



## From Director's Desk



2020 has been a year like no other. On one hand, it has been uncertain and unsettling for some and on the other it has also been a time of deep transformation, of affirmative action and of resilience. The COVID-19 pandemic has brought so many changes and challenges to our working lives that were all but impossible to foresee at the start of the year. It has changed the world of work. As the Director, I am so proud of the work done by the team whether it is networking, sharing of knowledge and experiences, using technology and its platforms to connect with different stakeholders and collectively learnt to navigate this new world. The commitment and dedication in these unprecedented times of each of my colleagues is commendable. Various valuable initiatives were taken by the team. We continue to have deeper student engagement for our programs in virtual platforms and our students have performed exceedingly well. Many new Executive programs for organisations like Hero MotoCorp, Maruti Suzuki were executed on virtual platforms and were highly appreciated by the participants.

Students need a special mention. They not only cooperated, but also took the crisis positively and used it for their personal development and performance enhancement.

Last but not the least, our vast pool of Alumni was a great strength of support whose insights resonated with all the students and led to some great discussions and sharing.

I thank each one of you for your commitment and dedication in these unprecedented times.



## Annual Events

### SAPIENCE 2020 - Crisis Inspiring Innovation

The Great Lakes Institute of Management, Gurgaon organized its Annual Management Conclave - "Sapience 2020". It was celebrated as a 7-day online event from 16th and 31st January, 2021 due to pandemic. **The Keynote address was given by Mr. Ashwin Muralidharan, Head of Tax and SAP project Manager-IMEA, and Valedictory Address was given by Dr. Bala V. Balachandran, Chairman Great Lakes of Institute.** The theme of this year's conclave was "Crisis Inspiring Innovation" and the focus was on on the innovative strategies adopted by different sectors of the economy during the pandemic period. It was found that businesses, which are resilient, agile, ready to adopt change and innovate were the one to survive and succeed. The innovations could be to integrate but not limited to Marketing, Finance, Operations, Analytics and most importantly the Human Resource. The Virtual Conclave had 1 Keynote speaker, 6 panel discussions with 23 Eminent Industry Speakers and a Valedictory session. You may read more on Sapience [here](#)

## 1 keynote Session

## 6 Panel Discussions

### Marketing Panel



**Prof. Anirban Chaudhuri**  
Moderator, GLIM, Gurgaon



**Shashank Srivastava**  
Maruti Suzuki India Ltd



**Deepak Ohri**  
Lebua Hotels & Resorts, Bangkok



**Sanjay Gupta**  
Uber India

### Analytics Panel



**Prof. Bappaditya Mukhopadhyay**  
Moderator, GLIM, Gurgaon



**Prithvijit Roy**  
Bridge2I



**Abhishek Bhattacharya**  
Co-Founder, Whrrl



**Pavan Shah**  
Google (UK)



**Srikant Velamakanni**  
Fractal Analytics

### Entrepreneurship Panel



**Prof. S.K. Palhan**  
Moderator, GLIM, Gurgaon



**Bhairaw Mandal**  
Enerture Technologies Pvt. Ltd



**Manish Goel**  
Founder & CTO, I3 NANOTECH LLC



**Chand Seth**  
Pearl Polymer



**Dr. S. Lakshmi Devi**  
Delhi University

### HR & OB Panel



**Prof. Poornima Gupta**  
Moderator, GLIM, Gurgaon



**Sapna Harpalani**  
Markem-Imaje



**Ahmed Mehndi**  
Lemon Tree Hotels



**Gaurav Mehta**  
CVent



**Ashish Jain**  
Right Management

### Finance Panel



**Prof. Preeti Goyal**  
Moderator, GLIM, Gurgaon



**Naveen Kumar**  
PTC India Financial Services Limited



**Dr. Gargi Chatterjea**  
CESC



**Virendra Saklani**  
HDFC Bank



**Biswanath Gupta**  
Arthavedika

### Operations Panel



**Prof. Ravindra Ojha**  
Moderator, GLIM, Gurgaon



**Sudam Maitra**  
Maruti Udyog Ltd



**Saurav Chakrabarti**  
Tata Teleservices



**Vinay Kushwaha**  
Britannia



**Pawan Datta**  
Max Healthcare

## Alumni Engagements

Various Alum interactions from companies like **Deloitte, Accenture, McKinsey, MakeMyTrip, HCL Technology, Newgen, Wipro**, etc were organized for PGPM & PGDM students for placements where they shared their experiences on how to crack the process and prepared students for interviews.

**Coffee Table Discussion** between Alumni - **Jyoti Rekha Jain** from MakemyTrip, **Ankisha Choubey** from Finserv, **Sahil Riaz** from Scatter and **Animesh Bajpai** from Flutura Decision Science & Analytics. The topic of the discussion was "Evolution of Consumer Behaviour in Current Context" and was hosted by **Prof. Umashankar Venkatesh**.

## Alumni Bytes

"It's purely a before and after theory: Before Joining GLIM, I had ideas but dint know how to execute them. After GLIM, I have the experience and confidence that I needed backed up with Knowledge and right guidance. Now, I have executed one of my ideas and run an own firm. I will always be indebted to all my professors who made this possible. Thank you for everything" - by **Shrimayee Mungara** (batch of 17-18), Founder & CEO - MVK solutions

The decision to join Great Lakes Gurgaon will always be one of the best I have made in my life. Those 10 months had been a life changing experience and they nurtured me into the professional I am today - by **Aman Bhatnagar** (batch of 14-15), Co-Founder & Product Head at Nebularc Technologies.

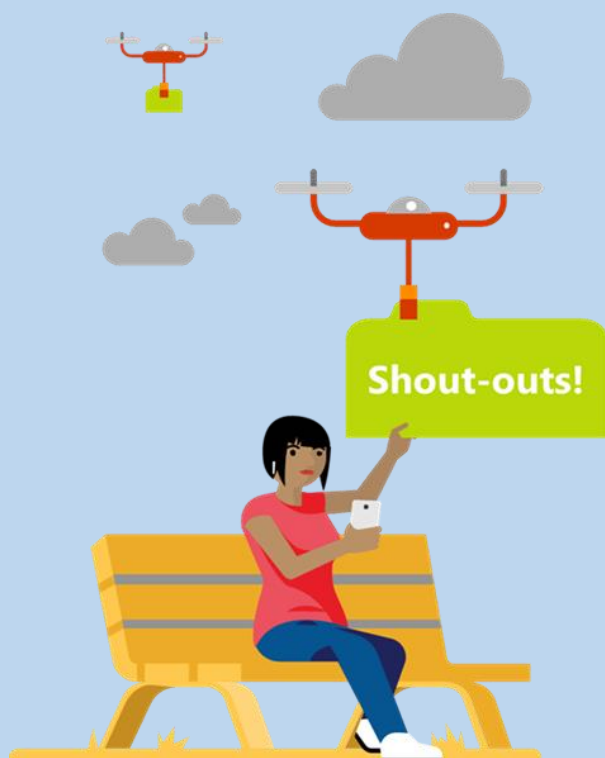
## GLIM, Gurgaon Achievements

GLIM, Gurgaon announce its first ever journal called "**Great Lakes Management Review**". The preview of Journal was launched on 31<sup>st</sup> January, 2021 by **Prof. Bala V. Balachandran, Chairman Great Lakes Institute of Management**. The editorial board of the journal is headed by **Prof. Bala V. Balachandran** as Editor-in-Chief. **Prof. Preeti Goyal** is the Managing Editor and the editorial board is graced by the inclusion of eminent scholars like Prof. Swaminathan 'Sri' Sridharan from Kellogg School Management, Prof. Elizabeth Rose from Leeds University, Prof. 'Shiva' K Sivaramakrishnan from Rice University, Prof. Devika Subramanian

from Rice University, Dr. Sudhakar Balachandran from University of Illinois at Chicago and Prof. Ajay Pandey from Indian Institute of Management, Ahmedabad. The inaugural issue of the journal includes contributions from scholars with global prominence like Prof. Jagdish Sheth of Emory University, Prof. Kalyanaram from CUNY, Prof. Shankarshan Basu from IIM-B, Prof. Madhu Vij from FMS, Delhi University and Prof James Guthrie from Macquarie University.

Great Lakes Institute of Management Gurgaon was awarded **Gold Medal** by Rural Marketing Association of India in their Gala function "**Flame Award Asia 2020**". The institute had sent the entry under the category of Educational Institutes that have contributed in creating "Future Leaders for Rural". The entry highlighted the Karma Yoga projects done by the students of the Institute in the schools and villages in Gurgaon and the rural development work done in the remote villages of Uttarakhand.

Great Lakes Gurgaon is now a **part of the 'Time to Learn' initiative being organized by Ericsson for its employees across the globe**. The initiative was led by Prof. Jones and academic input provided by Prof Bappaditya, Prof Mudit and Prof Akthar. **The final video recording by Ericsson was done by Prof Bappaditya**. The main objectives of this initiative are 1) Competence buildup on the topics of Future leadership, 2) Provide the opportunity for people to learn some knowledge in a fun and accessible way that takes up little time and supports, 3) Support the development of a learning culture and 4) Inspire & Promote Learning.



Congratulations **Prof. Kirti Sharma** for being appointed as a Reviewer of American Journal of Engineering and Technology Management (AJETM)



Congratulations **Prof. Preeti Goyal** for being chosen as an Outstanding Reviewers in the 2020 Emerald Literati Awards for excellence



Congratulations **Prof. Ahindra Chakrabarti** on winning the Emerald Literati Award.



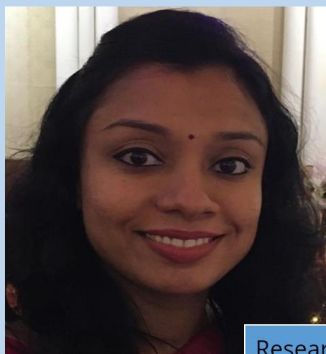
Congratulations **Prof. Bappaditya Mukhopadhyay** for being rated as one of the top 10 Data Science Professors in India featured by the Analytics Insights Magazine





## Research & Seminars

Various Research and seminar workshops were conducted as below



Research seminar workshop on the topic "Block chain adoption in the financial services sector using Technology Acceptance Model" was conducted by **Dr. Sheetal Menon**, Assistant Professor Great Lakes Institute of Management Gurgaon



Research seminar workshop on the topic "Circular material resource consumption for sustainability of manufacturing growth: A system Dynamics analysis" was conducted by **Dr. Ravindra Ojha**, Professor Great Lakes Institute of Management Gurgaon



Research seminar workshop on the topic "Assessing India's export performance abstract" was conducted by **Dr Chandrima Sikdar**, Professor, School of Business Management, Narsi Monjee Institute of Management Studies, Mumbai



Research Seminar on the topic "Crafting theory and theoretical contribution for research publications" was conducted by **Dr. Ivan Zupic**, Lecturer Goldsmiths College, University of London



Research seminar workshop on the topic "Strategies to enhance doctoral level research effectiveness in a project life cycle framework" was conducted by **Dr. Prem Vrat**, Chairman Board of Governors of Indian Institute of Technology (ISM) Dhanbad

## What's New

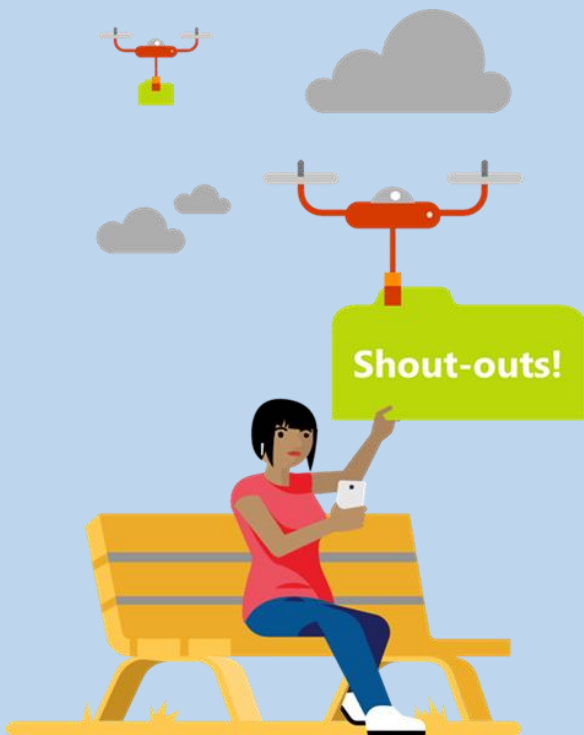


## New additions to Great Lakes

### Non -Teaching Staff

Mrs. Kosaraju Sailaza joined as Assistant Director-CCS. She has done her MBA in HR from Bharatidasan University. In her last assignment with IMT Hyderabad, she was a member of Corporate Relations Office and helped IMT in accomplishing its placement objectives, connecting with the corporates, organizing panel discussions and industry conclaves. She has total 33 years of experience.





Congratulations Ms. **Shailaja Sharma** on your promotion to **Senior Associate Director and Head CCS** at GLIM, Gurgaon



Congratulations **Mr. Samiran Baral** on your **5 years** at GLIM, Gurgaon



## MDPs & Other Programs



### Management Development Programs

Workshops on Customer Value Based Relationship Management (CRM), Operational Excellence, Digital Marketing, Services Marketing and Sales in the Post-Covid Environment for Hero MotoCorp held in April and May 2020. The workshops was conducted by Prof Umashankar Venkatesh, Prof Jones Mathew, Prof Ravindra Ojha and Prof Anirban Chaudhuri.

Workshops on Digital Marketing and Services Marketing for the executives of HMCL in June 2020. The workshops were conducted by Prof Anirban Chaudhuri and Prof Jones Mathew.

Webinar on Retail Finance for the executives of HMCL held in Dec 2020. The webinar was conducted by Dr. Preeti Goyal.

Workshops on Digital Marketing for the executives of HMCL in December 2020. The workshops were conducted by Prof Anirban Chaudhuri.



**PGPM 2020 -21** batch was **welcome** with special virtual module due to Covid. Term Zero was introduced to welcome the new batch. The term started on 18th May and continued till the end of the third week of July 2020. Various Global Thought Leader Series and CXO talk sessions were hosted.

## CXO Talk Sessions

Interacting with the who's who of the industry is a significant part of an MBA program. Great Lakes hosted virtual sessions with these 8 top-notch CXOs to share their experiences, wisdom and life lessons with the PGPM students during Term Zero for setting the context for the MBA life ahead:

		<b>Suresh Narayanan</b> Chairman and Managing Director, Nestle India			<b>Ganesan Ramachandran</b> Managing Director, Accenture Strategy
		<b>Seshasayee R</b> Former Managing Director, Ashok Leyland, and Former Chairman, Infosys			<b>Shrijeet Mishra</b> Chief Innovation Officer, Aditya Birla Group
		<b>Mohan Nair</b> Senior VP and Chief Innovation Officer, Cambia Health Solutions			<b>N. Srinivasan</b> Vice Chairman & Managing Director, India Cements
		<b>Ananth Krishnan</b> Chief Technology Officer, Tata Consulting Services			<b>Ms. Nirupama Subramaniam,</b> Cofounder & Managing Partner - GLOW

## Global Thought Leader Sessions

The Great Lakes organised Global Thought Leader virtual sessions to interact with some of the most prominent thought leaders – people who have left a lasting impression on the society with their immense contribution towards industrial developments, teaching and research around the world. Following are the 12 stalwarts who have inspired and taught Great Lakers this year:

- **Dr. Sam Pitroda**, Padma Bhushan Awardee, Entrepreneur and Telecom Pioneer
- **Dr Srikant Datar** - *Arthur Lowes Dickinson Professor of Business Administration & Senior Associate Dean for University Affairs, Harvard Business School*
- **Dr. Madhav Rajan** - *Dean & George Pratt Shultz Professor of Accounting, University of Chicago - Booth School of Business*

- **Dr. Hayagreeva Rao** - *The Atholl McBean Professor of Organizational Behavior and Human Resources*, Stanford University - Graduate School of Business
- **Dr. Sunil Chopra** - *IBM Professor of Operations Management & Information Systems and Professor of Operations*, Northwestern University - Kellogg School of Management
- **Dr. Aswath Damodaran** - *Kerschner Family Chair in Finance Education and Professor of Finance*, New York University – Stern School of Business
- **Dr. Shyam Sunder** - *James L. Frank Professor of Accounting, Economics, and Finance at the School of Management, Professor of Economics and Fellow of the Whitney Humanities Center*, Yale University
- **Dr. V. “Seenu” Srinivasan** - *The Adams Distinguished Professor of Management, Emeritus*, Stanford University - Graduate School of Business
- **Dr. V. G. Narayanan** - *Thomas D. Casserly, Jr. Professor of Business Administration and Chair, MBA Elective Curriculum*, Harvard Business School
- **Dr. Dipak Chand Jain** - *European President and Professor of Marketing*, China Europe International Business School (Zurich)
- **Dr. John F. O. Bilson** - *Dean and Endowed Chair and Professor of Finance*, Illinois Institute of Technology - Stuart School of Business
- **Dr. Vanitha Swaminathan** - *Thomas Marshall Professor of Marketing*, Director of the Katz Center for Branding; University of Pittsburgh

## Various other sessions conducted for PGPM students

Team Building Program, a unique nine hour long program was created and delivered by highly experienced industry practitioners and trainers, **Mr. Suresh Verghis** (CXO Executive Coach & Leadership Facilitator; Adjunct Faculty at Great Lakes Institute of Management) and **Ms. Sheenu Joseph** (Director - ART for Training & Creative Action Methods at Global Coach Resources LLP). The program inculcated among the students the mindset to visualize problems as challenges and act upon these as opportunities for further growth rather than hindrances. Through exercises and cases, participants learnt about the attitude of accepting challenges and consistently engaging with them as learning opportunities, leading to success in all walks of life.

Digital Session on the topic “Employee Behavior in New Normal” conducted by **Mr. Amit Jain**, AVP and Head-HR, PeopleStrong

Digital Session on the topic “University of Hard Rocks of Life” conducted by **Mr. Nand Kishore Chaudhary**, Chairman & MD, Jaipur Rugs

Digital Session on the topic “How Operations, Supply Chain and workers risk are managed inside a manufacturing plant” conducted by **Mr. Sharad Nigam**, VP Strategic Planning and Smart Operations, Hitachi Digital Business



Digital Session on the topic "Evolution of AI/ML, current working & practices of industries and potential COVID impact and future plans" conducted by **Mr. Kunal Jain**, Founder & CEO, Analytics Vidhya

## Guest Lectures

**Dr. Bala V. Balachandran**, Chairman Great Lakes, **Mr. Vinod Dasari**, CEO of Royal Enfield and **Mr. A Kaleeswaran**, CFO of Royal Enfield conducted online session for PGPM batch of 20 -21

**Dr. Bala V. Balachandran**, Chairman Great Lakes, **Mr. Sameer Mehta**, CEO of Dr.Mehta's Hospitals, Chennai and **Mr.Jeevan Prakash**, CFO conducted online session for PGPM batch of 20 -21

## Awards & Recognition


**Girish Venkatraman** won **second** prize in a debate competition "The Big Fight" held at Jaipuria Institute of Management Annual festival - Abhyudaya



## Apaches - PGDM 19 -21 & Warriors - PGDM 20-22

**PGDM 2020 -22** batch was welcome with special virtual module due to Covid. Term Zero was introduced to welcome the new batch. The term started from 20th July to 7th August 2020. Vice Chairman, Shri Mohan Lakhamraju addressed the students followed by the session by Shri Anish De, Partner KPMG, National Head - Energy Natural Resources and Chemicals. Various CXO talk virtual sessions were hosted for the batch who have proved their mettle in their areas of expertise and inspired millions.

## CXO Talk Sessions

		<b>Sidharth Balakrishnan</b> Principal, cKinetics and Former MD – Siti Cable & Chief Strategy Officer Essel (Zee) Group			<b>Nikhilesh Mathur</b> Director Regional Head of Talent Acquisition & Capability at Deutsche Bank
		<b>Pawan Yadav</b> CEO Future Tech Lancer and Former VP & Head Business Operations at Firefly			<b>Ashok Ramachandran</b> Managing Director & President of Schindler Industries, India
		<b>Kiran Mazumdar-Shaw</b> Chairperson & MD at Biocon Limited and Former Chairperson of IIM, Bangalore			<b>Vikas Joshi</b> Senior Director, HR Transformation for Pepsico Asia, ME and North Africa Sect
		<b>Nitin Chaudhry</b> Mentor, Coach and Former CEO of Fevicol, Pidilite Industries			

## Various Sessions conducted for PGDM batch

Digital Session on the topic "Digital Transformation in Industry" conducted by **Mr. Simarpreet Grover**, Associate GM - Strategy & EasyLine, Schneider Electric

Webinar on the topic "Building a friction free enterprise by leveraging Process Analytics" conducted by **KPMG India**

Digital Session on the topic "Leadership challenges and opportunities in Boundary-less organizations /Post Covid Era, lessons learnt from past pandemics and global financial crisis" conducted by **Dr. Anil Kumar Misra**, CHRO, Magic Bricks

Webinar Virtual Series on "Consulting Webinars", "A Conversation with Scott Hense", EVP Consulting, "A Conversation with Robin Kranich", EVP HR and "Professional Development Webinars" conducted by **Gartner's** senior leaders

Digital Session on the topic "Real-life applications of marketing/analytical tools that are prevalent in the industries." conducted by **Mr. Arghya Mukherjee**, Associate Director (Retail & CPG Analytics), WNS Global Services

Digital Session on the topic “A Career in consulting - What it means to be a consultant” conducted by **Mr. Nikhil Moghe** (Partner IGH) , KPMG India

Digital Session on the topic “Navigating Campus Placements” conducted by **Ms. Rachna Mukherjee**, CHRO and **Ms. Runita Verma**, Director Talent Acquisition, Schneider Electric

Digital Session on the topic “Handling Challenging Times” conducted by **Mr. Anil Bhasin**, President, Havells India Limited

Digital Session on the topic “Analytics based approach for Enterprise Resilience” conducted by **Mr. Mithun Kar**, Director Technology Consulting & **Mr. Raktim Chakraborty**, Chief Data Scientist, PwC

Digital Session on the topic “Fall Again Rise Again -The Untold Story of Sandeep Aggarwal” conducted by **Mr. Sandeep Aggarwal**, Founder & CEO, Droom

## Awards & Recognition

**T M Shakshi Agarwal** secured **first position** at area level table topic contest, where 12 clubs participated. Great Lakes Toastmaster club achieved **Distinguished Club position** after completing 5 out of 10 goals.



**Himanshi Jain, Sanjit Anand, & Adarsh I** secured **second position** at All India, Social Marketing case study competition 'MARKOVENTURE' conducted by National Service Scheme.



**Gunjan Ahuja** secured **first position** in "Speak Well" competition organised by Paleru Technologies Pvt. Ltd. on Dare2Compete platform.



**Rashmi Birdi** secured **first position** in the Alpine Entrepreneurship Competition 2020 conducted by the Alpine Technologies which is a startup providing IT Services.



**Mudith D Bhandari, Piyush Kakkar & Yash Lakkadwala** secured **second position** and **cash prize** in the Consulting Case Study Competition organised by Analytics club of BITS Pilani.



**Amritanshu Roy Arora** secured **7th position** among 813 participants in Dare2Compete national level quiz on maths and logical ability.

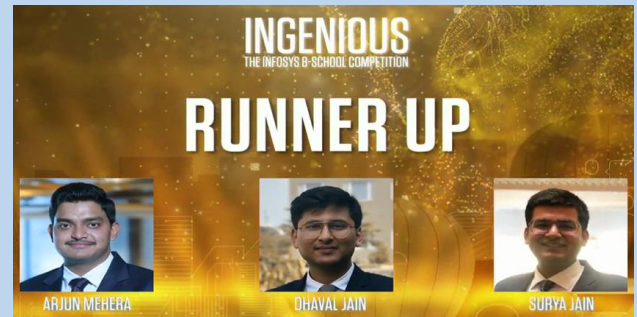




**Adarsh I** secured **second position** in the Brand Awareness and Marketing quiz 'QRIOUSITY-20' conducted by IIM Lucknow.



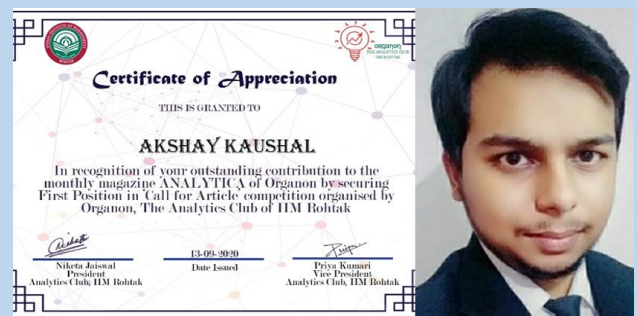
**Dhaval Jain, Arjun Mehera & Surya Jain** won **National Runners Up** and cash prize out of 4500+ teams for the Infosys Ingenious 2020 edition.



**Rashmi Birdi** secured **second position** at Intern Arena Competition 2020 in the marketing domain organized by the Research Committee of Jaipuria Institute of Management, Lucknow.



**Akshay Kaushal** won an award for quality submission in the competition in the September 2020 issue of 'Impressions' by IIM Rohtak



**Avi Srivastava** story got published at **Dare2Compete** platform #HumansofB-Schools where they are publishing shortlisted stories of B-School students from all over the nation that can inspire others.



**Abhishek Pratap Singh, Chhavi Srivastava & Shivangi Rastogi** secured **first position** at IIM Indore's NEETISHASTRA 2020 Live Consulting competition.



**Madhurika Bhargava** won the De-Merge IT Competition 2020 organised by the Finance Committee of Shaheed Rajguru College of Applied Sciences.



**Akshay Kaushal** won an article writing competition organized by IIFT, New Delhi.



**Jasleen Kaur** secured **first position** in the Article Writing Competition - Summit 2020, conducted by NMIMS, Mumbai.



**Akshay Kaushal** secured **second position** at Marketing Case Study competition 'Vivechan' organized by the Indian Institute of Technology, Indore.



**Anamika Malik** secured **first Runner Up** in the article writing competition organized by IIM Indore and Marketing Lake.



**Akshay Kaushal** secured **first position** in the case study competition ESOL organized by VIT, Vellore.



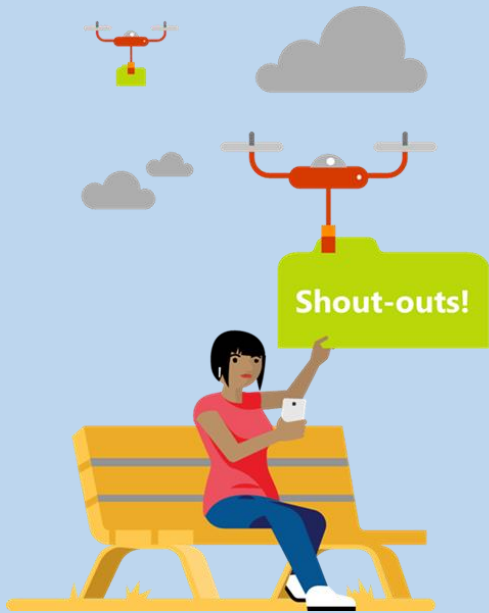
**Mohammed Gani Sadiq Ali** secured **first position** at Incognito Cyber security quiz at IIT Bombay.



**Hitesh Kishore** secured **second position** in the Blog Writing contest organised by National Institute of Technology, Rourkela



**Vandita Tiwari** secured first position at K J Somaiya's 'The Marksman' article writing competition on Augmented Reality & Marketing.



# Congratulations

**Rahul Chandnani, Shakshi Agarwal and Kirty Adarsh** selected in the Igniters Club of Dare to Compete. The National Club comprises of 233 members out of 2700+ applicants across the institutions all over the country

#InvestInYou



[You Don't Find Happiness, You Create It \*by Katarina Blom\*](#)