

YOGYATHWA – Simple Access To Powerful Leadership, Book Launch by Pearson & Great Lakes Institute of Management

Chennai, March 4th 2017: The Book titled - **YOGYATHWA – Simple Access To Powerful Leadership**, authored by **Dr. Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management and Chancellor – Great Lakes International University, Shri T N Seshan – Former Election Commissioner of India** and co-authored by **Mr. Nixon Fernando, Faculty, Great Lakes Institute of Management, Chennai** was launched yesterday at Hotel GRT Grand in T. Nagar, Chennai.



The book was released by **Mr. N Vittal IAS - Former Chief Vigilance Commissioner, Mr. T S Krishna Murthy IAS - Former Chief Election Commissioner of India, Mr. Vinod Dasari - Managing Director – Ashok Leyland and Mr. Manikandan Thangaratham, Director – Kindle Devices, Amazon.** The evening also witnessed eminent members from the industry and academia attending the book release event and congratulating the authors.

Speaking on the launch, **Dr. Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management and Chancellor – Great Lakes International University,** said, *“I am honored to co- author this book along with Shri T N Seshan, a man known for his able leadership and Mr. Nixon Fernando of Great Lakes. The book talks about transformational leadership in current business scenario. Today, right from startups to bigger corporates, everyone is adapting organization structures, methods to survive and compete in this*

unreliable market. And, Yogyathwa gives you the best of skills and step-by- step guide to improve and transform your leadership skills. Leadership isn't something that you earn, it is something that you learn, adopt and adapt. I assure that one who reads this book will look at their job or work at an organization in a more different and positive way."

Talking about instilling leadership qualities from a young age, Dr. Bala also mentioned about the recently launched Great Lakes International University, located at Sri City, Andhra Pradesh. *"Starting from the coming academic year in August 2017, GLIU will provide a unique educational experience which will blend cutting edge technology with a foundation of liberal studies and most importantly, it will inculcate strong values and leadership qualities among its students",* he said.

GLIU is among the first few private Universities being set up in Andhra Pradesh and will offer innovative Under Graduate business degree BBA (with specializations in Business Analytics, Digital Marketing, E-commerce and Fintech) and B. Tech - Computer Science degree (with specializations in Machine Learning & Artificial Intelligence, Big Data Analytics, Internet of things & Cloud Computing and Cyber Security).



Delivering the chief guest address, **Mr. N Vittal IAS - Former Chief Vigilance Commissioner, said,** *"Talking about the significance of the book title, Mr. Vittal said, "Yogya" in Sanskrit means competence. The two authors of this book Dr. Bala and Mr. Seshan have already showed this world what competence can do. Dr. Bala by establishing such a great institute and Mr. Seshan by showing this country the true power of a*

Government Bureaucrat."

Congratulating the authors, **Mr. T S Krishna Murthy IAS - Former Chief Election Commissioner of India, said,** *"Leaders should acquire power. A fine example amidst us is my own predecessor Mr. Seshan who, through his powerful leadership changed the way people looked at the Election Commission and set higher standards for everyone who followed."*

Mr. Vinod Dasari, Managing Director – Ashok Leyland, a student of Dr. Bala in Kellogg, Mr. Dasari thanked him for instilling a bit of "yogyathwa" in every one of his students.

"Leadership requires innovativeness and that is exactly what Great Lakes has created under Dr. Bala's guidance. The new Great Lakes International University will follow the same

*footsteps and will ensure to create better leaders”, added **Mr. Mohan Lakhamraju, Vice – Chairman, Great Lakes Institute of Management.***

“This book has touched a topic that is timeless. Leadership has been a desired quality through ages, countries and industries. Leadership need not always be about leading a team, it should be applied on an individual level as well. Take control of your life, delegate responsibilities to everyone around according to their abilities. It is important to realize that you are a leader, told **Actress Gautami** who was also present at the book release.

The event was also graced by Dr. Gandhirajan IPS - ADGP, Mr. Sunil Kumar – Centre Head, World Bank, Chennai and many such dignitaries from the industry.

The book by Bala V Balachandran, T N Seshan and Nixon Fernando is about transformational leadership; about how you define it, identify it and understand its mechanizations. It gives insights on how you can develop Leadership within yourself or in the context of your organization or also among the people who are being groomed by you. While most modern books on transformational leadership make an empirical analysis and focus on a 'study and description' of the phenomenon, this book goes one step further and tries to explain the process - how Leadership is cultivated. Recognizing that transformational leadership has definitive metaphysical dimensions the book also uses an appreciative inquiry technique using tools developed by Ancient Indian Masters to unravel and present the metaphysical secrets in a way that the modern reader can easily understand, internalize and imbibe.

The book is published by Pearson Publications and is priced at INR 399. Kindle edition of the book can be purchased at <https://www.amazon.com/dp/B06WWJM9M8>