twenty-six women from 25 villages around the Manamai area to Great Lakes campus where they had a hands-on session in masala making. The trainer broke the ice with a couple of less known and extremely useful cooking tips. She informed the women about various spices and associated health benefits. Once the ice was broken, the session moved towards more hands-on training. The women were taught detailed recipes to make a variety of masala from Dal and Idli masalas to more complex chilly chicken and fish masalas. The women then took turns trying the recipe themselves. The aroma of freshly grounded spices filled the amphitheater with a sense of teamwork and camaraderie. Once the women got a strong hold on the recipes they were taught to know how's of how to package, market and sell the product so that they can turn this skill into a sustainable business model.

The workshop was very well received. The women expressed how seamlessly the trainer taught them the tricks and techniques. They even asked for more such sessions in similar activities like making soap powders, embroidery and tailoring in the future. They were confident in the material they learned and wanted to teach it to others back home.

The main objective of this venture was to train the women in the art and science of masala making so that they carry forward this knowledge in their respective communities. The intention was to enhance their vocational capabilities so that they can organize themselves in cooperatives. This coupled with some cursory knowledge of running a business would transform these housewives into self-dependent entrepreneurs.

Threading Workshop at Sooradimangalam



The threading workshop was held on 26.11.2107 in Sooradimangalam village at the primary school. It was conducted by Ms. Susvini and the training workshop was attended by 12 women from Sooradimangalam village. Mr. Suvajit our village coordinator addressed the training workshop. Ms. Susvini opened the session by welcoming the participants and establishing basics of threading and how the village women can benefit from learning it. She then showed them some demo threading works and gave the woman hands-on experience in threading. The groups then presented their own results of the workshop and rest of the participants contributed with their own experience in threading. Thereafter lunch was served to all the participants by the college authorities. It was a great learning experience for all the participants and one which can potentially help the woman become financially independent in future.

Kitchen Garden Activities

At Ayappakam



At Veerapuram



The *Karma yoga* team planted the Lemon grass in the villages to combat Dengue fever. It is a plant that help the villagers to repel the Dengue mosquitoes from their surroundings when the concoction sprinkled in the vicinity of their dwellings.

Save Before You Spend



The basic purpose of the activity is to promote savings habits in providing saving box to the students of government school nearby at *karma yoga* villages. Probably familiar with the ideas to save money in the saving box *Karma yoga* team had distributed 1500 savings box to the students' .the reason behind this works is motivating school students to save money and also stimulating their mind to enhance the reading habits in purchasing books on upcoming Chengai Book festival 2017 conducted by Tamil Nadu Science Forum on 23.12.2107 at Chengalpattu

SHG Group Formation



One of the major priorities of the *Karma Yoga* is an implementation of livelihood promotional activities to nurturing the women through formation of SHGs' Federations. The SHG formation meeting holds in the Kollamedu village on 17.12.2017. Dr.Arulsamy had given a motivational session about an entitlements realization of SHG movements to the women. The aim of the project is to bring significant improvement in the social and economic status of the people in which we will provide support in the implementation of the whole process of community empowerment.