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of
excellence
2014
Good to Great

GREAT LAKES
INSTITUTE OF MANAGEMENT, CHENNAI
Global Mindset. Indian Roots.

GREAT LAKES INSTITUTE OF MANAGEMENT

Sharing information on progress
PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION



An initiative by the United Nations Global Compact
April 2020



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 Our Founder and Chairman



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.

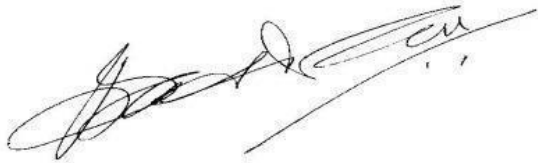
In order to keep pace with the fast growing world, Great Lakes is coming up with an e-learning initiative which is in addition to the Brick and Mortar method. Our flagship program,

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

From Dean's Desk



Dr .Suresh Ramanathan

The Karma Yoga program at Great Lakes Institute of Management shows that success can be tied to selflessness. We touch the lives of hundreds of people in the villages around the campus, helping them through a variety of initiatives including healthcare programs, modern agricultural techniques, education, and financial literacy. We empower people from the lowest strata of society and imbue them with self-esteem and a sense of control over their own lives. When I see the sense of accomplishment among our students who have devoted their time and energy to such a noble cause, often doing so long after the actual term for the program has ended, it gladdens my heart to see that Great Lakers do not simply focus on themselves. To them, success comes from seeing the radiant smile on a young village girl speaking to them in English after being tutored by the students. Making a difference to people's lives is what we do at Great Lakes.

The Department of Karma Yoga

KARMA-YOGA, a Leadership Experiential Action Program (LEAP) 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.



Dr. Swamynathan Arulsamy
Assistant Professor
Head - Karma Yoga- LEAP

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.

KARMA YOGA ACTIVITIES (2019 APRIL - 2020 MARCH)

EDUCATION:

VIDEO TUTORIALS AND MOTIVATION SESSION AT KOTTAIMEDU On 16-06-2019, Sunday the video tutorial was conducted by KY students. One of the team members Mr.Ayush who had prepared the session so that most of the videos were message specific and didn't have any language . Students showed them videos on motivation, team unity, hygiene, etc. The follow-up session had cartoons and fun videos to balance information overload. The kids were engaged and so were the volunteers. This was a session which would be repeated for weeks to come with better videos and more planning.

CREATING AWARENESS AMONG KIDS REGARDING COMPUTER EDUCATION AT NADUVAKKARAI

On 16th June 2019, Sunday as part of the main activity Naduvakkarai KY team had planned a major activity, which was to educate the kids and make them aware about computer education. Students started by teaching them what computer is, what its utilities are and then a basic programme on paint. They then moved on to basic Microsoft Word and showed them a few small movie clips. Kids enjoyed the program thoroughly.

SPOKEN ENGLISH CLASSES AT ALL KY VILLAGES

The KY teams regularly visiting the village and conducting special spoken English classes to enrich the English communication skill among the rural kids . Through their regular spoken English classes, children are able to speak English without any struggle. Students taught them English sing various interactive ways like drawing, comparing words with real life objects. They also helped a few kids to set dreams for the future and how they can achieve it with the help of continuing their education. The children are performing well in their schools through the KY team's support.

DRAWING COMPETITION AT LINGAPURAM, AMMANAMPAKKAM & SOORADIMANGALAM

Karma Yoga students conducted a drawing competition in their last visit where the kids were asked to draw anything they like. Students wanted to encourage them to show their imagination and creativity which are the two major components any child should possess. Drawing not only increase the imagination but also impacts their cognitive process which means that they are constantly thinking or feeling something. What they choose

to draw and the story they try to portray helps them build in their knowledge and visual skills. It was amazing to see the kids coming up with concepts like rain water harvesting. They distributed the prizes to the winners and sweets to all the kids.

TRAFFIC AWARENESS SESSION AT LATTUR

Traffic rules and the significance of different colors taught by the Karma Yoga Students to the kids. They conducted the entire exercise in a way which was really engaging for all. The team members acted like vehicles and made the kids cross the street by showing the traffic lights on pieces of paper. In this way, they ensured that children understood what was taught to them.

DRAWING COMPETITION

On 08-09-2019, the team did another cognitive I activity and conducted drawing competitions in Veerapuram. The kids were very interested in this and actively participated. Many kids came up with theme-based drawings and did works on water conservation, Gods, and also pretty houses and cows. They encouraged students to keep on continuing this by giving them prizes like color boxes, paints etc. The team also made the kids showcase their other talents, by making them sing and dance.

COMPUTER EDUCATION

On 06—09—2019, Friday the team of Ammanambakkam visited the Govt School taught them basic computer education. We all know that computers are our present and future and how important it is in one's life. One might assume that this requirement is only for urban areas, and kids in rural areas might not understand the importance or might not want to use it. Computer education not only helps the kids to know better about the world, but it is also absolutely essential in helping them to secure better jobs in the long run.

Students taught basic computer function for kids of class 8th and 9th. Kids were very excited, and their curiosity could be easily seen in the way they were asking questions from students. Even after studying for one hour and even though it was time for their lunch, they refused to go and requested them to continue. Since it was a fruitful session, the principal asked them to continue the sessions.

DRAWING COMPETITION

On 15-08-2019, Thursday the team of Vengambakkam organized drawing competition occasion of Independence Day. Children of Vengambakkam exhibited patriotism through their beautiful drawings of Indian national flag. The team exposed children to some facts about our country. Children were interested to provide speech about Independence Day. We helped few children in preparing the content both in English and

Tamil (vernacular language) for delivering an oration. Children delivered the speech with minimal preparation. The team concluded the day in village by distributing sweets as a part of 73rd Independence Day celebration.

EDUCATING BASIC ENGLISH AND MOTIVATING KIDS

Education is one of the important aspects that enrich the kid's life. It provides them multiple opportunities to explore the life in multidimensions. So the Karma Yoga students planned various activities to help the kids to improve their thinking ability through multiple ways in Kadambadi. They used the board materials and competition to encourage kids to participate in the process of learning. Students taught the village kids how to present a good self introduction to others in English. With the help of Board and other materials, students asked kids to write their names in English and draw pictures to identify the shape and colour of the object or animals on the board.

GOVERNMENT SCHEMES AWARENESS DRIVE

Vitilapuram is one among the many villages that is part of the Unnat Bharat Abhiyan program of the government. During a survey conducted in line with this program, the Karma Yoga students realized that many of the villages were unaware of the many beneficial government schemes that are available to them. Hence, they decided to hold an awareness drive on 15th of September, 2019. The week prior to the awareness drive they made pamphlets and spread word about the event among the villagers. On the 15th they observed that many of the villagers were actually hesitant to come out as they did not know how this would benefit them. Students then decided to take the presentation to the people, they gathered the villagers around and showed them videos and explained to them about schemes such as PM Jan Dhan Yojana, Sukanya Samridhi Yojana, PM Jivan Jyothi Bima Yojana and more. Villagers were very keen on knowing the schemes and were hopeful to know more.

ANTIPLASTIC AWARENESS - UBA ACT

The Karma Yogis of Great Lakes in collaboration with the budding youth of Sooradimangalam, Nallur, Vitilapuram, Veerapuum and Kunnathur conducted an awareness rally to enlighten the public on the benefits of plastic alternatives such as cloth bags as a part of the UBA act. This event was spread over two weeks. In the first week, they had the Pro—Environment campaign for the young children (listed above) and in the second, they conducted a walk through the village. Children created posters and together, students caught the attention of the curious on lookers with slogans and attractive posters.

SCHOLARSHIPS FOR GOVTSCHOOLTOPPERS

Dr. Bala V Balachandran Charitable Foundation has been giving scholarships for several government school students of the villages that Karma Yoga has adopted. This year is the third in the row, around 36 students from the village Vayalur, Sooradimangalam, Pudupattinam, Vengambakkam, Sadurangapattinam, Sadurangapattinam, Kuzhiphandhandalam, Nathamkariacherry, Veerapuram, and Manamai were given scholarships up to Rs.5000 for first place and second place Rs.3000. On the 22nd of October, Tuesday the event began with the welcome address by Dr. Arulsamy, Karma Yoga head. After his welcome speech, the Great Lakes Director, V. Sankaran addressed the gathering of meritorious students. Later the scholarships were given to the students by the Director. Towards the end of the event B. Keerthana, school topper from Manamai thanked the foundation for the given Scholarships. Shri. Subaash, Shri. Venkit, Shri. Maran, Shri. Vaidyanathan from Great lakes attended the event.

CHILDREN'S DAY CELEBRATION

Volunteers from the Pulikundram team took the opportunity to spend some quality time with the children on Children's day 14th November'19. They distributed sweets and snacks and introduced children to new games and celebrated along. Villagers also came together and danced towards the end. The village looked festive, children were happy to find volunteers not asking them to study but rather to play and enjoy. Volunteers too had a great time celebrating childhood. New bonds were formed, becoming childlike themselves, they enjoyed the spirit of Children's day.

TEACHING INDIA'S GEOGRAPHY

On a fine bright Sunday morning, the Naduvakkarai team set out to the village with a plan of teaching the children all they could about the positioning of the Indian states. Copies of the Indian map were printed for the same purpose. They gathered all the students at their usual meeting spot. They first divided the students into equal groups of two, each led by Abhishek Balaji and GJ Akshay Kumar. The children were taught all the states and where each one was positioned. The children were enthusiastically and curiously learning from them. Turns out, it was also a learning to the team with respect to India's geography. They wanted the children to know the basics about India's states and union territories and they did their best in giving them that experience in a fun way. Before they left, they also distributed chocolates to all the children.

DIGITAL EDUCATION

“By learning you will teach, by teaching you will learn“, says a Latin proverb. The village, Lingapuram is a small yet serene place, where there are many enthusiastic kids. Each visit made the KY team understand the village in depth and know more about our kids. The kids were highly talented, with so much eagerness to learn.

The volunteers took this opportunity to educate the kids about hygiene, health, good habits and morals. Many kids were in the age group of 5—11, so it was of great help to them in learning about how they should take care of their health and environment. The KY team made this activity as fun as possible, by first showing the kids some cartoons, made them play games and connected with them. Then they showed them animated videos which clearly made the kids understand how they should be hygienic, how they should help people, what good qualities they must inculcate, how they should eat, sleep and so on. After each video, they interacted with the kids about how they generally go through their day and explained them how they can make better changes. In turn they also learned so much from the kids. One kid inspired the team, when he told how he would help blind people and people in need. Many kids also had the habit of going to sleep and waking up early. They also said how they play outside with all their friends. The KY team got so many nostalgic memories and learnings. The team then played games with the kids and asked them to show their talents. Once again, the ever energetic kids surprised them when they recited ‘Thirukural’ and spoke about many current affairs. Some small kids also sang beautiful poems and danced to it. To finish the day, they played “If you are happy and you know it” song and danced together with the kids. It was such a fun experience for the KY team and they were contended for such a great experience. It also helped them connect with the kids, create bonds and cherish every moment spent at the village.

COMPUTER WORKSHOP

The team of Vasuvamuthiram conducted a computer workshop for the kids and taught them basic computer usage. The kids were extremely excited and learnt with a great deal of interest.

MOTIVATIONAL SESSIONS

On 03—02—2020 (Monday) Karma Yoga team organized a motivational class cum career guidance at Manamai Govt School for the tenth and twelfth students who are going to write a state board exam. Dr.Muthuraj,Asst prof Great Lakes, invited as a special guest to deliver a motivational talk. The event began with welcome address by Mr.Edward, Karma Yoga staff. The special invitee who himself is a source of motivation to students, gave encouraging examples from his own life and inspired students to be a self motivator. He discussed the importance of education and positive thinking which brings optimism into life and such constructive changes can make one brighter and more successful. This session helped students to be guided by a score a high marks and self—motivation. The students thanked the institution for all the support. The event concluded by gift distribution.

MOVIE SCREENING

The team of Vasuvasamuthiram screened the short film Makku using a projector. The KY team overcame technical glitches with teamwork and creative thinking. The children enjoyed the film and narrated the story after watching it. Further, the visit ended with the KY team playing cricket with the children and the children receiving chocolates from them.

DRAWING CLASSES

The team of Vasuvasamuthiram was accompanied by the student Sumit who is inclined towards Art and sketching. He runs the Instagram page for Sumittoons. He conducted Art class for the children along with the KY team and taught the kids the basics of sketching. The kids were enthusiastic to learn and were inquisitive to understand the techniques of sketching.

MEMORY BUILDING EXERCISES

On 13th February'20 evening, the team of Naduvakkarai had planned on conducting exercises for the children that will improve their memory. For the first exercise, all participants (children and team members) sit in a circle. The kids chose the topic of animals. We start with person A who says "lion", then person B says "lion, tiger", then person C says "lion, tiger, elephant" and it goes on till the last person. The idea is to see how well the children are focussing on what the other participants are saying and how orderly is their list. A lot of the kids were able to remember it well and a few of them struggled, but they didn't give up and that was more important. We also played a second round using favourite food items. At the end of the exercise, the team distributed chocolates to keep them motivated. To conclude this visit, the KY team also had a dance session with the children.

HEALTH & HYGIENE:

MEDICAL CAMP

Medical Camp at Vengambakkam Village on 30th June 19 "The Groundwork of all happiness is good health"- Leigh Hunt One of the Karma Yoga Students important goals at Vengampak- kam village is to educate people about of health care. As an initiative they planned to organize a medical camp at the village .They surveyed people from the village about various parameters including how often they visit a hospital and their prolonged illness if any. Karma Yoga students planned to address issues related to general medicine and dentistry in the medical camp. They collaborated with doctors and volunteers from Rotary Club Amethyst, Chennai , and they planned to set up the camp at the Vengampakkam Primary School.

They divided the following tasks among themselves:

- Guiding the villagers to visit doctors
 - Collecting villagers' detail
 - Assistance to Doctors and their team
 - Taking care of arrangements (like water availability, washrooms)
 - Interviewing the villagers and collecting their feedback
- When many villagers came at once they found it difficult for data entry and allocating a waiting number to each. So they served the villagers on a first come first serve basis with few exceptions to old age people. Around 70 villagers turned up for the camp and it took beyond an hour of the scheduled time for the camp to close

HEALTH AND HYGIENE EDUCATION AT PULIKUNDRAM

Karma Yoga Pulikundram Students wanted that the good habit of keeping the surroundings as well as themselves clean be carried forward amongst the kids and their families. Cleaning drive imparted knowledge about why hygiene is important and why it should be maintained. What could be its implications to our health was also discussed. All the members took active part in interacting with the Kids and answering their queries regarding health and hygiene. Students also played different games with the Kids so as to make them aware of the importance of physical activity and why it is important for children health and personal well-being.

HEALTH AND HYGIENE AWARENESS - KUNNATHUR

The KY Students were aware of the personal health and maintaining their personal hygiene is paramount importance to each and every individual in society. In their karma yoga classroom sessions, they observed that it is important to understand about the state of women's menstrual hygiene since this is mostly considered a taboo topic in villages. However their female members of the team (Akarsha, Anusha and Aashiya) went about to almost every household in the area and inquired about the women's menstrual hygiene needs.

FIRST AID KIT DISTRIBUTION AT VEERAPURAM & KUZHIPANTHANDALAM

The Students observed that many people in the village had some wounds that are not treated properly. Not even a basic first aid treatment is done. They observed that there isn't any first aid kit available in the nearby vicinity. So, they decided to distribute a first aid kit that would be handy. They identified Pramod is shop keeper who stays nearby the village. The Students taught him how to use first aid.

EDUCATED RESIDENTS ABOUT WASTE MANAGEMENT & CONDUCTED A CLEAN-UP DRIVE AT PERIYACOLONY

On 16th June Karma Yoga Periya colony team had organized clean up drive. They noticed garbage in every nook & corner of the streets. Garbage that mostly consisted of dry wastes, i.e. plastic wrappers, cups etc. Given the state of the environment, they wanted to educate them about the 3Rs i.e. “Reduce, Reuse & Recycle” and make them understand how their actions directly impacted them by reducing soil and water quality & the lives of their livestock as cows generally end up eating the plastic lying on the ground. They did those things by showing children and adults of the village age appropriate videos on the 3Rs. The response to this was great as they seemed to have been able to connect the dots and understand how the health of the environment that they live in directly affects their own health. They also conducted a clean-up drive that was led by participating residents rather than students. The benefits of this activity have to be tracked in the course of the year and reinforced to ensure maximum impact.

BLOOD DONATION CAMP

A blood donation camp was organized on 5th July 2019 in the Great lakes campus on the occasion of 82nd Birthday of our Founder Uncle Bala. The Karma Yoga team and Great Lakes administration in association with the Lions Club conducted the entire camp. This saw the participation of students, faculties and staff. In a short of 3 hours 44 units of blood were collected. A lot of students also requested to have another camp as many of them were not able to donate due to exams and classes. The Karma Yoga team is planning to have more such camps in the future in its commitment towards a better tomorrow. The donors received donor card from the Lions Club.

HEALTH EDUCATION ON PERSONAL HYGIENE

The team of Echankarunai observed the villages during their initial visits and felt that there was a need for basic personal hygiene education and health awareness in the area. On 21—8—2019, the team planned their activity accordingly keeping in mind the sensitiveness of the villagers. The team asked villages to gather in groups and addressed them regarding personal hygiene. While addressing, the team also found out their need for Toilet Infra— structure as they were involved in open defecation. The area lacked a toilet. Some of Karma Yoga female members from the group also addressed women and adolescent girls regarding menstrual hygiene. The team also taught villagers about mosquito breeding grounds and other health hazards spread by mosquito bites. The team noted down the important points and will submit the proposal to Institute.

BEACH CLEAN UP DRIVE

On November 10th, 2019, more than 100 students of Great Lakes set off on a mission at 6:30am on a Sunday to raise awareness on keeping our beaches clean. Students reached the beach before dawn and set up a plan of action to collect garbage that was littered throughout the stretches of the Mahabalipuram beach (near the shore temple). The team had built and set up a mesh holding unit in advance for all plastic waste to be thrown into. For a little over an hour, the students split into teams and spread across the beach, collecting and sorting garbage based on plastic and non-plastic. An hour later, they all reconvened at the starting point and were graced with the presence of Mr. Thamocharan as our chief guest for the event. They were also happy to receive the resident cleaners of the beach who joined them in the venture. Once the collection was done, the team unloaded all the trash into the mesh units and took a pledge to maintain the cleanliness of the beach. It is quite difficult as a student initiative to ensure the continual cleanliness of an area that is a public property such as the beach where a lot of the people do not hesitate to litter. However, the students promised to educate them, to let them know that only if they take care of our environment today, she will take care of us tomorrow.

MEDICALCAMP

Pulikundram is a remote village in Tamil Nadu which is economically disadvantaged. The Karma Yoga team working for this village observed that many villagers suffered from several diseases and did nothing about it, mainly because of lack of access to medical facilities while sometimes, due to mere ignorance. The team took initiative to arrange a health camp with the help of Chettinad Hospital. Health problems were screened in this camp and medicines were given for ailments. The team also noted the list of specific medicines that must be arranged for some of the diseases. Many in the village need special care and were suggested to visit hospital. The team's next step of action would be to provide the medicines and help villagers who have been screened with diseases to commute to the hospital.

HEALTH SCREENING CAMP

This village has seen skin problems, hygiene issues and on screening many were detected with abdomen pain and anaemia. The team had decided to ensure that this is not a one-time event and that they keep taking up initiatives for the wellbeing of these people. The sense of satisfaction & smiles on faces of volunteers spoke volumes about the power of Karma Yoga. As they say, the best way to find yourself is to lose yourself in the service of others. May we all keep trying to achieve for the good of our society. The team specially thanked Mr. Edward for his constant help and support, the very generous and able doctors, nurses and staff from Hospital Chettinad and to the KY team Pulikundram.

ORAL CAMP

On 18—10—2019, Friday Dr.Smilez dental center, Chennai and Great lakes institute of management with the help of Karma Yoga team organized free oral health check ups. The event was inaugurated by Dr.Sanjay sircar , Program Director, Shri.Subaash, Admin Director and Dr.Arulsamy Karma Yoga head. Prior arrangements were done by the Karma Yoga village coordinators. More than 50 staff & students had participated in the event. Dr.Sivaprakash, Director of smilez and Dr.Vinodh had provided important suggestions to all the attendees. All the members received the discount cards.

HEALTH SCREENING CAMP FOR SCHOOL CHILDREN

Team Pulikundram arranged a health screening camp for the children in the nearby school on 20th December'19 with the help of Chettinad Hospital. The screening camp included several levels of screening including eye check up, dental and normal generic healthcare. 58 students were tested that day and the records were duly made for further follow-up if needed. Next step of action would be to provide the needed medicines, mediate between hospital and school for further help and do hygiene workshops based on the reports. Sometimes mere mediation between health centres and villages can prove to be of great help. The visit to school for the camp was an eyeopener to us as we got to learn a lot about our kids. Children from our village are not very regular at school and are much behind others in the class in terms of reading and doing basic maths because of the same reason. Principal also complained how parents torture students not to go to school. This needs to be looked upon very seriously. As a part of Karma Yoga, we have realised that if there is something really important that we can do for the education of these kids is to ensure that they go to the school, like going there and remove any barriers that stop them from going. This is one major agenda we intend to take up in the coming few weeks. It was great talking to the principal and the teacher and it was like a ray of hope to us. We think with the help of school authorities we will be able to help improve the education conditions of the school. Some members even stayed back at school and enjoyed mid day meal with the children. It was a great experience and a day that gave us direction and focus areas for coming visits to the village.

CPR & FIRST AID TRAINING

The village of Veerapuram doesn't have a health care facility of its own. The people of the village need to travel up to 4 km to avail the health services. Further, unavailability of transportation makes the situation more difficult as there are no direct public vehicles. Due to these issues there is a need for villagers to get themselves equipped with knowledge about how to do First-Aid and CPR (Cardiopulmonary resuscitation). So, the karma yoga team of Veerapuram decided to teach the children of the village the basics of first aid. With great support from HM of the community school and a professional trainer Mr. Neelagandan.S, the team was able to train up to 60 students. The session was quite successful as students performed exceptionally well and the KY team

received great appreciation from the teachers. They had informed that they look forward to organizing many more such activities as they have realized the importance of them.

MEDICAL CAMP

Karma Yoga volunteers from Great Lakes Institute of Management organised a mega medical camp with the active cooperation of 30 doctors, other medical and nursing staff from SRM medical college. The camp was organised on 16th Feb,2020 at Government Higher Secondary school at Vayalur village. People across 5 villages were given free medical check—up and free medicines. Pudupattinam, Vasuvasamudram, Ayappakam, Periyacolony and Vayalur were the 5 villages who participated in this medical camp. All means of transportation for the villagers were arranged by Great Lakes. Approximately 200 villagers benefitted from this free medical camp.

SWACHH VILLAGE DRIVE

Pulikundram Village had an open sewage which was unhygienic and caused smell and possibly diseases and allergies. To protect the villagers from the risk of the all the harms caused by it, the KY team of Pulikundram had been trying to fix it by giving them high quality pipe. However, since it was expensive, Edward Sir suggested that they can possibly arrange an extra pipe from construction site of college and hand over to the village. The KY team then contacted Shikhar Sir, who work for Great Lakes Construction work, collected the pipe from their site and handed it over to the villagers. It was a happy moment for villagers. They soon fixed the sewage and have a more hygienic passage now. Ideas such as these happen due to the willingness and compassion that karma yoga teaches Great Lakeres.

CONSTRUCTION PIPE DONATION

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WOMEN EMPOWERMENT & LIVELIHOOD

SKILL DEVELOPMENT PROGRAM (NADUVAKKARAI)

Students have decided the first Skill to be developed as “Paper-Bag Making” for the SHG in aduvakkarai. There was a 9 women teenagers who participated in learning “Paper Bag Making”. It has been a very productive activity. They provided raw materials for the paper-bag making and collected samples in various sizes and shapes after the training. Student have sent these sample to their buyers who checked its quality and approved for a bulk order of paper bags.

BOTTLE PAINTING TRAINING

On 30th August 2019, Friday the team of Kuzipandhandalam conducted bottle painting training under the livelihood initiative. In Ku- zhipandandalam, the team got the vasantham SHG members to do a small activity of Bottle painting. The purpose was to get acquainted with the women of the village. As seen in the pictures, they do a very good job when it comes to creativity. The special trainer, Palak Bachani of PGPM section 3 has dedicated many hours towards the development of the SHG. The Kuzhipandandalam team thanks to Palak for her contribution.

JEWELRY MAKING WORKSHOP

On 22nd September 2019, the team of Naduvakkarai conducted a jewelry making workshop for the women of Na duvakkarai. The aim of this program was to help the women gain a talent that will help them financially independent. The Karma Yoga team arranged for a trainer, Ms. Susee who also got all the required material. Around 15 women came for the workshop. It went for about 1.5 hours. They all were very interested and keenly learning from the trainer. She taught how to make earrings and bangles out of thread. At the end of the session, they all felt extremely happy that they attended such an useful session and learnt something. The team also got good feedback from them. The remaining materials were given to them to make the products during their free time and sell it in shops or give it to the Karma Yoga team where they will try to market and sell them.

LIVELIHOOD TRAINING

The KY team went to sooradimangalam village to train the self help group with phenyl and candle making at home, and as a secondary source of income. On this day a trainer volunteered to teach villagers, it started at 10am in morning when the team started from the college and reached sooradimangalam. Everyone at Village was expecting them and gave the team a hearty welcome. The trainer started with having a basic know how about villagers and about their living and expenses, in the meantime the team had a tour of village and were

blessed to get emotional at the same time after seeing peoples smiling and welcoming them. Candle preparation, Trainer had some basic raw materials required to manufacture a candle, which includes, Raw wax, a heating container, mould, oil as lubricant, colour of choice to make coloured candles. At takes a process of 10 mins and everyone at Village got Amazed after seeing the end product, which could be sold in open market at good price. Phenyl preparation, Trainer explained the importance of using phenyl in home with do and don't to everyone and after that started the process, it included soap jelly, carbolic acid, creosote oil, water. Again it took 10 mins and this time she asked a villager to prepare it while she was instructing. They all were very happy after seeing the end result after that they distributed a good quantity with everyone to use at home, and wrote down the materials to be used to prepare phenyl. While the team was leaving, everyone at Village came to see them off and asked them to come more often. The team felt that they we all were blessed with their love and affection, and are looking forward for their visit.

MEGHALA STATIONARY SHOP

Meghala, a specially abled woman of the village Kuzhipandandalam, was dependent on her family for support. She couldn't walk as her lower body was not functional. With the help of Edward sir, KY team was introduced to her. When the team spoke to her, she was very confident, and the team wanted to help her. After a lot of discussion with faculty of KY, the team decided that a stationery shop would be best for her to run. There were no stationery shops in the village although there were two schools and a junior college nearby. This was a win—win for all the villagers. The major challenge for the team was to raise funds for the cause. The team started project “HERO” for the cause and other projects as well. Sidharth Satyabrat, a member of the KY team raised a huge amount of 9k single-handedly. There were several other contributions coming from Uncle Bala and students as well. The KY team thanks each and every one of them. The budget for the shop was 15k. This money was mainly spent on buying wooden shelves and the first set of stationery for Meghala to get revenue. Edward sir helped the team with wooden shelves. The KY team worked very hard to get the stationery Ramya, the village coordinator of Kuzhipandandalam thanked the faculty members of Karma Yoga, Dean Dr. Suresh Srinivasan, beloved uncle Bala and all the students who have helped Meghala. Also, thanked her KY teammates Bobby John, Maadhusri U, Vrathi JB and Sidharth Satyabrat for their selfless efforts and hardwork. She expressed that helping Meghala by lending a helping hand in making her financial- ly independent has instilled a sense of satisfaction in her. Ramya further says, “Cheers to Karma Yoga!!!”.

WOMEN'S DAY CELEBRATION

In Great Lakes campus, we come across many ladies who help us to keep our rooms and campus clean, who work in the canteen and in other areas. Being busy in our packed schedule, we often forget to express our gratitude towards these ladies. On this Women's day, team Karma Yoga took this opportunity to say “Thank

You" to every Sodexo lady staff and to make them feel special. The Karma Yoga team had some do- nations from Paisa Vasool event in the form of bangles and earrings and also some unsold SHG products. We donated all these to the ladies and had little fun activities with them. In addition, team KY encouraged each and every one to dedicate a few words for women in their lives on the message board that was set up for the occasion of Women's Day.

ENVIRONMENT & AGRICULTURE

TREE PLANTATION PROGRAM AT MULLIKOLATHUR & KUNNAVAKKAM

On 16th June 2019, Karma Yoga team conducted tree plantation drive at Mullikolathur and kunnvakkam. KY Students wanted to conduct a grand activity in the village in order to keep the enthusiasm level of the team high even after term 1. After having a discussion with the team they decided to conduct a tree plantation program. The local people helped by allowing them to plant those saplings inside the temple premises. The teams with the help of all those children planted a good number of saplings ins

AWARENESS RALLY ON CLEANLINESS AND ALCOHOLISM AT KADAMPADI

The Karma Yoga students identified and decided to address to prevent it's contamination with the youth were importance of cleanliness and ill effects of alcohol in Kadampadi V i l l a g e . Seeds sown i n t h e minds of the young would grow at the rate of Bamboo and branch out like a Banyan in the society. The students recognized this and hence came up with the idea to spread awareness regarding these issues through the children. The students developed suitable slogans on the issues and made placards highlighting them. Karma Yoga students did the rally in the main village on the final week after educating the kids on the meaning of the slogans.

THE GREEN CLUB INAUGURATION

The Karma Yoga team of Great Lakes Institute of Management formed a Green Club to fight the ecological crisis being faced by the society to the best of their ability. The Green Club would be executing projects that will help in environmental conservation.

The Green Club was inaugurated on 9th September 2019 by the Dean of Great Lakes, Dr. SureshRamanathan and the Guest of Honor, Mr. Nitin, from Nitin Wire Group (India) Pvt. Ltd. The event started with a prayer song and was followed by a couple of musical performances, a video about Karma Yoga and a student's experience with KY, the Green Club oath and moved on to a very motivating and inspiring speech by Mr. Nitin. The event went very well and was appreciated by theDean, the Chief Guest and the Karma Yoga head

Dr. Arulsamy. The initial few activities planned by the Green Club are beach clean-ups, tree plantation drives, and water conservation programs. The Green Club looks forward to conducting these activities successfully and come up with more such activities for the betterment of our environment. The event ended with vote of thanks by Ms. Alagu Meenatchi.

KITCHEN GARDEN

To provide a sustainable solution to hunger and social upliftment, kitchen gardens provide a practical and sustainable way for families to grow their own nutrient rich food and improve quality of life. Kitchen Gardens can be established and maintained on a small patch of land with minimum inputs. Hence these gardens provide the rural poor communities with a platform to supplemental food production as well as an opportunity to improve their livelihoods. As a part of Karma Yoga visits the team performed a kitchen gardening activity in Kadambadi on 18th August'2019. The team first selected small patches of land near the houses and prepared the land by digging and cleaning, making the soil bed flat for kitchen gardening. Then the team asked small kids to sow the different seeds in different patches. Each kid was assigned a small kitchen garden to take care of it and in order to encourage them to participate to the fullest prizes will be given to the kids who maintain their garden well, at the end of the term. It was very delightful to see the enthusiasm of the villagers participating in the event

PLANTATION DRIVE

The KY team implemented a plantation drive on the 14th of July in Pulikundram which is an economically disadvantaged village. The team planted 10 trees with local children in groups of 2-3. The team found that the children knew how to dig, plant and water. They understood the process better than they did and we were amazed how they took care of the plants in subsequent weeks. Watching the trees grow is indeed satisfying said a KY member. Why should we plant trees, is not the question? The question is why should we not! It was a learning for the KY team.

PLANTATION DRIVE

On 22nd September, Sunday the KY team along with enthusiastic villagers of Lingapuram carried out a plantation drive in the village. 14 of us along with the local Church Pastor Mr. Amos and 10 village kids took up shovels and planted 15 saplings across the entry road leading to the village. The Pastor being an experienced farmer taught us by example how to properly dig up a pit for a plant and lower the plant gently into the hole. The whole experience was enriching for us and helped strengthen our bond with the villagers as well as learn basic plantation skills in the process

WASTE MANAGEMENT

On 15/09/2019, Sunday, the KY team taught the kids about waste management through quizzes and games in Veerapuram. The quiz questions were based on general knowledge and also had puzzles, which made the kids think out of the box. This was like a treasure hunt and after the kids were done with the quiz, they got chits of different kinds of waste products, which they had to segregate. Through this game, they explained to them about bio and non bio degradable wastes and how to segregate them.

WASTE MANAGEMENT SESSION

From interacting with the villagers in our first visit, the team found out that the village had no dustbins. So, on the 4th of August 2019, the KY team organized an educative session on waste management and disposal for the villagers. Karma Yoga head Dr. Arulsamy and Mr. Edward also took some time off their schedule to grace this occasion. The team had a good turnout from the village, including both elders and children. Dr. Arulsamy also spoke to the crowd about the pressing issue of plastic disposal and its effects on the environment. The villagers keenly listened to the session and participated with enthusiasm. Under the guidance of Dr. Arulsamy, the team also distributed dustbins to the villagers and educated them on how to segregate the waste and dispose of it. The villagers were pleased with our initiative and were happy about us giving them dustbins as the village had not many dustbins. The team's further steps are to make sure that the purpose of this workshop bears its fruits; to ensure that the villagers follow their plan of proper waste disposal and management and stick to it on a long-term basis. One girl by the name of Shalini, who attended the session, came to us and narrated one incident. She had gone to a store last week to buy something and she had refused to take a plastic bag and asked for a cloth bag instead. She told us how our session helped her and how she would empower others in her village to do the same. The team was extremely glad to know that they could make a small difference in the society and one day, this small difference will multiply and hopefully will be seen in the whole society.

TREE PLANTATION

Team Pulikundram had visited the nearby school on the 20th and on our visit we realised there was a lot of space to plant trees and plants. Plantation activity at school is really important as it adds to the beauty of the campus, makes it livelier, clears the air and it also provides an opportunity to educate children about importance of planting trees and think about environmental conservation. On Sunday, 22nd of December Team Pulikundram planted 10 flower bearing trees with the help of children. We asked them to take care of it and educated about watering the plants. We plan to plant more varieties of trees with children in the month ahead. Below are some memories from our plantation drive.

ANTI PLASTIC AWARENESS CAMPAIGN

The Karma Yogis of Great Lakes in collaboration with the budding youth of Nallur, Kunnathur, Sooradimangalam, Vittilapuram, Veerapuram conducted an awareness rally to enlighten the public on the benefits of plastic alternatives such as cloth bags. This event was spread over two weeks. In the first week, they had the Pro-Environment campaign for the young children (listed above) and in the second, they conducted a walk through the village. Children created posters and together, they caught the attention of the curious on lookers with slogans and attractive posters. In addition, there was a talk on how beneficial it would be to switch over to plastic bags. Many of the villagers agreed that it would be a better alternative, but worried about how impactful the implementation would be, since the production of plastic by factories did not seem to decrease.

TREE PLANTATION DRIVE

On the 4th of March 2020, the Naduvakkarai team started its journey to the village with a goal of planting tree saplings in the village. They bought 6 saplings (2 lemon, 2 guava and 2 mango) to be planted in the village. The saplings were planted around the pond in the village. All the children gathered to help them achieve the goal. The team dug a 3 by 3 feet hole, added a different soil, fertilizer (cow dung) and watered it before they put the sapling inside. After the sapling was inside, they covered it with sand again and watered the plant. The next plan of action of the team is to protect the plants with small fences so that goats don't chew on them. The children of the village had promised to water the plants daily and take good care of it.

EMPLOYMENT:

CAREER GUIDANCE AT AYAPAKKAM

The students have given career guidance to few children in the village. A girl wanted to pursue career in law. So the students have interacted with her and got to know her strengths and weakness. By doing so the students asked her preferences and they searched for few colleges nearby Ayapakkam which offer course in law. The challenges in front of her is that law exam is purely in English and she doesn't know English effectively. The students have taught her basic stuff related to grammar and gave her suggestion to watch some English videos on her smartphones. The students have given her the clear picture about how to proceed for the exam. In addition to her there was a boy who was keen to become an astro- naut. He was in 9th standard studying in KV school in Chennai. Though there was not much to give him guidance, students have asked him his role models, and why he wanted to become astronaut. The students asked him to be more attentive in science subjects and asked him to read a lot of newspapers. Karma Yoga stu- dents had a great experience in providing career guidance and hoping they achieve great heights in future.

HELPING A BACHELOR IN JOB SEARCH AT ECHANKARUNAI

One of Karma Yoga student goal was to help the young folks to get a job in the village of Echankarunai. KY Students went to different houses and gathered data of people who were looking for some work. The Karma Yoga students spoke to people to understand if there is any need for job requirements. They got some leads such as security staff and night guard

at a construction site. Karma Yoga students also thought of looking at avenues of having the interested people from village as their institute security guards or helpers. The people from the village were very happy looking at the efforts that they were taking to get them a job to sustain their family. Also, students helped them by creating a professional resume, Gmail account, and Naukri profile for him and also taught them to monitor, operate profile and apply for jobs through his mobile phone.

CONDUCTED A WORKSHOP ON CRACKING JOB INTERVIEWS AT PERIYACOLONY

while interacting with the community Karma Yoga students met a girl called Anu who took to them immediately in Periyacolony Village. She helped team gathered people and find a location where they could conduct classes and basically be student point of contact for any needs. Karma Yoga students told her that they wanted to make sure that everything they were doing was completely relevant to them & so she told them that a lot of people including herself, were looking for jobs but they were extremely terrified of the idea of being interviewed by someone. That's when students decided to conduct a workshop for them to address the issue. Unfortunately, only 5 women showed up for the workshop. The Karma Yoga Students tried their best to get more people to come by going around the village with the 5 people that showed up but they saw a lot of resistance from the males of the same age group. The workshop was a success event. They took them through the process and conducted mock drills with each and every one of them to encourage them to think on the spot and increase their level of confidence

HELPING BACHELORS IN JOB SEARCH

On 22nd September 19 Sunday. Karma Yoga students managed to gather youth and job seekers under a shed in Kunnathur village. They organized a job awareness activity where students showed them about different websites to apply for job according to their specializations. Students gave live demonstration of how to use the website. They even volunteered by preparing Curriculum Vitae of a job seeker and informed other villagers about the same. The students discussed about the problems of job seekers faced in the interviews and suggested some remedies. Students believe the action taken would help them.

RESUME BUILDING TRAINING

The KY team had found that many people in their village have completed their graduation with degrees in Computer Science and Engineering, teaching, etc. but ended up working for jobs that are irrelevant to their interests because of lack of guidance. So the team helped the youth with resume building as this issue was very close to their hearts and are focusing on helping them in finding jobs for the residents of Periyacolony who are interested in chasing their dreams!

SPECIAL KARMA YOGA ACTIVITIES

KARMA YOGA DAY

The Karma Yoga team celebrated its first KY day on the 7th of February 2020. KY day was organized to give an opportunity to the KY teams to showcase their efforts and activities that they have done in their villages over the last year. It was organized mainly so that the faculty of Great Lakes could also have an idea of what had happened in the past one year in the villages. Stalls were set up by each village where they showcased their activities through charts, pictures and scrapbooks. Products made by the villagers such as jewelry, candles, paper bags, religious idols, etc were also exhibited and sold. To quote a few, there was jewelry from Naduvakkarai, wax candles from Sooradimangalam, idols of Lord Ganesha from Kadambadi and the list goes on. On this day, to make this initiative even more fruitful, “GRAMAPURA MARUTHUVAM”, a book written by Dr. NS. Vyas (MD. General Medicine) on homeopathic medicinal prevention and cure, was released by Uncle Bala. The book is about the common medical problems people face today and how villagers, right from their homes, can treat the same using the ingredients available at their home. Dr. Vyas, along with his wife Dr. Mrs. Jayanthi Vyas and colleague Dr. S. Mohan Raj graced this occasion with their presence. Along with the above esteemed guests, the event was also attended by Mr. Sadhasivam (Sub-Inspector, Mahabalipuram) who also created awareness about the Kavalan-SOS app, Professor Pramila Krishnan (University of Malaysia) and Professor Ramalingam (University of Malaysia) who had come down to Great Lakes to study about the Karma Yoga initiative. To make this evening more pleasant, there was live instrumental music by the very talented Mr. Patrick Rosario. His heart warming music was the icing on the cake for KY day.

The chief guests, Dr. Vyas, Mrs. Vyas, Professors Pramila Krishnan and Ramalingam also visited all the stalls, talked to the team members and scored each village on a scale of 1 to 10, 10 being the highest rating the efforts and activities done by the KY team members. The Dean, Dr. Suresh Ramanathan, his wife, Mrs. Kalpana Suresh and Uncle Bala also visited the stalls and also bought a few products to support the villagers. The overall revenue earned by each stall would go back to the villagers. Overall, the event was a success. The book is a must have for everyone. The Karma Yoga team's next plan of action is to distribute the book in

the villages and ensure villagers are well aware and educated about such home remedies. The stalls who won the top three places will also be given their prizes on KY convention, scheduled on March 1st 2020.

8th ANNUAL KARMAYOGA CONVENTION

From past seven years Karma Yoga convention has been conducted in order to celebrate the beautiful bond that students of Great Lakes share with the adopted villages through the Karma Yoga program. This year as well the Karma Yoga convention was conducted with the same goal and enthusiasm. The buses left from college to pick up the villagers at 8:30am. The villagers along with their respective volunteers reached the venue around 10am and were welcomed with refreshing welcome drinks. The event started with the prayer song which was presented by VC Bhavya which instilled a sense of serenity in everyone. Further, just as any other event in India, the light lamping ceremony was carried out next. Dr Arulsamy honored the esteemed chief guests of the event, Shri Karne gam IAS and Smt Dr K. Santhakumari. This was followed by welcome address by Dr Arulsamy and the Dean of Great Lakes, Dr Suresh Ramanathan. After which the chief guests addressed the crowd. The addressal of the dignitaries enlightened the students and they felt encouraged to pursue their dreams with passion and determination. The prize distribution was carried out next in which people were appreciated and encouraged for their good work. The cultural events started next which included a performance from the students of great lakes as well. All the villages participated with enthusiasm and the event gave the villagers a platform to showcase their talent. An event of this size cannot happen over a day, the wheels of preparation started rolling weeks in advance. All the VCs/VRs and volunteers put in a lot of groundwork and preparation along with constant help from the faculty of Karma Yoga which made the event a huge success.