

# GREAT LAKES INSTITUTE OF MANAGEMENT

Sharing information on progress

## PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION



An initiative by the United Nations Global Compact

March 2015

## **MISSION**

***To become A Centre of Excellence in fostering managerial leadership and entrepreneurship in the development of human potential through quality research, teaching, residential learning and professional management services.***



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

## Table of Contents

<b>From the Dean's Desk</b> .....	3
<b>The Department of Karmayoga</b> .....	6
<b>GREAT LAKES INSTITUTE OF MANAGEMENT</b> .....	7
<b>PRME PRINCIPLE 1</b> .....	9
<b>Student Initiatives and Achievements 2013-2014</b> .....	10
<b>PRME PRINCIPLE 2</b> .....	11
<b>Karma Yoga Community Video Film Festival (KYCVFF)</b> .....	12
<b>PRME PRINCIPLE 3</b> .....	13
<b>Green Campus</b> .....	13
<b>The LEED certification</b> .....	14
<b>Land use and management</b> .....	14
<b>Green Building</b> .....	14
<b>Green Energy and the quality of the Air</b> .....	15
<b>Sustainable management of water resources</b> .....	15
<b>Materials and waste management</b> .....	15
<b>Sustainable transportation</b> .....	16
<b>Economic &amp; Social</b> .....	16
<b>Vasantha Herbal Garden</b> .....	16
<b>The benefits of Vasantha Bala community Herbal garden to rural people</b> .....	17
<b>Principle 3 as an integral part of our pedagogy</b> .....	20
<b>PRME PRINCIPLE 4</b> .....	22
<b>Hyperion</b> .....	23
<b>Spandan</b> .....	23
<b>Great Lakes Herald</b> .....	23
<b>Corporate Lecture series</b> .....	26
<b>PRME PRINCIPLE 6</b> .....	32
<b>Great Lakes Knowledge Series</b> .....	32

## The Department of Karmayoga

*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 Laker 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.



## PRME 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.**

Great Lakes Institute of Management with a vision of becoming the leading management institution in India providing Quality Education at an affordable cost and build Human Capital for Emerging Economies has created a differentiated place for itself within a short



Azim Premji at Great Lakes convocation ceremony

span of 10 years. Apart from being an institute which believes in having a Global mindset, Indian roots, Great Lakes Institute of Management believes in giving back to society.

The Karma yoga initiative- the only one of its kind in entire Asia, aims at the same principles of PRME. Based on the guidelines of UN Global Compact karma yoga is a voluntary initiative that relies on public accountability, transparency and disclosure to complement regulation and to provide a space for innovation and Collective action for learning with local communities.

‘The karma Yoga students are transformational and Charismatic leaders who are meaning makers. They get connected to the rough realities of rural life and construct a way out with great possibilities. Their persuasion then is the kind that is interpreted with mutual sharing, compassion where their followers accept without any resistance’



Under this initiative, the students visit the adopted twenty villages as part of their curriculum to learn and practice leadership skills with social responsibility. A creative and well managed corporate and social responsibility program is in the best interests of all the stakeholders. This understanding is enhanced through their regular village visits to learn the transformational and charismatic leadership skills through perceiving discrepancies between the way things are and the way things can or should be.

The villages comprising of different social groups and communities are still thriving for a better quality of life.

A major cause of poverty among India's rural people, both individuals and communities, is lack of access to productive assets and financial resources. High levels of illiteracy, inadequate health care and extremely limited access to

social services are common among poor rural people.

The Karma- Yoga students have the opportunity to experience and learn the labor –intensive, natural resource based occupations and livelihoods in the villages. It gives them the chance to compare and study the modern capital –intensive, technology –based economic sector that should nurture a symbiotic relationship with the nature based labor intensive sector.

## Student Initiatives and Achievements 2013-2014

Winner "Crisil Young Thought Leader - 2014" for the research article titled - Does FDI promote sustainable economic growth. Swagatam Basu (PGPM 2015)

Winners of South Zone - "Team GLIM Wizz" in Deloitte Maverick Season III and represented Great Lakes in the National finals held at Deloitte Hyderabad campus. Amal Jose, Chembak Venkadram and Pradeepta Mohan (PGDM 2015)

Successful completion of Marathon for a cause at Wipro Chennai Marathon under 41.195 Kms, 21.097 kms and 10 Kms categories. Simanta B and Vignesh Ravi (PGDM 2015)

Winners of 2nd prize at AD-DICTION, an All-India level Marketing competition hosted by IMI Bhubaneswar Krishnan and Shri Suprajha (PGDM 2015)

Winners, "Best Marketing paper award", National Research paper conference Symposio'14 conducted by SIBM Bangalore. Harsh Agarwal and Pradosh HS (PGDM 2015)

Winners, "Hyperion" International Business Plan and Innovation Competition conducted by Great Lakes.

Kish Nandan, Paripurna Pandey, Nitin Tekchandani, and Ashworth Vaz (PGPM 2014). The Great Lakes team competed against 62 teams from B-Schools like Indian School of Business, IIMs, and BIM Trichy and secured First place. The panel of judges consisted of renowned social activists and National Entrepreneurship Network members.

Winners, "Simulate Operations Event" conducted by IIM Trichy. Aravind N S and Venkatraman K (PGPM 2014)

Winners, Re engineering case study competition organized by NIT Trichy. Ushaman Sarkar, AurkaChakravarty, AbhisekMajumdar and Amrita Biswas (PGPM 2014)

Winners of First and Second prizes in Abhyudaya, Management Fest of IFMR, Chennai. Karthick S and Vijay Krishnan A (PGDM 2014)

- Seal of the Unicorn – Marketing: On the Spot Case study Analysis: 1st Prize
- Deciphering the Devanagiri – B-Quiz Event : 2nd Prize
- Genial Contrivance – Strategy-Operations Event: 2nd Prize

Winners of BRAZUCA – The Operations Management event held as part of CHRYSALIS 2014 at LIBA. Amal Jose, Chembak Venkadram, Pradeepta Mohan (PGDM 2015)

The competition had three rounds – Online quiz, supply chain simulation game and a case study presentation. The Great Lakes team beat teams from IIM Trichy and IIT DoMS, Chennai to emerge as winners.

Winners of 2nd prize for “Shadow Act” performance in Twist n Tales event held at cultural fest- UNMAAD held at IIM Bangalore Team Parchayii - PurnimaKochar, Abhishek Rathi, PiyushTalreja and Gaurav Khandelwal (PGPM 2014)



Winners of Emergeon – Emprression and Runners up in Emergeon - EmboundLogistricks at Great Lakes Institute of Management Hanoch Mario Tauro, Mohit Agrawal (PGPM 2014)

Winner of Article Writing Competition, MarkEdge Magazine of Maxim, the marketing club of XIMB Sonal Chawla and Vaibhav Agarwal (PGPM 2014)

## PRME 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.**

The value of caring and nurturing for the fellow human beings with the thought of inclusiveness for creating a just and equal society is reflected in all our programs of the Institute.

The students interact with the different social groups of the adopted villages such as children and youth, farmers, women and help them to increase their awareness on developmental issues. The resourceful sections of these communities with fewer opportunities are encouraged by the students to learn about the different possibilities to overcome the hurdles of development. The students work with most vulnerable sections of the society such as women and children in the adopted twenty one villages.



**Dr. Bala with Mother Theresa. Passion with compassion.**

Women’s empowerment and inclusion are central to Karma-Yoga strategy for bringing about transformational change in the lives of rural women. The students work to ensure that women have a real voice in governance institutions at all levels, that they also have an economic inclusion ensured by creating sustainable livelihoods to reduce gaps in income that force people into poverty.

The definition of empowerment according to the concept of UNDP (1995) includes the expansion of choices for women and an increase of ability to exercise those choices when women are empowered.

### Karma Yoga Community Video Film Festival (KYCVFF)

On 6th December, 2014, the first edition of KYCVFF (Karma Yoga Community Video Film Festival) was released by Mr. Arulsamy ADGM-Karma Yoga. The festival consisted of two rounds with the initial leg being a knockout that attracted entries from each of the Karma Yoga village teams. The videos were shortlisted prior to the final event on 6TH December and the final showing comprised of 13 clips.

The judging criteria comprised of technical aspects of film making with clarity of message and relevance being the key areas of consideration for the judges. Members of the jury Prof. Elankumaran, Mr. Subbash, Mr. Shankar Iyer and Ms. Ponmythili were faced with the daunting task of picking the best from the rest. After each video the judges engaged the respective group member in a question and answer session grilling them on the nuances of their clip. The videos depicted the various initiatives taken up by the student groups in their village communities and are invaluable as a documentation of the efforts and range that

Karma- Yoga has acquired over its lifetime. The focus of most of the videos remained empowerment of village community, be it women, children or en masse. After a long and

thoughtful discussion the entry from Echur was adjudged the best and the team was presented with a Shield and certificates. The initiative marks the tenth anniversary of Great Lakes institute of management and also serves as a reference for similar events to come up in the following years.



Echur 1st Prize

[Watch Video](#)

Kuzhipanthandalam 2nd Runner up

[Watch Video](#)

Naduvakkarai 3rd Runner up

[Watch Video](#)





## PRME PRINCIPLE 3

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

The karma yoga students are addressing the need for creating the suitable plan of actions and strategies for empowering the less privileged communities through participatory approach.

As the students of management studies they get introduced to rural development and the meaning, and concept and approaches and Strategies. In the process they try to learn practically the various aspects of development and the definitions of management with its definition, features, nature & characteristics.

When they started implementing small projects with their stakeholders they learn the principles of Planning, Organizing, Coordinating, Reporting and Budgeting. Most of all the importance of decision making is well learned with the local communities.

## Green Campus

Great Lakes Institute Campus has many green features that directly contribute to the environment in terms of **reduced energy consumption, greenhouse gas emissions, impact on the local environment and usage of natural resources**. The 27 acre LEED Platinum rated green campus – one of the few in the world.

**United Nations Conference on Environment and Development (UNCED)**, during the earth summit, held in Rio de Janeiro, in 1992 supports the Agenda 21 that human beings are at the center of concerns for sustainable development. It is also stated that the use of land resources, including soils, water, animals and plants, for the production of goods to meet changing human needs, while simultaneously ensuring the long-term productive potential of these resources and the maintenance of their environmental functions.



Ecosystems are the center of sustainable development composed of a variety of abiotic and biotic components that function in an interrelated way. The structure and composition is determined by various environmental factors that are interrelated. Variations of these factors will initiate dynamic modifications to the ecosystem. Some of the more important components are: soil, atmosphere, radiation from the sun, water etc.

### The LEED certification

LEED certification provides independent verification of a building neighborhood's green features, allowing for design, construction, operations & maintenance of resource efficient, high performing, healthy & cost-effective buildings.



### Land use and management

Sustainable Land Management (SLM) is crucial to minimizing land degradation, rehabilitating

degraded areas and ensuring the optimal use of land resources for the benefit of present and future generations.

Great Lakes adopts this principle of SLM by protecting the top soil without eroding by greening the campus with different vegetation with the productive use of land, arresting on runoff, soil erosion and sedimentation, movements of nutrients.

### Green Building

The entire structure and construction of Great Lakes buildings in the campus adopted the process that is environmentally responsible and resource-efficient throughout a building's life-cycle. All the construction in the campus represents the most efficient and least disruptive use of land.

The minimal land excavation is made possible in the campus by limiting the level of multistoried buildings. The optimum design of the buildings emulates all the natural systems and conditions.



## Green Energy and the quality of the Air

Great lakes practices to obtain the energy from non-exhaustible resources, such that the provision of this form of energy serves the needs of the present without compromising the ability of future generations to meet their needs.

The importance of natural day light was synergized in the architectural and the type of construction that reduces the need of electrified lighting in the campus.

Solar energy is used for lighting in all the appropriate places and solar water heaters are in use to ensure energy security through reliance on an indigenous, inexhaustible and mostly import-independent resource. This help to reduce pollution, lower the costs of mitigating global warming.

The 100% Tobacco-free campus help the environment with enhanced air quality for all. The automatic co2 emission detection in the campus for protecting the fresh air promotes healthier inner environment.

## Sustainable management of water resources

Great Lakes is regularly assessing the opportunities for water conservation and demand management in each water use sector by undertaking various sustainable methods of water conservation. It is done through 100% rain water harvesting through percolation ponds and excess rain water collection tanks in the campus. The infiltration of surface water

into subsurface aquifers is ensured in the campus.

Grey water produced domestically is put in to reuse by effective methods of effluent treatments and used for gardening and in Lavatories.

The optimum use of water is dispensed through drip irrigation and sprinklers for effective use of water to the plants.

The native variety of vegetation that needs less water is planted in the campus to reduce the use of water.

Low flow faucets and sensor based urinals to reduce the water consumption by 30% in the campus. Dual flush closets to reduce potable water consumption by over 30%

## Bio diversity conservation and habitat restoration

The creation of organic herbal garden and native vegetation in the campus paves the way for promoting bio diversity in the campus. The trees and plants shrubs, climbers are visible in the campus that attracts birds and butterflies as an evidence of the biological system in the campus.

## Materials and waste management

Great lakes use the locally procured and recycled content materials for material conservation.0020The Use of certified wood (Forest Stewardship Council) based materials to promote responsible forestry. The purchasing policy of the campus always aligns with the use of environment friendly materials and avoids any toxic or dangerous materials.

The solid waste is responsibility managed for compost making by the external engaged agency who handles the solid waste. The compost is the much needed natural manure for the plants which rejuvenates the land naturally.

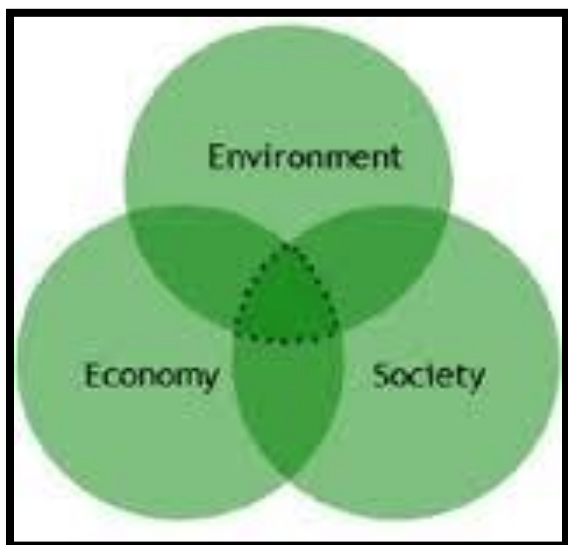
### Sustainable transportation

The vehicles movement is limited inside the campus by creating the car and bus pools near the main entrance thus reducing air pollution. The ample open spaces and well paved pathways in the campus help to avoid the use of vehicles.

### Economic & Social

The local human resources are hired in services by providing job opportunities and helping their livelihoods for the growth of the local economy.

The awareness and education on principles of green building is created through our outreach program ***karma yoga*** among the neighboring communities.



### Vasantha Herbal Garden

Great Lakes as an Institution that imbibes to the values of caring for the local communities and the bio diversity of the region have set up this herbal garden in the campus to teach the students about the traditional knowledge



system among the local communities.

Vasantha herbal garden is a botanical medicinal garden for phyto medicine, using a plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes. Modern medicines recognize herbalism as a form of alternative medicine and also make use of many plant-derived ethno medicinal compounds as the Cultural practices around the world have played an important role in the recognition and passing on the related knowledge of herbal plants. The World Health Organization (WHO) estimates that 80 percent of the populations of some Asian and African countries presently use herbal medicine for some aspect of primary health care. In Germany, about 600 - 700 plant based medicines are available and are prescribed by some 70% of German physicians.

In the past 20 years the increase in the cost of prescription medications, has given a way with an interest in returning to natural or organic remedies.

"Siddhargal" are those who promoted the 10000 years old practice of herbal medicine which is called 'siddha' medicine in Tamil. Siddhars, mainly from Southern India laid the foundation for this system of medication. Siddhars were spiritual adepts who possessed the ashta siddhis, or the eight supernatural powers. Sage Agasthiyar is considered the guru of all Siddhars, and the Siddha system is believed to have been handed over to him by Lord Muruga son of the Hindu God - Lord Shiva and Goddess Parvathi.

The Vasantha herbal garden has the functional value of its own when replicated by our *Karma yoga* students as Vasantha Bala community herbal gardens in twenty adopted villages. The community needs assessment approach



envisages the importance of considering the local knowledge and resources. Traditional

ecological knowledge systems are based on the fact that without the native herbal plants we cannot treat ailments that are specific to the local conditions.

The rural people are involved in the collection, characterization, evaluation and development and the use of herbal medicine for generation after generations. Indigenous resources are the only way by which dependencies can be avoided. If development is accepted as an activity of relying on one's self then indigenous resources are the genuine methods by which

dependencies will be avoided. This project place particular importance on traditional knowledge, socio-cultural systems and institutions, and the role of local communities in securing access to biodiversity.



### The benefits of Vasantha Bala community Herbal garden to rural people:


**Availability:** Herbal medicines are available widely and have been part of the healing tradition of the basic communities. Herbs are available without a prescription. We can grow some simple herbs, such as Aloe Vera, Long pepper, Tulasi, Peppermint, to heal the normal ailments such as cold, cough and fever.

**Affordability:** Herbal medicine is inexpensive and available in the surroundings of our neighborhood. Herbs cost much less than prescription medications. Research, testing, and marketing add considerably to the cost of prescription medicines. Herbs tend to be inexpensive compared to drugs since it is the gift of nature for all.

**Reduced risk of side effects:** Most herbal medicines are well tolerated by the patient, with fewer unintended consequences than pharmaceutical drugs. Herbs typically have fewer side effects than traditional medicine, and may be safer to use over time.

**Holistic and non -toxic approach:** Herbal medicine has the holistic approach to healing and the toxic effects are minimal in the practice of herbal medicines. The Vasantha Herbal garden in the campus has 47 varieties of Native medicinal plants.




<div style="text-align: center;">  <h1 style="margin: 0;">GREAT LAKES</h1> <p style="margin: 0;">INSTITUTE OF MANAGEMENT, CHENNAI</p> <h2 style="margin: 0;">ORGANIC MEDICINAL GARDEN</h2> <h3 style="margin: 0;">List of Herbal Plants</h3> </div>				
Sl. No	Tamil Name	English Name	Botanical Name	Uses
1.	Kathalai	Aloevera	Barbadensin	Laxative, Ulcer
2.	Chittarathai	Lesser galangal	Alpinia Calcarata	Headache, sore throat
3.	Kostam	Insulin	Costus igneus	Diabetes
4.	Karpoora pul	Lemon grass	Cymbopogon citratus	Head ache, flavouring agent
5.	Vallarai	Indian penny wort	Centella asiatica	improve memory
6.	Thooduvalai	Purple fruited pea egg plant	Solanum trilobatum	Brain stimulant, Asthma
6.	Nelli	amla	Embilca officinalis	Vitamin-C, Cough, hyper acidity
7.	Karpooravalli	Country borage	Coleus aromaticus	Cold, Cough
8.	Tulasi	Holy basil	Ocimum sanctum	Cough, Bronchitis
9.	Aadathodai	Malabarmet	Justicia aadathoda	Cough, tightness around chest
10.	Ranakalli	Air plant	Kalanchoe pinnata	Wounds, Ulcer
11.	manjal	Turmeric	Curcuma aromatic	Skin diseases, Cosmetics
12.	Vetpalai	Pala indigo	Wrightia tinctoria	Skin diseases, tooth ache
13.	Ararut Kilangu	Arrow root	Curcuma angustifolia	Acidity, indigestion
14.	Nannari	Sarsaparilla	hemidesmus indicus	Uninary infections
15.	Thavasi Keerai	Thavasi Keerai	Justicia tranquebariensis	Reduce high blood pressure
16.	Seenthil kodi	Seenthil	Tinospora cordifolia	Snake bite
16.	Agraharam	Spanish pelitory	Anacyclus pyrethrum	Tooth ache
16.	Mint	Mouth fresher	Ocimum basilicum	multi vitamin, throat infection
17.	Mudakthan	Indravalli	Cardiospermum halicababum	Joint aches
18.	Poonai Meesai	Cats whiskers	Orthosiphon spiralis	Kidney disorders
19.	Lavanga Pattai	True chinnamon	Chinnamomum verum	Flavouring agent
19.	Marul	Snake plant	Sansevieria roxburghiana	Ear related problems
20.	Vasambu	Sweet flag	acorus calamus	Gastric Problems
21.	Sirukurinjan	Gymnema	Gymnema sylvestre	Diabetes
22.	Kesavardhini	Brazilian button flower	Centrantheram punctatum	Hair promoter
22.	Pathimugam	Sapan Wood	Caesalpinia sappan	Blood furifier
23.	Thippili	Long pepper	Piper longum	Cough, Cold
23.	Milagu	Black Pepper	Piper nigrum	Cold, Tooth decay
24.	Thiruneetru Pachai	Sweet basil	Ocimum basilicum	Multi vitamin, throat infection
25.	Nagamalli	Snake jasmine	Rhinacanthus nasutus	Snake bite
26.	Kasini	Chichori	Chichorium endivia	Cancer teatment
26.	Onthaalai	Century Plant	Agave americana	Lightning arrestor

Developed & Maintained by :

**SRI VEDHAMALAI ORGANIC NURSERY GARDEN**

Cell : 9790425912

8	7	6	5	4	3	2	1
13	12	5	11	10	9		
12	18	17	16			15	14
22	22	21	20				
26	25						
18	19	24	23			19	

<div>  <h1>GREAT LAKES</h1> <p>INSTITUTE OF MANAGEMENT, CHENNAI</p> <h2>ORGANIC MEDICINAL GARDEN</h2> <h3>List of Herbal Plants</h3> </div>				
Sl. No	Tamil Name	English Name	Botanical Name	Uses
27.	Manjal	Turmeric	Curcuma aromatic	Skin diseases, cosmetics
28.	Siriyangai	Green chirayta	Andrographis paniculata	Skin diseases
29.	Aadathodai	Malabarmet	Justicia aadathoda	Cough, tightness around chest
30.	Rasathi Keerai	Phillipine spinach	Talinum Tringulare	remove blood clot
31.	Marul	Snake plant	Sansevieria roxburghiana	Ear related problems
32.	Nithya Kalyani	Roseperi wintle	Catharan thusroseus	Memory loss Diabetes treatment
33.	Ranakalli	Air Plant	Kalanchoe pinnata	Wounds, Ulcer
34.	Ararut Kilangu	Arrow root	Curcuma angustifolia	Acidity, indigestion
35.	Orithal Thamarai	Hybanthus	Hybanthus enneaspermus	Body strength, gastric disorders
36.	Kodikalli	Giant Milk Weed	Sarcostemma intermedium	Insect bites
37.	Kombukalli	Moon plant	Sarcostemma bresvistigma	Jaundice
38.	Thanneer vittan Kizhangu	Wild asparagus	Asparagus racemosus	Tuberculosis, nervous disorders
39.	Garudan Kizhangu	Indian bryonia	Corallo carpus epigaeus	Insect bites
40.	Vettiver	Vettiver	Vetiveria zizanioides	Water purifier
41.	Karpooora thulasi	Camphor basil	Ocimum kilimanoscharicum	Cold, Flu, Muscular aches
42.	Mangai Ingi	Mango ginger	Curcuma amada	Digestion Problems
43.	Kichili Kizhangu	Round zedory	Curcuma zedoria	Skin diseases, anti biotic
44.	Omavalli	Indian Borage	Coleus aromaticus	digestion problems
45.	Elumbotti	Bone knit	Ormocarpum Cochinchinensis	fractures, Joint pains
46.	Karunochi	Chaste tree	Vitex negundo	Body pain, Head ache
47.	Neernoichi	chaste tree	Vitex leucoxyton	Mosquito Control

**Developed & Maintained by :**

**SRI VEDHAMALAI ORGANIC NURSERY GARDEN**

Cell : 9790425912

27	31	35	39	44	46
28	32	36	40		
29					
	33	37	41 42	45	47
30	34	38	43		

## Principle 3 as an integral part of our pedagogy

Apart from Karma yoga, there are many initiatives taken by the institute to enforce the feeling to social responsibility among the students.

Under the **marketing management** course, apart from the 4Ps of marketing, learning about pollution, emissions, IT wastes and platforms for competing and sustaining successful businesses are discussed.

The course **IT for managers**, apart from other things discussed energy conservation and the ability of software machines to integrate globally, and the fact that different machines connected on a network could be used for processing being done of a process in a different part of the world. E-waste and its reduction, too, form a major part of the course.

The courses like **International Entrepreneurship** and **International Business Strategy** provide the students with a global perspective and help them understand the dynamics of international trade practices. The students get hands on experience and encouragement to be able to participate in the international trade, with their own business ideas, many of which are essentially of socially beneficial nature.

**Mandarin** language is taught as full-fledged courses keeping in mind the global trade prospects and opportunities.

The concept of **servant leadership** under **Organizational behavior** which is a philosophy and set of practices that enriches the lives of

individuals, builds better organizations and ultimately creates a more just and caring world. By comparison, the servant-leader shares power puts the needs of others first and helps people develop and perform as highly as possible.

## Resource Center

The Resource Centre boasts of an unparalleled collection of books, top management journals, magazines, course materials, project reports, annual reports, newspapers, case studies and articles. It also provides access to various research databases like EBSCO, ISI Emerging markets, Proquest, CMIE, Indiatat.com that enable the students in their research activities. In addition, the resource center also has AV resources with collection of the most interesting videos in management.

The Resource Centre currently subscribes to over 65 periodical titles. About 35 titles are accessible online by Resource Centre & about

## Management Guru and Thought Leader Ram Charan flags off Great Lakes 10th anniversary celebrations

9000 titles are accessible online through Resource Centre's database subscription. The total size of the Resource Centre exceeds 5000 books and more than 1000 AV resources.

Using OPAC, users can search the RC Online Catalogue by Author, Title, Subject, and keywords. In addition, the users can know the latest additions of periodicals and books and the status of a document (whether on shelf or on issue). Reservation of a book can be done Online as well.





On January 15, 2014 Great Lakes Institute of Management hosted Dr. Ram Charan, world renowned business guru, to flag off their 10 year celebration and as part of its Global Thought Leader Series (GLTS), an initiative to bring top Business Gurus and Thought Leaders, to share their knowledge and insights with the decision makers and corporate leaders of India. Dr. Bala V Balachandran, Founder and Dean Great Lakes said, "From good to great and from success to substance, these ten years have been very eventful. I would like to welcome Dr. Ram Charan to our campus to join us in the celebration and share his views on being an effective leader." He added, "I truly believe in the fact – 'Be Distinct or Be Extinct'. If you don't take courage in thinking differently, you will not sustain the competition and will soon perish. I thank and congratulate each and every one of the Great Lakes' family member for being determined to be different in the 10 years of Excellence of Great Lakes".

Speaking on Great Lakes 10 successful years of completion, Dr. Charan said, "Great Lakes campus is amazing and management institutes like Great Lakes are a great contribution to society, I am very pleased to be part of this

celebration and to have met some of the great young minds. The students are very intelligent and have asked really good questions. I congratulate Bala and his team for all the success and I wish Great Lakes the best in coming years."

Dr. Charan shared instances from his professional experiences with the students, which threw light on factors that define an Effective Leader in Turbulent times. Dr. Ram Charan in his insightful speech said that there are five characteristics that one should possess to be an effective leader

and they are:

1. **Ask the right questions** – one should ask questions with humility and should never wear degree or brilliance on sleeve
2. **Listening well** – One should listen well and absorb all the knowledge which helps crystallize the ideas
3. **Seeking feedback/viewpoints** – actively seek feedback and multiple view points for a given problem
4. **Identify the single roadblock** – there can be many hurdles while one is trying to solve the issue but a leader has the ability to pin point a single roadblock that would help solve the problem
5. **Ability to read people well** – Leader leads people first and hence a leader should be able to read people well

He further added, customers come first and competition is only secondary, if you run behind strategies to counter competition, then you will lose customer loyalty. If you take time in reading your customers better and addressing their needs, your market share will increase on its own. This is simply because people compete and businesses don't. While defining your road blocks and challenges don't use buzz words and complex methodologies, rather build simple answers to the problem."

As part of the celebration, Great Lakes hosted also a session for corporate professionals in Chennai and Delhi, under the “Global Thought Leader Series (GTLS)”. Mr. Lakshmi Narayanan, Vice Chairman, Cognizant delivered the keynote

address at Chennai. Dr. Ram Charan had an interactive session with over 300+ senior management executives (both Chennai and Delhi) on the topic, “Leadership in Turbulent Times”.

## PRME 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.**

Karma-Yoga uses the basic elements of a KAP survey (Knowledge, Attitude, and Practice) that includes the domain identification, including the knowledge, attitudes and practices of a community. KAP sampling methods usually use a survey or questionnaire administered through interviews. The analysis and reporting is done through collecting the least amount of information to determine whether the knowledge, attitudes and practices of a community have changed from one time period to another. For large sample sizes, computer software such as SPSS or Excel is recommended to organize and analyze the data. The findings from the data are usually presented using descriptive statistics, such as a table or histogram for each section (knowledge, attitudes and practices)

Participatory rural appraisal (PRA) method is also used to enhance the understanding of karma-Yoga students about the rural reality for planning and development of small projects .This help to increase the feeling of a greater





degree of ownership and responsibility in the rural poor for better results and social acceptance of the action programs.

## Hyperion

A business plan competition organized by Great Lakes Institute of Management, but was open to other management institutes in India, where in the participants had to create Business Plans with a social entrepreneurship as the theme.

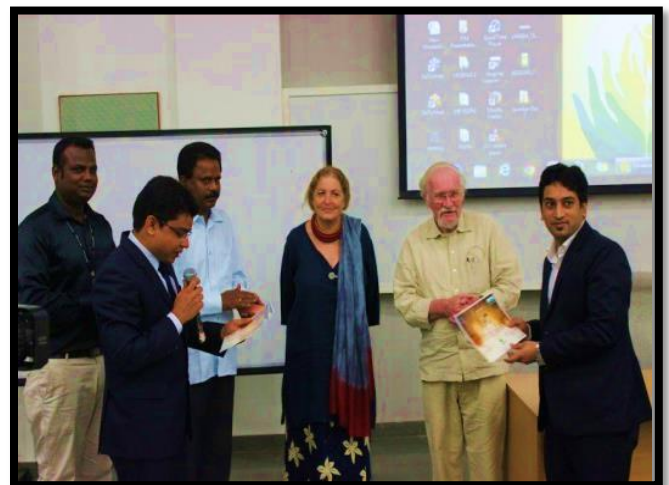
This is not only a competition but holds prospects for implementation of the plan, facilitated by the institute.

## Spandan

IN Association with the Auroville International Community, Pondicherry, Through Spandan we give an opportunity to help people think for a cause! We presented three major challenges that the villages face and each participant team needed to choose one of them and come up with some sustainable and cost-effective solutions that could transform the villages.

Spandan provided a great opportunity for the management students across India to

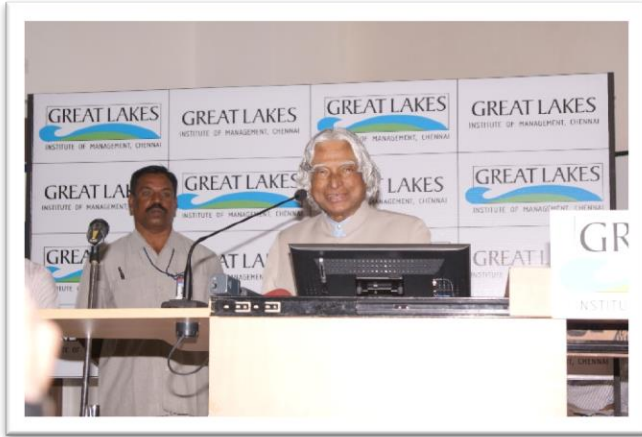
understand the real problems faced by the rural India. Participants were extremely delighted to participate in this event as it was one of its kind where field visit to the village brought them face to face with the villagers who actually faced those issues. Through Spandan, even the students who come under KarmaYoga Leadership Experiential project at Great Lakes Institute of Management got to learn many different ideas which they can now implement in their villages.



## Great Lakes Herald

This is a half-yearly journal of the Great Lakes Institute of Management, Chennai, India. The mission of "Great Lakes Herald" is to present new evidence that describes the world of management and business and translate research findings on important issues concerning management and business for non-specialists. It aims to publish articles that rely on research evidence as opposed to opinion for their arguments.





**Dr. Abdul Kalam delivering a message on how to succeed with Integrity**

The journal publishes empirical research that tests, extends, or builds management theory and contributes to management practice. All empirical methods -- including, but not limited to, qualitative, quantitative, field, laboratory, case study, meta-analytic, and combination methods -- are welcome. To be published in

## PRME 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.**

Great Lakes Institute of Management has been bringing the best brains in the world of management to India with an objective to provide excellent management education.

We have tie-ups with eminent universities of international repute. This center aims to promote, facilitate and advance India-centric management related research, which contributes to the development of basic and

"Great Lakes Herald," a manuscript must make strong empirical and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while empirically examining issues with high importance for management theory and practice. The journal isn't tied to any particular discipline, level of analysis, or national context.



**Dr. Philip Kotler on Inclusive Growth**

applied knowledge in the field of management. The center will be a bridge that links scholars around the globe with India as a common interest.

Some definitive steps towards this objective include inclusion of greater research component in the post graduate program through an empirical study; promoting collaborative research among students in association with other universities; publishing Great Lakes Herald, a journal in the area of management; organizing an international annual research conference and strengthening of research environment and infrastructure.

Great Lakes has 50+ full time faculty and 130+ visiting faculty including over 20 international faculty from top global schools like Yale, Kellogg, Stanford, etc. Further collaborations with world's leading institutions like Nanyang Technological University, University of Houston, University of Bordeaux, etc., have helped Great Lakes in globally benchmarking its programs. Great Lakes has a 27.5 acres LEED Platinum rated green campus in Chennai and a second campus in Delhi-NCR.



Great Lakes hosts discussion on future of Management Education in the country - Dr. Shyam Sundar, Yale School of Management

Great Lakes Institute of Management hosted a round table discussion was hosted on 'The Future of Higher Education in India with special reference to Management Education.' This was an exclusive session for business leaders. Well

known experts from the education sector participated in the discussion sharing their views. The session discussed various aspects in the field of Management Education in the country. They touched upon trends and future of management studies, emphasis and relevance of research studies in India, policies relating to PhD studies and the current status of research personnel in India.

Dr. Shyam Sundar - James L. Frank Professor of Accounting, Economics & Finance at Yale School of Management and Fellow of Whitney Humanities Center, spoke about about the Future of Higher Education In India with a special reference to Management Education. Dr. Shyam Sunder is a world-renowned accounting theorist and experimental economist. He is a pioneer in the fields of experimental finance and experimental macroeconomics.

Mr. P. Murari, Advisor to President FICCI, delivered the Presidential address. This was followed by the panel discussion, with eminent people such as Mr. Gopal Srinivasan – Chairman & MD TVS Capital Funds Ltd., Mr. Anand Sudarshan – Former MD CEO Manipal Education, Dr. Shyam Sunder – James L. Frank Professor of Accounting, Economics & Finance - Yale School of Management and Dr. Bala V. Balachandran – Founder & Dean Great Lakes Institute of Management, Chennai taking part in the discussion.

## Corporate Lecture series

27 August 2014	Arindam Das, Delivery Head, Accenture India What are the prerequisites for an MBA professional who wishes to pursue his/her career in IT presales/sales and marketing
21 August 2014	Amit Haralalka, Director - Client Services & Marketing, Capillary Technologies Maintaining your Personal Brand online
31 July 2014	Ms.Tarini Vaidya, Corporate Trainer Expectations of Recruiters from B-School Grads - A Banking Perspective
31 July 2014	Mr.Nataraja Subramanian, Business Unit Head, Miebach Consulting Optimisation of end-to-end supply chain with respect to risk mitigation
31 July 2014	Mr.Kannan Balamurugan, Delivery Head, TCS Future Work Force Integration
31 July 2014	Mr.Ravishankar, Business Leader, TCS Future Work Force Integration
29 July 2014	Mr.Jegan Fernando, Delivery Head, TCS Future Prospects of the Telecom Industry
25 July 2014	Mr.Narresh, COO, Hidesign Leadership Traits
24 July 2014	Mr. Satish Kumar, Ex-MD & CEO, Henkel Success and Failure as a CEO
17 July 2014	Mr.Muki Regunathan, Founder and CEO, Pepper square Employees as leaders
17 July 2014	Narasimhan, Executive Director, Brakes India Future Challenges for the Automotive Industry - Our Response
10 July 2014	Mr. Aarif Aziz, Head-HR, GE India Technology Center Career Progression in the midst of Challenges and opportunities



10 July 2014	Mr. Ashit Ranjan, Vice President-HR, Tecnova Global Consulting Career Opportunities in the Consulting Industry
10 July 2014	Mr. Shriram Sundararajan, Vice President-Transaction Banking Group, Yes Bank Career Prospects for MBAs in Banking
06 July 2014	Mr. Sanjay Rastogi, HR Head, Trent Ltd Retail Industry and career prospects
03 July 2014	Mr. K. G. Ananthakrishnan, Managing Director, MSD India Experiential sharing on building careers
03 July 2014	Mr. N. Balakrishnan, President, Sundaram Fasteners Working capital restructuring during demand recession
12 June 2014	Mr. V Kovaichelvan, Senior Vice President HR, TVS Motor Company Ltd Careers in the Automotive Industry
12 June 2014	Mr. R Pradeep, Assistant General Manager- Distribution Trucks, Ashok Leyland New Product Development
10 June 2014	Mr. Sumit Chowdhury, President, Reliance Jio Infocom Ltd Rules of the Game
10 June 2014	Mr. Shiva Shankar, Group Chief Information Officer, AM Holdings Ltd Rules of the Game
06 June 2014	Mr. Manikandan, Senior Manager, Amazon Building World Class Products
22 May 2014	Dr. Gopalan Uppiliappan, Group General Manager & Head - Business Improvement & Optimization, Kenafric Industries Growth prospects & Opportunities in the African Countries
15 May 2014	Mr. B V M Rao, Head - Human Resources & Customer Care Associate, Shopper's Stop The Pentagon Pyramid - 8ways2win

06 May 2014	Mr. Sandeep Bhatnagar, CEO, Tata Communications Transformation Services Limited (TCTS) Growth prospects and opportunities in Telecom Industry & Elements of Leadership
24 April 2014	Mr. Kumar Ramamurthy, Vice President, Global Practice Head and Chief Technologist, Virtusa Corporation How Big Data represents a big opportunity for MBA's
20 February 2014	Mr. Praveen, AVP and Head of Customer Management Analytics Practice, Sutherland Global Services Application of Analytics in today's Business ecosystem
19 February 2014	Mr. Trinidad Flores, Vice President , Liberty Mutual Influence through story telling
17 February 2014	Mr. Suresh Menon, CEO, Samsonite South Asia Pvt. Ltd. Interactive session
11 February 2014	Mr. A. Balasubramanian, CEO, Birla Sun life Asset Management company Experiential Sharing
08 February 2014	Ms. Nirupama, Managing Director, AdAstra Consultants What you don't learn in Business Schools
31 January 2014	Mr. Raman Venkatesh, Senior Vice President & SBU CEO, Eureka Forbes Leadership & Strategy
14 January 2014	Mr. Venkatramanan, Assistant Vice President, HDFC Bank Sales Strategies and Opportunities in Retail Banking
04 January 2014	Mr. Deepak Shetty, Sr. Director, Philips Experiential Sharing on Philips Innovation Center
02 January 2014	Mr. Sash Padayachee, General Manager -Learning & Development, Landmark Group Instill-Be Still - Art of Leadership
20 December 2013	Mr. Chand Das, CEO - Education & Stationery Products Business, ITC Building Brand Classmate

10 December 2013	Mr.Sridhar, Vice President, Wells Fargo People Winning Strategies in Leadership - A Practical approach
03 December 2013	Mr. Ashok Reddy B, President- Global HR and Corporate Affairs, Infotech Enterprises Ltd Talent Management and expectation of Corporates from budding Managers
28 November 2013	Dr. Sadakkadulla, Regional Director, Reserve Bank of India Changing Global Banking Scenario
28 November 2013	Mr.Ramesh Srinivas, Consulting Partner, Key Manufacturing Accounts, TCS Future of Manufacturing Industry
23 November 2013	Mr. Naveen Narayan, Global Head -Talent Acquisition, HCL The Technology Grand Prix
20 November 2013	Ms. Marielle de Macker, Managing Director Group HR, Randstad Randstad and its Global presence
10 November 2013	Mr. Partho Dasgupta, Managing Director, NEC India Pvt Ltd NFC- A Blue Ocean
07 November 2013	Mr. Bedojyoti, Campus Management-HR, Michelin Tyres Growth and Career Prospects with Michelin
17 October 2013	Mr.Joel Pannikot, Bloomberg, South Asia Head - Education. Bloomberg and its role in the area of Finance.
10 October 2013	Mr. Gaurav Rishi, BSH Household Appliances Manufacturing Pvt. Ltd, Head - Business Administration Difference between a MBA and a Manager

10 October 2013	Mr.Isaac Arunkumar, TCS, Head- HR The Future Employee here.
03 October 2013	Mr.J.K Pandey, Vital Products Ltd, Nigeria, Ex MD & CEO Experiential Sharing-Growth Prospects on the Emerging Economies of Africa (Nigeria).
26 September 2013	Mr.Ramji Abinashi, Independent Consultant Running an effective IT function
11 September 2013	Mr. R. Dhamodaran, Executive Director, Smarter Planet Solutions, India/SA Region, IBM India pvt Ltd. Mr. Sathya, Associate Partner & Director, IBM India Private Ltd. SMAC - New Disruptive Technologies
10 September 2013	Mr. Kamal Singh, Director General, NHRDN Emerging Trends in Global Business; Industry Expectation from MBAs™s
31 August 2013	Mr.K.Radhakrishnan, A Future Group Company, President-Future Fresh Foods Ltd Evolution of Retail Industry in India
29 August 2013	Mr.Aashish Singh, Sutherland Global Services, Head HR Current HR Practices
25 August 2013	Mr.Jayeesh Chakravarthy, Fidelity Investments, Sr. Vice President & Country Head IT 10 steps to a successful career.
23 August 2013	Mr.Sunil Kumar Singh, World Bank, Centre Head World Bank-An Overview
22 August 2013	Mr.Asit Barma, Defiance Technologies, Head-Global Marketing & Strategy New Age Marketing
22 August 2013	Ms.Ayshwarya, Cognizant Technologies, Head-Campus HR MBAs in IT: A perspective
14 August 2013	Mr.Suresh Shankar, Crayon Data, Founder& CEO Going Backwards,God's Revenge,Chienese Bamboo Trees and Children Stories.



01 August 2013	Mr.Sampath, Cognizant Technologies, Vice President Importance of Strategy in IT
24 July 2013	Mr.Sanjay Srivastava, Astra Zeneca, Associate Director -HR Career Trends in the Pharma Industry
18 July 2013	Mr.G.Srinivasan, Virtusa, Senior Director Big Data and Business Analytics
04 July 2013	Mr. Jayachandran Chitte, Cognizant Business Consulting, Director - Projects, Enterprise Transformation Â Social Strategy and Collaboration
23 May 2013	Mr.Davendra Lal, Bank of NewYork Mellon, Managing Director The Basics' - Experiential Sharing
20 May 2013	Mr.Mahesh Natrajan, Reliance Capital, Senior Regional Head Perceptions of an Interviewer - Are perceptions real or deceptive
16 May 2013	Mr.Rajaravishankar Shanmugam,TCS, Head of Strategy - Engineering and Industrial Services Global Engineering Services
13 May 2013	Ms.Sandar Pais, Prism Payment Services, VP-HR Skills & Personal Attributes required by Employers
09 May 2013	Mr.Samir Baruah, Indian Overseas Bank, General Manager & Principal Career in the Banking Industry

## PRME 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 Karma-Yoga students are engaging multiple stakeholders as partners of development and bring in their knowledge and expertise to help the local communities.

The multiple stakeholder approach strengthens their understanding of corporate social performance as defined by Carroll as having four components: economic responsibility to investors and consumers, legal responsibility to the government or the law, ethical responsibilities to society, and discretionary responsibility to the community.

The NGOs and Government schools and Hospitals, women self-help groups and Government officials are involved as partners of development with the local communities. This multiple stakeholder approach benefit economies and societies in our neighborhood and contribute to a more sustainable and inclusive global economy.

### Great Lakes Knowledge Series

In our mission to foster managerial leadership and entrepreneurship in the development of human potential through quality research, teaching, residential learning and professional management services, we have initiated the

### 'Great Lakes Knowledge series'

Through which we aim to reach the Professionals & Entrepreneurs in India and interact with them on the current topics/issues of general interest.

Great Lakes knowledge series will be a monthly event which will bring together an eminent speaker with expertise in a particular topic and shall encourage participation of Professionals from Corporate and Entrepreneurs. The series will also help us updating our course curriculum



**Shri.Ratan Tata on Achieve with Humility**

through insights that we gather during these interactions and help us build Industry requirements in preparing our students to be Business Ready Managers.

**Turn Big Data into Big Advantage - Mr. Anirban Dey, Managing Director, SAP Labs India**

**Date - October, 17 2013 | Venue – Zuri Whitefield, Bengaluru**

In the second edition of the Great Lakes Knowledge Series held in Bangalore on October, 17 2013, Mr. Anirban Dey, Managing Director, SAP Labs India addressed corporate professionals, managers and entrepreneurs on the topic, “Turning big data into big advantage”. He spoke about the power of intelligent data and the role of mobile enterprise in revolutionizing data storage.

We all live in the world of big data which is growing bigger and even bigger. Mr. Anirban Dey, in the session by Great Lakes Institute of Management, shared his insights about big data and the importance of timely action on the big data. He also spoke about the power of intelligent data and the role of mobile enterprise in revolutionizing data storage.

In the session, Mr. Anirban Dey illustrated on how the big data is helping in the transition of technology in terms of easy interaction, governing, data mining and bringing the entire work force in one nutshell. In his analysis driven presentation he described how the business world is going to be empowered with immense information available at their disposal. He also threw light on the challenges with respect to capturing, storing and curating data.

He also introduced nuances of the digital world that are relatively new such as “Data as an Asset”, “Data Phobia” and “Digital Afterlife”

Explaining ‘Data Phobia’ he said that it is nothing but the phobia in using the data. Everyone using computer, even in personal life, back-up the data and again back-up the backed-up data. But how many times we are going back to take the data which is stored for some five years; we may not even remember. Does this proliferation of same data give any value in daily life? But we are assigning a

mental value to the data with an expectation that it will give some value in life sometime.

Briefing about the ‘Digital Afterlife’ he said that it is all about who will own and use your personal data after your life in this world. Tomorrow one may write a will and nominate a candidate to inherit the data after your demise; by the way giving life to the data again.

Giving an insight into the future of Data analysis and storage he spoke about In-Memory technology that big players like Google, YouTube, Facebook and e-bay have been using to understand the consumer, save and suggest searches related to what he might be looking for.

He also added, “From a corporate and business perspective Real-Time factor becomes very important. Timely action on the analyzed data is so critical. If you make your data real-time your volumes become much higher and ROI is a whole new ball game altogether. Real-time action on real-time data helps to get maximum benefit of the big data.”

**The Rupee Challenge - Dr. Bobby Srinivasan, Distinguished Professor, Great Lakes Institute of Management and Former President of IFMR**

**Date -September, 10 2013 | Venue – Adyar Club, Chennai**

Dr. Bobby Srinivasan, Distinguished Professor, Great Lakes Institute of Management and Former President of Institute for Financial Management and Research, delivered a presentation to the corporate honchos on the topic, “Sagging Indian Rupee, Returning home to lower economic growth.” The presentation officially flagged off the inaugural session of Great Lakes Knowledge Series, a monthly

initiative organized by Great Lakes Institute of Management with an objective of leveraging its intellectual capital for knowledge dissemination to industrialists, corporate professionals and self-employed on latest business trends, market progress and industry growth.

Dr Srinivasan started the presentation with a recap on similar economic meltdown that took place in the USA in the year 2001, where nearly 90% of the internet companies crashed causing liquidity crisis. In his comparison he threw light on current economic stand of India and future possibilities. Talking on the topic Dr Srinivasan said, “As a promising emerging economy, in 2004 India received hundreds of billions of dollars through the FII, FDI and ECB Channels. This is because excess money was created in the US and needed to be absorbed.”

He added, “The general consequence of economic crisis are; local currency value depreciates significantly, GDP growth rate drops, per capita GDP plunges, manufacturing takes a big hit and consumer confidence drops.”

On the current status of Indian economy, Dr. Srinivasan highlighted that in the current Indian Central budget of Rs. 16.65 trillion around Rs. 5.5 trillion or approx.. 33 % was borrowing. In other terms, for every 100 rupees spent, borrowed money is expected to be Rs. 29. Of

the 100 rupees 18 rupees will go towards interest on previously borrowed money. 10 rupees will go to subsidies and increasing for e.g. Food security bill. In the first 4 months of the financial year the government has already used up 63% of the budgeted money. If this trend continues we can expect the fiscal deficit to be around 7.8 trillion rupees, of course not counting the food security bill. Therefore it is expected that this will contribute to surging inflation and growth rate and GDP coming down.

He added that an analysis of India’s trade in the last 3 years indicated that our trade deficit has been going up as below

2010 – 11	\$ 130 billion
2011 – 12	\$ 180 billion
2011 – 13	\$ 190 billion

Therefore the expectation of deficit \$ 150 billion or less seems unlikely.

Dr. Srinivasan concluded, “To cover the deficit, the government may be constrained to take recourse to print money that might lead to a rush to convert cash in to real assets, increase in gold purchase, increase in the loan borrowing etc.. On the current account, if the liability of Rs. 400 billion increases against a forex reserve of Rs. 275 billion, the rupee is likely to plunge further.”



**“ TOUCHING**

**AND**

**TRANSFORMING LIVES”**