

GREAT LAKES INSTITUTE OF MANAGEMENT

Sharing information on progress
PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION



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Great Lakes is where ‘the Art of leadership blends with the science of management’ to offer a learning environment that brings out the very best in you. It is that place where imagination is not limited by boundaries, where every thought is taken to its logical conclusion, where you are free to roam the skies of possibilities and go beyond every definition. For only when the imagination is unbound, will the potential be unleashed.

From the Dean's Desk



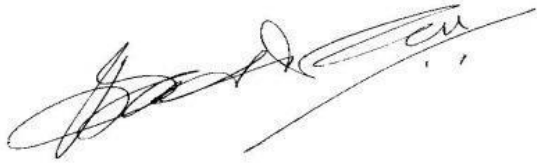
Great Lakes had a series of celebrations in different parts of the country on entering into the second decade. With multiple programs that cater to the entire professional community, Great Lakes, true to its identity believe in the power of imagination and freedom of ideas. With a carefully drawn up course curriculum which ignites the passion to achieve, we believe in the motto 'Affordable Excellence and Adorable Relevance'. It follows therefore that our curriculum is dynamic, in tune with the changing world and the best part is that it is also affordable. All these together have catapulted Great Lakes onto the high growth trajectory.

In order to keep pace with the fast growing world, Great Lakes is coming up with an e-learning initiative which is in addition to the Brick and Mortar method. Our flagship program,

the PGPM will be offered as e-PGPM. As is it, a considerable portion of the Business Analytics and Business Intelligence Program (PGP BABI) is being covered through e-learning and these two humble beginnings will mark our foray into the world of IT Integrated higher education.

One of the cornerstones of the Great Lakes learning experience is our Karma Yoga or care-share activity. We are huge champions of the inclusive growth principle and our goal is to ensure that every student that graduates from Great Lakes internalizes this. We have adopted 20 villages around our institute which is situated at Manamai along the East Coast Road, off Mahabalipuram. Our students regularly visit these villages and remain of service and assistance to the people in various areas such as education, health and safety, self-help etc. The benefit for the rural areas is that they have the choice of leading a better life in their own localities instead of migrating to the cities where they may be forced to live a life of poverty and without dignity. As for the students, this is one of the ways in which they learn to practice transformational service leadership. Further, Leadership is practiced as a servant and not as a boss - by enhancing the self-esteem and self-efficacy of the villagers. The ultimate goal of our initiatives is along the lines of our former President the hon'ble Dr. A P J Abdul Kalam's PURA mission – that of Providing Urban amenities to Rural Areas. It is a well-documented fact that more and more people are returning to the villages and indulging in farming to live a life that is peaceful and healthy and removed from the hustle, bustle and pollution of the city. Consequently, improved connectivity and infrastructure development in the rural areas will see an increased focus in the years to come allowing the people there to enjoy urban conveniences without the associated nuisances. The combined result is that the villagers will lead a better quality of life.

It is a small step, we know, but it is in the right direction. Great Lakes strongly believes in its “Ability with Humility” principle and through the Karma Yoga initiatives, our goal is to make a difference in the lives of the villagers around us and also our students. As a byproduct of this initiative, our students go out into the world as responsible leaders apart from being efficient managers. Isn’t this reward enough?



DR. Bala V Balachandran

J.L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Sciences, Northwestern University, Illinois.

Founder and Dean, Great Lakes Institute of Management, Chennai, India

The Department of Karma Yoga

KARMA-YOGA, a Leadership Experiential Project (LEP) is an integral part of the Post Graduate Program in Management (PGPM) and Post Graduate Diploma in Management (PGDM) at Great Lakes. The LEP project is a unique medium for students to directly connect with ground realities and experientially learn transformational leadership. It facilitates a soul searching process in which the students understand better and internalize the realities of day to day life of the disadvantaged yet resourceful neighborhood communities. Learning is combined with values of life that cares for the fellow human being in a holistic approach with much needed social responsibility. The students have the first-hand experience on the socio-economic and political and cultural conditions and the life styles of the people in the adopted twenty villages close to our campus. When curriculum is field tested to make the students exposed to the prevailing realities off the campus they get opportunities to learn and emerge as responsible leaders who would address the needs and requirements of their followers. Therefore in many ways the *karma yoga* project provides societal and cultural based orientation to the students to cope up with the principles of UN global compact blending with our motto of Global mind set with Indian roots.



Swamynathan Arulsamy
Additional General Manager
Karma Yoga

GREAT LAKES INSTITUTE OF MANAGEMENT

Great Lakes Institute of Management was founded in 2004 by Padma Shri awardee **Dr. Bala V. Balachandran** with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies.

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 10 years emerged as a top-ranked business school. In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-school in India to receive this prestigious international accreditation.

Great Lakes offers One Year full time MBA for experienced professionals, Two year MBA with focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program, Specialized management programs in Information Technology, Retail, Analytics, Health Care and Energy. Students graduating from Great Lakes are recruited by world renowned organizations both in India and overseas.

Great Lakes, unlike many other management institutions, believes in the power of imagination and freedom of ideas. The students are encouraged to advance their knowledge by questioning conventions and established frameworks. A carefully drawn up course curriculum also ignites the passion to achieve – which is what puts the Great Lakers on a high flying career graph. Testimony to this is the fact that every student who has graduated out of the institution has found a firm ground to grow into a global business leader of tomorrow.

Great Lakes truly has excellence in its soul and believes in sharing and growing. Hence, it has formed collaborations with some of the finest International institutions for exchange of knowledge and skills in Preparation for the next decade of its excellence and growth.



PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION



Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

The students of Great lakes Institute of Management had worked in the following areas with the principles PRME ;

Agriculture:

Kitchen garden training:

The kitchen garden initiative was started by the Karma Yoga students at Kollamedu village. In the process, first the students conducted survey for forming kitchen garden and discussed with the villagers. Then the students conducted training and provided four varieties of seeds (tomato, ladiesfinger, avarakai and brinjal) seeds to the villages. The students physically involved in the kitchen garden farming process. Through this Kitchen garden training many of the families got benefited.



Green awareness – sapling:

The Karma Yoga Natham team created awareness amongst the villagers by providing education and also implemented by planting 10 saplings along with the children and POC at Natham village.

**Kitchen Garden activity:**

Being aware of the high amount of toxicity that we intake every day, it is quite natural that due importance must be given to the development of kitchen farming. The students were encouraged to take up the kitchen farming initiative in the village seeing the enthusiastic response generated to their initial proposals. The program was designed to be run by women, as a means to empower them, while at the same time providing them with a sustainable source of organic food. The team distributed seeds of various vegetables to the villagers, which were planted in their backyards

Kitchen Garden activity:

The Great Lakes Karma Yoga students from Pulikundam took a kitchen garden initiative through their village visit and found out the place and decided to form kitchen garden. The KY students motivated and educated the village children to start kitchen garden. The KY students brought 3 varieties of seeds and formed kitchen garden with the collaboration of the village people



Education:

CLASSES FOR X AND XII th STUDENTS:

Education is one of the major activities of Karma Yoga

LEAP (Leadership Experiential Action Project). The KY

students organized motivation classes for 10th and 12th appearing students at Vengampakkam, Manamai and Vayalur Government High/Higher Secondary schools on 28,30 Jan-2016 . Around 155 students were benefited through these classes. The classes were conducted by Prof.Veeravalli and Dr.Muthuraj of Great Lakes about learning methods and how to study with time management.



Education in KY villages:

The Kariyacherry, Pudupattinam KarmaYoga students visited the schools at the villages and taught special classes to the small children to enhance their learning skills. The quiz program conducted by the KY students was very useful to the students and improved their general knowledge.



EDUCATIONAL SUPPORT:

The Great Lakes, Karma Yoga students identified the need for educational support in one of the karma Yoga village Vasuvasamuthiram Panchayat Union Primary School . The need was fulfilled through the support provided by the Founder and Dean Dr. Bala V Balachandran, Greatlakes. The Vasuvasamuthiram village President, School teachers and students thankfully acknowledged and received the amenities.



STUDENT'S ACTIVITIES ON EDUCATION :

The Mullikulathoor KY team are regularly visiting the village and conducting special educational activities for the children like teaching computer classes and conducting drawing competitions for the kids. Through these activities children are gaining more knowledge and improving their educational status. The children are performing well in their schools through KY team's educational support

SPECIAL TUITION CLASSES:

The vasuvasamuthiram Karma Yoga team conducted special classes for the development of the village kids. They are regularly visiting the kids and conducting Maths, English and computer classes with the support of school teachers and parents inside the primary school campus



STUDY MATERIAL (GUIDES) SUPPORT :

Perumalcherry colony team is conducting educational activities for the development of children. As a part of educational activity KY team donated study materials to Mrs.Renukha

who is taking regular tuition in the village. The funds for materials were mobilized from GL faculty by KY team

TUITION CLASSES:

Basic education impart is done by KY team though conducting tuition classes for children at Naduvakarai ST Area and through these classes children and parents gets sensitized and realise the importance of education and children are going school regularly and concentrate on their schooling



SHARING JOY WITH COMMUNITY CHILDREN

KY team shared their joy with community children through various committed involvement such as providing new clothes, gifts, sweets and conducting fun activities. As a big event Kuzlipanthandalam KY team mobilized funds from students and faculties to provide new cloths to 30 children of Home of Hope orphanage at KY village Kuzlipanthandalam. They raised around ten thousand rupees and purchased 27 set



of new cloths and organized an event on 24.12.2016. The students received gifts from Professor Dr. Babby Srinivasan and Mr.S.Arulsamy (General Manager) Great Lakes who were invited as chief guests>

Teach for India program :

Women empowerment

Livelihood activities:

Periyacolony team mainly focused in two major areas such women development and children development. Under the women empowerment concept, KY team conducted livelihood training for the women. Recently they trained women how to make key chain in quelling paper materials and the women are able to prepare products by their own now.



livelihood activities :

Pudupattinam KY team provided training on hand made design in clothes to the women of pudupattinam village. Around 20 women got trained and now they have started designing cloths in their homes as an individual and also as a group.

Health and sanitation:

First aid training:

Safety is one of the important aspects of human life. This vital knowledge about safety was provided to the kadampadi and Veerapuram village people through Karma Yoga students by organizing FIRST AID Training in both villages. The trainings were conducted by ALERT NGO staffs on 24th Jan 2016 and 20th Feb 2016. Around 500 villagers were benefited and 10 First Aid Kits were provided to Veerapuram villagers by Karma Yoga students



Toilet Inauguration:



The Great Lakes PGXPM-10th batch students sponsored 2 toilets for Karma Yoga village, Perumalcherry colony to Irular community people. Children and adults of five families (Suppurayan and Kasi family) are benefited through this support. One of the toilets was inaugurated by Prof R.S.Veeravalli, Director PGXPM, PGPM and the other one was inaugurated by Panchayat President Mr.Kaliyaperumal

Clean India initiatives:

The Karma Yoga Veerapuram team educated the villagers about cleanliness and took a step forward to provide 20 dustbins for individual houses and 2 big concrete dustbins (ring) for the community. The team mobilized 20 dustbins through their efforts from Kannikha Parameswari shop at Tirukalukundram



Medical camp:

The Great lakes students (Magnificent Mauryas PGPM2016- 2017) organized 4 medical camps in Karma Yoga villages (Kunnavam Naduvakari, Puliur Pulikuntam, Perumpedu and Vasuvasamuthiram). As a preparatory work, students distributed medical camp pamphlets in advance to their respective villages. The medical camps were conducted with the support of PRIMS hospital. Totally 425 villagers were benefited through these medical camps.

FIRST AID KIT :

First aid kit was provided by the Great Lakes Karma Yoga PGDM students to the Nallur villagers. The KY students organized a meeting and explained about first aid and its importance, the needs and the methods to use it. A first aid kit was handed over to the POC (Point of Contact) of the village.



First aid kit:

Each and every human being's one of the major necessity is medical need. The felt need – (First Aid Kit) was fulfilled by the Mauriyas -2016-18 of Great Lakes Institute of management. The First Aid Kit handing over event was organized based on a survey that was conducted by the Kollamedu KY students. Through the survey the students came to know that people in the village had little knowledge about first aid measures. The villagers were very anxious even about small health issues as there was no hospital nearby. The students conducted a live demonstration of what first aid measures should be followed for minor injuries, sprains and allergies.



Typhoid Awareness campaign and First aid kit distribution :

The Kunnavakam students during their first team LEAP village visit found that typhoid was wide spread in the village and the villagers were not aware enough to take preventive and corrective measures. Therefore the students decided to conduct an awareness campaign on typhoid prevention and so they prepared pamphlets about precaution and preventive methods of typhoid and distributed to all

houses door to door. The team also planned to provide a First Aid Kit for the village. The Point of contact (POC) received the first aid kit from Karma Yoga GM.



First aid kit distribution:

After their regular activities, the students had planned to gift the village First–Aid Kit as a small token of thanks, with the hope that they will find it useful for times to come. The students explained the need for hygiene and sanitation to the village women and presented the first-aid kit to Village POC after explaining about the instructions briefly. The village women acknowledged their efforts and thanked them for whatever they have done to improve the quality of life they were living and for helping out their children in their studies. The students felt that there was a sense of emotional attachment which was quiet apparent in their eyes of the villages.



First aid kit distribution:

As the event for the last village visit for the term, the students planned to provide first aid kit to be placed in the school at Kariachery. Though first aid and medication were something

that seems normal to the students but in a village like Kariachery, people were not taught the importance of it and so a pamphlet was made indicating the do's and don'ts in both English and Tamil. The First Aid Kit

was given to the head of the women development group. A few women from the village were gathered and the first aid kit was presented to them showing all the equipment in it and telling them what should be used and when. They all listened attentively and were thankful about the initiative. The kit was to be placed within short reach of the staff at school in case any of the kids get hurt.



First Aid Kit & Teaching module :

On Independence Day, the Kottaimedu Karma Yoga Village team (PGPM) provided first aid kit to the villages for emergency need. The kit was received by the Panchayat President and also for the wellbeing of the children; the Great Lakes KY students presented basic English learning and teaching module to the Kottaimedu resource centre. emergency medical need very essential. Therefore the team decided and provided first aid kit to the villagers and the POC received the kit from the village Coordinator



First Aid Kit Distribution:

Nallur ST area is one of the vulnerable Karma Yoga villages. Totally 35 families are living in this village, the students have regularly visited and assisted to children's education. During the KY students visits they



found the emergency medical need very essential. Therefore the team decided and provided First Aid Kit to the villagers and the POC received the kit from the village Coordinator



Total Sanitation Initiatives:

One of the major initiatives taken by the Great Lakes is total sanitation. The institution identified Karma Yoga village, Perumalcherry colony for this activity. Totally 7 needy houses were identified in the second phase for constructing toilets and the ongoing process was started

in the month of September.

SWACHH BHARAT initiatives:

The Great Lakes, Karma Yoga students from Kunnathoor village conducted sensitization session on Swatch Bharath initiative to the villagers. Around 30 families heads and village representatives participated in the session. As a followup activity an event was conducted on 16th October 2016 and the students provided dustbin for carbage collection. The families were identified by the students and they provided dust bins for all 30 houses



Firstaid kit at KY village:

One of the Great Lakes Karma Yoga villages is Perumalcherry colony around 60 children are said to be living in the village. The Great Lakes students identified the need for emergency first aid during their village visit and they decided to provide first aid kit to the village for children's need. On 27th November 2016 GLIM student and Perumalcherry village team provided first aid kit to the villagers. The kit was received by POC (Point of contact) Ms.Manjula for the village



FIRSTAID KIT:

Greatlakes Karma Yoga vittlapuram team provided first aid kit to the villagers on 18th – December 2016. Totally 25 houses are located in the village and around 40 children are living in this village. The villagers requested the KY students for First aid kit support, based on their request GLIM students fulfilled the need for first aid in Vittlapuram village



