

Great Lakes awarded by Rural Marketing Forum for Innovative ideas for Rural development

Award comes in recognition of Great Lakes' unique Karma Yoga Leadership Experiential project.

Mumbai, 14 February, 2014: Great Lakes received an award from the Rural Marketing Forum under the category of "Innovative ideas for Rural development" at the Rural Marketing Forum and Awards function held at Taj Lands End, Mumbai. Mr. Avinash Oza, Chairman - Rural Marketing Forum 2014 & Group Director Brand Communications - DDB Mudra Max presented the award.



Mr. Avinash Oza, Chairman - Rural Marketing Forum presents the Award to Mr. ArunKannan A.P, Assistant Manager, Karma Yoga LEP.

The Karma Yoga team of Great Lakes submitted a paper to the Rural Marketing Forum under the Organizational Award Category. The title of the paper was 'Rural development through Karma Yoga Leadership experiential project: A case study example of Kitchen garden initiative'.

Karma Yoga, a Leadership Experiential Program (LEP) is an integral part of the Post Graduate Program in Management (PGPM) and Post Graduate Diploma in Management (PGDM) at Great Lakes.

The project, guided by Dr. Venkat R. Krishnan, Director, Yale-Great Lakes Center for Management Research, is a unique medium for students to connect with ground realities and experientially learn transformational leadership. Great Lakes has adopted 21 villages around its campus for this purpose.

The award winning paper presented at the Rural Marketing forum highlighted the unique Karma Yoga Leadership Experiential project of Great Lakes and in particular presented a case study example of the recent Kitchen garden initiative by the Karma yoga team in various villages adopted by Great Lakes for the LEP program.

Recently, Great Lakes' Karma-yoga Team along with Centre for Culture & Development (CCD) successfully organised "Organic Kitchen Gardening Farmers Meet" at Echankaranai village, Chennai. Kitchen Garden farmers from six villages gained in-depth insights from field experts about the Organic farming practices.