

THE HINDU

Date : 9th December 2018

+ 'Policies can have immense disruptive power'

SPECIAL CORRESPONDENT
CHENNAI

AIADMK leader and Minister of Tamil language and Culture K. Pandiarajan on Saturday said policies of the government can have immense disruptive power.

Mr. Pandiarajan was speaking at the two-day Annual Global Convention of Entrepreneur Cafe, being

hosted by the Great Lakes Institute of Management.

The theme of the conference is 'Disruptive Entrepreneurship in Amazing India'. The decision by former Chief Minister K. Kamaraj to open 15,000 schools drove up gross enrolment ratio to 80% in the State even as the national average was 30%, he recalled. At the inaugural ce-

remony, Chairman of Sundaram Fasteners Limited Suresh Krishna, talked of the duty of entrepreneurs to take care of their labour force.

'Standard of living'

"If we are not here to elevate the standard of living of our citizens, what are we doing," Mr. Krishna asked.

He said job creation was a

crucial component of entrepreneurship, which included jobs in the lower part of the pyramid.

Bala V. Balachandran, founder and chairman of the institute, R. Ramanan, Director of the Atal Innovation Mission and Dharmendra Pratap Yadav, principal secretary, MSME were among the speakers.



THE TIMES OF INDIA

Date : 8th December 2018

Business school Great Lakes signs MoU with Babson College to nurture entrepreneurship

TNN | Dec 8, 2018, 04.39 PM IST

CHENNAI: Great Lakes Institute of Management signed a MoU with US-based entrepreneurship education specialist Babson College on Saturday to foster a mutually beneficial relationship between the two institutions in the area of entrepreneurship. Among other things, the MoU will help develop faculty who can impart knowledge on entrepreneurship to students and develop growth strategies in case of family businesses.

The MoU was signed by Tom Simon, MD, The Babson Collaborative, Babson College, US, and Bala V Balachandran, founder, dean & chairman, Great Lakes Institute of Management, at the 4th Annual Global Convention (AGC) 2018, organised by Great Lakes' Entrepreneurs Café.

The conference is a two-day event to be held on December 8 and 9 in collaboration with TiE, FICCI and Ivy Next and is being conducted on the theme of Disruptive Entrepreneurship in Amazing India.

Speaking at the event, Dharmendra Pratap Yadav, IAS, principal secretary - MSME, Tamil Nadu govt, noted that innovation should not be restricted to certain social strata of people, and aspirations of the bottom pyramid must also be addressed.

He added that the Tamil Nadu government is working on a startup policy, which "will be inclusive, encouraging and collaborative with academic institutions."

R Ramanan, additional secretary and mission director, Atal Innovation Mission, said the government is working with universities across the country to set up 101 startup incubators, and Great Lakes will be one among the colleges to welcome an incubator in the next "two to three months."

Great Lakes founder Balachandran said, "With our latest offering, we are glad to bring a global level forum that will provide a great opportunity for enthusiasts as well as student entrepreneurs to learn and exchange ideas, get updated on latest tech disruptions and innovations."

<https://timesofindia.indiatimes.com/business/india-business/business-school-great-lakes-signs-mou-with-babson-college-to-nurture-entrepreneurship/articleshow/67000943.cms>

Date : 17th December 2018

THE NEW INDIAN EXPRESS
MONDAY, DECEMBER 17, 2018



Hey, Mr Stark

Even though Ishaan loves to be secretive, his favourite superhero is Iron Man and not Spiderman or Batman. Rather ironically though, he's yet to watch *Infinity War*



Daddy cool

When Krishiv shared his entrepre idea with Nikhil Agarwal, he w and took his son to a few Entr Cafe meetings where he got t

THIS AIN'T CHILD'S PLAY!

How young do you need to be to have a start-up? The answer to that question can fetch some pretty low numbers. **Parvathi Benu** catches up with a few young 'uns

This 14-year-old is an eighth grader at Gopalan International School, Bengaluru

I joined the company a year ago. My parents and I understand the kids in their prod do anything my r advertise and spe St

SURABHI KASHYAP



When was the first time that you heard the word entrepreneur? A friend asked me this question a few days ago. I pondered. I must have been over 14. Also, I remembered how I had a hard time figuring out the spelling back in grade XI and learning the right way to pronounce the word. Both of us, being in our mid-20s, laughed about it. Two days down the line, there I was, waiting on a sofa, right next to a brightly decorated Christmas tree, in the reception of Great Lakes Institute of Management, Chennai. The college and Entrepreneur Cafe, a global movement for entrepreneurs to meet and discuss ideas, where hosting their fourth Annual Global Convention. The 24-hour-long event had a panel for entrepreneurs below 16. A quick look at the profiles of the panellists and I was surprised. They were 14, 13 and 10 respectively and each of them was an entrepreneur!

Soon, I saw three children outside the glass door of the room. They were my interviewees. Ishaan Gangabasi (10), Surabhi Kashyap (14) and Krishiv Agarwal (13) sat down in front of me. All of them, (shorter than the five-foot-tall Christmas tree next to me) had a lot to share, from the stories of their companies to their views on the education system.

The maker of desi Siri

Krishiv, a class IX student in Ambitus World School, Hyderabad grew up in a household where the word entrepreneurship was more commonly used than coffee. Son of Nikhil

Agarwal, the founder of Entrepreneur Cafe, Krishiv's idea for his AI bot ALPH was born out of his hatred for smartphones. "They're cramped and kill everything that is natural," he tells us, pointing at the Jio Phone he uses. When we asked him to tell us more about his product, Krishiv was more than happy to explain. "It is an AI-based bot that manages everything from relations to finances to social media. It is a cheaper version of Siri. It also has emotional intelligence and understands you better. And it is not restricted to Apple phones," he says. Krishiv conceptualised it a year ago and developed the prototype a month back.

Krishiv has attended a few meetings by Entrepreneur Cafe and was guided by a few adults including his dad, but this 13-year-old has had his share of difficulties. "It was difficult to find coders who are young and trustworthy," he says. And by young, he meant pre-teens. All the members in his team are either 12 or 13. "We're getting professionals too on board. Now, we all work for an hour each day," he says. He is optimistic about getting the demo product out in the coming months.

STEMming from within

On the adjacent couch sat Surabhi, who wore a collared grey T-shirt with the logo of her company, Stemlabs. At 14, she's been doing something that most of us aren't able to do even at home — she works with her parents. "It is an emerging company that makes STEM (Science, Technology, Engineering and Mathematics) learning products for kids from class IV. Our goal is to make education accessible all across the world in a fun way," she says. Now, this eighth grader has a serious issue with the Indian education system (And no, she isn't whining about homework). "Kids these days resent education because of the constant mugging up. We have to have more interactive hands-on experience," she says.

Right then, I hear two loud cries of 'yes'. Those were from Ishaan and Krishiv. Krishiv, who otherwise manages his school work, football and his venture while getting a solid seven hours of sleep every day, tells us how his project got pushed because of pressure from school. Ishaan, on the other hand, finds his textbooks boring. "While learning from textbooks, I get to imagine things. I don't get to feel the real thing," he says. "You got to understand the science behind things and apply them. Also, the con-

stant pressure is demotivating," Surabhi tells us. How is it to work with your parents? I wondered. But this student at Gopalan International School, Bengaluru thinks it is 'pretty smooth'. "My parents founded the company a year and a half ago. I asked them if I could join them and they said 'Why not'. I was doubtful initially. I thought I won't be able to manage everything, but I did," she says. Surabhi's mother Pavana, on the other hand, says that her daughter is her rock, who handles everything from organising workshops to advertising.

Under his micro hood

Sitting next to me was a little boy in a grey hoodie who smiled constantly. "So what is your company about?" I asked him. "Mine is an automobile company. We are just done designing two cars. Now we're researching on its internal parts," says Ishaan. This fifth grader from Gopalan National School, Bengaluru tells us how he and his friend Ashwin were bored one day and thought that they should start a company to make cars. I was flabbergasted. "Till now, India has only two car companies. I want us to have more car companies and create vehicles that pollute less," he says.

Ishaan has a 13-member team right now and all of the members are his classmates. "Ashwin and I planned everything and we took people who are interested. It was a secret for a long time. Until now, our teachers also have no idea about it. I don't want anyone to steal my idea," he says. (If you're Ishaan's teacher, please make sure that his idea is safe.) Ishaan later discussed the idea with his parents and they were supportive about it. "My father told me about the structure of a company. Now, we have a Chief Finance Officer and a Chief Technical Officer. We have even calculated the cost of our futuristic car and it will come to about ₹1,00,60,000," he says. Later, Ishaan's mother Shruti Gangabasi tells us that right after they reach Bengaluru, they're set to meet a Company Secretary and Ishaan will do all the talking.

Now, what do they have to say at a panel discussion? A lot of things apparently. "We need to get investors. It is tough to find them," Krishiv says. Surabhi nods to that. "Also, we need more publicity," he adds. As we neared the end of the conversation, the entrepreneurs were still gearing up to spread their infectious energy. As I waved them goodbye, I couldn't help but ask myself, "What was I doing when I was their age?"

Hear, hear

K Pandiarajan, Minister of Tamil Language, Tamil Culture and Archaeology, Government of Tamil Nadu and Founder, Ma Foi Management Consultants gave the inaugural speech



Date : 17th December 2018

ed his entrepreneurial
arwal, he was elated
a few Entrepreneur
re he got to learn more



Balancing act

Surabhi thought that she wouldn't be able to manage her studies along with the company, as she is someone who strives to get good grades. But once she started working, everything fell in place



MORE TO HER

Surabhi's hobbies include singing, dancing, writing and reading. After growing up, she wants to get into the Arts stream and wants to do something unconventional

8/9

14

This 14-year-old (Surabhi) is eighth grader from Gopalan International School, Bengaluru



Origin story

Surabhi uses Instagram and WhatsApp. But she doesn't use either of the platforms for business promotion and depends mostly on word of mouth

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se and speak about it too
Surabhi Kashyap

10

This 10-year-old (Ishaan) was the youngest member on the panel



Secret mission

Ishaan's has kept his idea a secret from his teachers. His mother tells us that the child kept it a secret from his parents too for a long time

“I wanted to be a cricketer at first. But then we designed the car and now, we want to make futuristic cars. There are 13 members in my team

Ishaan Gangabasi

13

At 13, this budding entrepreneur is a student of Ambituss World School, Hyderabad



Attention coders

Krishiv's LinkedIn profile says that he is currently looking for 2D designers and AI coders

“All my coders are younger than me or of the same age. It was hard to find people who are that young, but then I figured out that I can solve the issue if I teach my friends coding

Krishiv Agarwal

KRISHIV AGARWAL

ISHAAN GANGABASI



At the event

Great Lakes Institute of Management and Entrepreneur Cafe together conducted the fourth Annual Global Convention which had a panel for entrepreneurs below 16



Every vote counts

In the last Karnataka Assembly Elections, Ishaan worked hard to get voter ID cards for 150 voters and on election day, he worked with other kids to make sure that people cast their vote. This resulted in an increase in voter count from 200 to 2,000



Speaking up

The panel spoke about the topic 'The Future beyond Tomorrow' and the session was moderated by Malti Lakhani from Entrepreneur Cafe



Cuppa coffee

Entrepreneur Cafe's members meet on the second Thursday of every month. Also, each member is supposed to BYOC (Buy Your Own Coffee)



Date : 13th December 2018

Meet India's youngest entrepreneurs whose ideas will be game-changers in the future

How young do you need to be to have a start-up? Turns out, the answer to that question can bring some pretty low numbers. We catch up with some of the youngest entrepreneurs on the block



Parvathi Benu
Edex Live

164
shares



The panel discussed 'The future beyond tomorrow' and the session was moderated by Malti Lakhani from Entrepreneur Cafe | (Pic: Great Lakes Institute of Management)

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Surabhi Kashyap

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<https://www.edexlive.com/people/2018/dec/12/meet-these-three-young-entrepreneurs-whose-ideas-will-be-game-changers-in-the-future-4706.html>



Date : 8th December 2018



<https://drive.google.com/drive/u/0/folders/1xTiWAmke3LOiPez8ogs0Pa2DYNyTe1jx?ogsrc=32>



Date : 9th December 2018



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Date : 8th December 2018



<https://drive.google.com/drive/u/0/folders/1xTiWAmke3LOiPez8ogs0Pa2DYNyTe1jx?ogsrc=32>

Date : 10th December 2018

దేశాభివృద్ధిలో భాగస్వామ్యం ముఖ్యం

రాష్ట్ర మంత్రి పాండియరాజన్

చెన్నై (సాంస్కృతికం), న్యూస్ టుడే: దేశాభివృద్ధిలో భాగస్వామ్యం చేయించుకుంటున్నామని రాష్ట్ర మంత్రి కె. పాండియరాజన్ పిలుపునిచ్చారు. ఈ కార్యక్రమంలో భాగంగా గ్రేట్ లెక్చర్ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ అండ్ టెక్నాలజీలో 'నేటి భారతంలో వ్యాపారాలకు ఎదురవుతున్న అడ్డంకులుపై 'ఏజీసీ 2018' పేరిట నాలుగో వార్షిక గోలల్ సదస్సు ఏర్పాటుచేసి రెండు రోజుల సదస్సు ప్రారంభోత్సవం శనివారం జరిగింది. అధ్యక్షత వహించిన పాండియరాజన్ సదస్సును ప్రారంభించారు. అనంతరం ఆయన మాట్లాడుతూ... దేశ భవిష్యత్ నేటి

యువతపై ఆధారపడి ఉందన్నారు. అవకాశాలను అందిస్తున్నామని సద్వినియోగం చేసుకోవాలన్నారు. సుందరం ఫ్యాజిన్ టైల్స్ సురేశ్ కృష్ణ మాట్లాడుతూ ప్రతిఒక్కరూ కనీసం ఒక్కరికైనా ఉపాధి అవకాశం కల్పించాలని కోరారు. రాష్ట్ర సూక్ష్మ, చిన్న, మధ్య తరహా పరిశ్రమల శాఖ కార్యదర్శి ధర్మేంద్రప్రకాష్ యాదవ్ మాట్లాడుతూ పేదరికాన్ని రూపుమాపేందుకు చర్యలు తీసుకోవాలన్నారు. అతల్లి ఇన్నోవేషన్ మిషన్ ఛైర్మన్ ఆర్. రమణన్, ఎంటర్ప్రెనెయర్ కేప్ వ్యవస్థాపకులు నిఖిల్ ఆగర్వాల్, అసోసియేట్ డీన్ జైగై జయరామన్ తదితరులు పాల్గొన్నారు. కార్యక్రమం



మంత్రి పాండియరాజన్ తో నిర్వాహకులు

మంత్రి భాగంగా గ్రేట్ లెక్చర్ ఇన్స్టిట్యూట్ వ్యవస్థాపక చైర్మన్ బాల వి. బాలచంద్రన్, ఆమెరికాలోని బాబ్స్ యూత్ సంబంధించి సంతకాల కళాకారుల మేనేజింగ్ ఛైర్మన్ డాక్టర్ చేశారు.

Date : 10th December 2018

బాబ్స్ కళాశాలతో గ్రేట్లేక్స్ ఒప్పందం



**ఒప్పంద పత్రాలతో డాక్టర్ టామ్ సీమోన్,
డాక్టర్ బాల వి.బాలచంద్రన్**

జీ.నగర్: విద్య, పరిశోధనలకు సంబంధించి చెన్నైలోని గ్రేట్లేక్స్ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ అమెరికాకు చెందిన బాబ్స్ కాలేజీతో శనివారం ఒప్పందం కుదుర్చుకుంది. ఈ కార్యక్రమంలో రాష్ట్ర తమిళభాష, సాంస్కృతికశాఖ మంత్రి ఎంకే పాండ్యరాజన్ ముఖ్య అతిథిగా పాల్గొన్నారు. సుందరం ఫాస్టినర్స్ లిమిటెడ్ చైర్మన్ సురేష్ కృష్ణ, తమిళనాడు ప్రభుత్వ ఎంఎస్ఎంఈ ప్రిన్సిపల్ సెక్రటరీ ధర్మేంద్ర ప్రతాప్ యాదవ్, ఆటల్ ఇన్నోవేషన్ మిషన్, ఆడిషనల్ సెక్రటరీ మిషన్ డైరెక్టర్ ఆర్ రమణన్, గ్రేట్లేక్స్ ఇన్స్టిట్యూట్ ఆఫ్ మేనేజ్మెంట్ ఫౌండర్, డీన్, చైర్మన్ డాక్టర్ బాల వి. బాలచంద్రన్ పాల్గొన్నారు. మంత్రి మాట్లాడుతూ విద్యారంగంలో గ్రేట్లేక్స్ విశిష్టమైన సేవలందిస్తున్నట్లు తెలిపారు. విద్యార్థులు విద్యలో రాణించి జీవితంలో అభివృద్ధి సాధించాలన్నారు. డాక్టర్ బాల వి.బాలచంద్రన్ మాట్లాడుతూ ఔత్సాహిక పారిశ్రామికవేత్తల కోసం నాలుగవ వార్షిక గ్లోబల్ కన్వెన్షన్ను రెండు రోజులపాటు నిర్వహిస్తుండడం సంతోషంగా ఉందన్నారు. విద్య, పరిశోధనల నిమిత్తం యూఎస్ఎ బాబ్స్ కాలేజీతో ఒప్పందం కుదుర్చుకున్నట్లు వెల్లడించారు. సురేష్ కృష్ణ, రమణన్ ప్రసంగించారు.

राजस्थान पत्रिका

Date : 14th December 2018

उद्यमियों व स्टार्ट अप के लिए हुआ वैश्विक सम्मेलन



चेन्नई में आयोजित एक कार्यक्रम में समझौता पत्रों पर हस्ताक्षर करते दोनों संस्थानों के अधिकारी।

पत्रिका न्यूज़ नेटवर्क
rajasthanpatrika.com

चेन्नई ग्रेट लेक्स इंस्टीट्यूट आफ मैनेजमेंट चेन्नई के तत्वावधान में चौथा वार्षिक ग्लोबल सम्मेलन आयोजित किया गया। सम्मेलन का विषय इंटरप्रीन्यूर कैफे था। इस मौके पर संस्थान ने बैबसन कालेज यूएसएस के साथ स्टुडेंट व फैकैल्टी प्रोग्राम के लिए एक समझौते पर हस्ताक्षर किया।

इस मौके पर कालेज के प्रबंध निदेशक डा.टाम सिमान भी उपस्थित थे। यह 24 घंटे का नान स्टाप सम्मेलन था। दो दिवसीय सम्मेलन का विषय डिसरप्टिव इंटरप्रीन्यूरशिप इन एमेजिंग इंडिया था। सम्मेलन के मुख्य अतिथि राज्य

के मंत्री के.पांडियराजन थे। इस मौके पर सुन्दरम फास्टेनर्स के चेयरमैन सुरेश कृष्णा, एडिशनल सेक्रेटरी आर.रामानन, एमएसएमई विभाग के प्रधान सचिव धर्मेन्द्र प्रताप यादव उपस्थित थे।

संस्थान के संस्थापक डा.बाला वी.बालाचंद्रन ने सभी का स्वागत किया। उन्होंने कहा कि यहां विचारों का आदान प्रदान हुआ। भागीदारों ने अद्यतन टेक एवं नवाचार पर नई जानकारी हासिल की। डा.निखिल अग्रवाल ने कहा कि इकैफे पर सभी विचार व्यक्त किए। इससे नेटवर्क बनाने में मदद मिली। स्टार्ट अप को पुरस्कार भी दिया गया। इस सम्मेलन में 40 वक्ता एवं 100 प्रतिनिधियों ने भाग लिया।

Date : 10th December 2018

GREAT LAKES CHENNAI ORGANIZES 4th ANNUAL GLOBAL CONVENTION OF ENTREPRENEUR CAFÉ AT CAMPUS

By editor - Dec 10, 2018

139 0



GREAT LAKES CHENNAI ORGANIZES 4th ANNUAL GLOBAL CONVENTION OF ENTREPRENEUR CAFÉ AT CAMPUS

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<http://www.chennaicitynews.net/news/great-lakes-chennai-organizes-4th-annual-global-convention-of-entrepreneur-cafe-at-campus-78070/>

Date : 10th December 2018

Entrepreneur Café Holds 4th Annual Global Convention

OBSERVER NEWS SERVICE • Dec 10, 2018 • 1065



CHENNAI: Entrepreneur Café, a global movement where entrepreneurs meet to discuss ideas, held its Fourth Annual Global Convention in Chennai this week. The theme of the event was Disruptive Entrepreneurship in Amazing India (AI).

The convention was held in association with FICCI at Great Lakes Institute of Management, Chennai.

The event was chaired by the Dean and Founder Great Lakes Institute of Management Padmashree awardee Prof. Bala V. Balachandran and presided over by Dr. Nikhil Agarwal Founder Entrepreneur Café.

Shahid Ansari, founder Startup Kashmir and Director Entrepreneur Café moderated the Panel for breakfast with CEO's wherein CEOs' from various companies stressed on the need for a stronger startup ecosystem to boost the innovation in the country.

It was a unique 24 hrs nonstop event wherein startups and businesses from across the world converged, according to Shahid Ansari.

Nehal Surana, founder LogicInvest moderated the panel discussion for Disruptive Entrepreneurship. The speakers discussed about how the disruptive entrepreneurship is changing the global business scape.

Mr. Nayan Parikh , Management Guru and Thought Leader, gave a keynote address At Annual Global Convention talking about changing trends in artificial intelligence and across the globe and how the new young startups can pursue disruptive entrepreneurship. He advised students and entrepreneurs to have powerful ideas and problem solving attitude keeping in mind changing times. He also encouraged them to take risk and discard fear of failure as India now has strong eco-system for startups and new business.

TAMILNADU TODAY

Date : 11th December 2018

GREAT LAKES CHENNAI 24 hours nonstop conference.

Posted on : December 8, 2018 By A Robert



GREAT LAKES CHENNAI ORGANIZES 4th ANNUAL GLOBAL CONVENTION OF ENTREPRENEUR CAFÉ AT CAMPUS

Great Lakes Institute of Management, Chennai organized the 4th Annual Global Convention (AGC) 2018 of Entrepreneur Café – one of its kind, #24hournonstop conference at its ECR Campus on 8th – 9th Dec. The two day conference, set on the theme – ‘Disruptive Entrepreneurship in Amazing India (AI)’ in collaboration with TIE, FICCI and Ivy Next, begin with lighting of the lamp ceremony and honoring the guests.

Chief Guest Shri. M. K. Pandiarajan, Minister of Tamil Language, Tamil Culture and Archaeology, Government of Tamil Nadu and Founder, Mafoi Management Consultants delivered the keynote address, followed by Shri Suresh Krishna, Chairman, Sundram Fasteners Limited, Shri. R Ramanan, Additional Secretary and Mission Director – Atal Innovation Mission Shri. Dharmendra Pratap Yadav, IAS, Principal Secretary, MSME, Govt. Of Tamil Nadu delivering the special address.

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<https://tamilnadutoday.tv/12360/>

Date : 8th December 2018

GREAT LAKES CHENNAI ORGANIZES 4th ANNUAL GLOBAL CONVENTION OF ENTREPRENEUR CAFÉ AT CAMPUS

December 8, 2018 - by admin



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Date : 11th December 2018

GREAT LAKES CHENNAI ORGANIZES 4TH ANNUAL GLOBAL CONVENTION

admin | December 11, 2018



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<https://arasumalar.com/12073/>

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© December 11, 2018 by admin

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🕒 3 days ago Admin Arjuna

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<http://arjunatv.in/8267/>

Date : 10th December 2018



Videos

Great Lakes Chennai Organizes 4th Annual Global Convention of Entrepreneur Cafe

📅 09/12/2018 👤 admin 🗣️ 4th Annual Global Convention of Entrepreneur Cafe



<http://view7media.com/4th-annual-global-convention-of-entrepreneur-cafe/>

Date : 9th December 2018

'Policies can have immense disruptive power'

The Hindu 9 Dec 2018 Special Correspondent

AIADMK leader and Minister of Tamil language and Culture K. Pandiarajan on Saturday said policies of the government can have immense disruptive power.

Mr. Pandiarajan was speaking at the two-day Annual Global Convention of Entrepreneur Cafe, being hosted by the Great Lakes Institute of Management.

The theme of the conference is 'Disruptive Entrepreneurship in Amazing India'. The decision by former Chief Minister K. Kamaraj to open 15,000 schools drove up gross enrolment ratio to 80% in

the State even as the national average was 30%, he recalled. At the inaugural ceremony, Chairman of Sundaram Fasteners Limited Suresh Krishna, talked of the duty of entrepreneurs to take care of their labour force.

'Standard of living'

"If we are not here to elevate the standard of living of our citizens, what are we doing," Mr. Krishna asked.

He said job creation was a crucial component of entrepreneurship, which included jobs in the lower



part of the pyramid.

Bala V. Balachandran, founder and chairman of the institute, R. Ramanan, Director of the Atal Innovation Mission and Dharmendra Pratap Yadav, principal secretary, MSME were among the speakers.

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December 20, 2018

JOB CREATION AND WORKER WELFARE ARE PARAMOUNT: SURESH KRISHNA



"Your job is to create jobs," Suresh Krishna, Chairman, Sundram Fasteners Ltd, told the students of Great Lakes Institute of Management, quite bluntly. Delivering a special address at the inaugural of the annual global convention 2018 of Entrepreneur Café, a two-day event, Krishna said that it's important to create jobs to keep the millions at the bottom of the pyramid gainfully employed. That's India's crying need. "India can be built only by Indians; you can get technology and ideas from abroad but hard work can only be ours," he said.

And, it isn't enough just to create jobs but one has to be conscious of the welfare of the workforce. Krishna pointed out that one can buy property, technology, get funding and so on, but one cannot buy an efficient and productive manpower. It is incumbent on a management to foster the right environment for its manpower. "B-schoolers are taught HR, about mergers, marketing, but this is just the cream. The bottom of the pyramid is labour, who sustain the vision of the founder. How do you continuously maintain and sustain the sense of belonging of people who toil for you," he elaborated.

There are a few ways of doing it, Krishna went on to explain. The vision of the company can't be the individual vision of the CEO, but should be a shared vision, distributed among all employees. The onus is on the founder to communicate this vision and this forges harmony and unity in the company. "You must communicate, and when you get tired of it, you communicate more," he stressed. "I have headed Sundram Fasteners for 55 years; we have 17 plants. I address all workers from the President down, two to three times a year so that they get to hear directly from the Chairman what's happening around the world and in their company," he elaborated.

Krishna said it's important to speak the truth always and a tenuous bond develops between labour and management. "This cannot be mandated or brought, but you have to earn this trust; we share all balance sheets with the workers and also explain the global situation," he added. The most under-estimated role is how to create a productive workforce which totally identifies itself with the welfare of the company. "My dharma as a businessman is not just to make money but elevate a large number of Indians to a reasonable standard of living. The TVS group employs over a lakh people who have sustainable incomes; machinists in SFL are today VPs. Our dharma is to create a society to which you have directly contributed to betterment of society," elaborated Krishna.

The two-day conclave also featured a 24-hour non-stop conference on campus where students got to interact with various entrepreneurs. The theme of the conference was 'Disruptive Entrepreneurship in Amazing India (AI)' in collaboration with TIE, FICCI and Ivy Next.

The chief guest, MK Pandiarajan, Minister of Tamil Language, Tamil Culture and Archaeology, Government of Tamil Nadu and Founder, Mafoi Management Consultants delivered the keynote address. He spoke to the students on the power of disruption. In the political sphere he spoke on how Kamaraj, a former chief minister of Tamil Nadu, created the TN Schemes of Education, with very less resources. He said every day, 'I will open two schools.' He started 15,000 government-aided schools all over the state and gross enrollment ratio went up to 80 per cent in 1963 while India had 30 per cent. "He did some innovation to the college sector and raised the number of colleges in TN. This is the kind of disruption power policies can have," the Minister explained.

For entrepreneurs, disruptions provide a great opportunity. "A successful entrepreneur is one who can see the unseen, one who can articulate the unarticulated and can work with which others have withheld. It's a huge risk to follow with a window of opportunities closing on you," said Pandiarajan. But, for students stepping out of B-school, it's a great time to step into the entrepreneurial world.

December 20, 2018

Great Lakes signs agreement with Babson College, US



MoU to foster mutually beneficial entrepreneurship programmes

Great Lakes Institute of Management has signed a memorandum of understanding with Babson College, Massachusetts, US, that intends to foster and facilitate a mutually beneficial collaboration between the institutions in areas such as student programmes through capstone entrepreneurial leadership learning experience; faculty programmes through Symposia of Entrepreneurship Educators to develop faculty to teach entrepreneurship, and family entrepreneurship programmes. Dr Tom Simon, Managing Director, The Babson Collaborative, Babson College, US, and Dr Bala V Balachandran, Founder, Dean & Chairman Great Lakes Institute of Management, India, signed the MoU last week.

An independent, not-for-profit institution, Babson is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the New England Association of Schools and Colleges, and the EFMD Quality Improvement System (EQUIS) and the focus of its education is on entrepreneurship.

In the 2015–2016 academic year, more than 2,100 undergraduate and 900 graduate students attended Babson, representing more than 80 countries.

Caption: Dr Tom Simon, Managing Director, The Babson Collaborative, Babson College, US, and Dr Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management, India, sign an MoU