



## Meet on digital strategies at Great Lakes

SPECIAL CORRESPONDENT  
CHENNAI

Industry leaders shared their journeys and mantras from a business perspective at the Great Lakes Symposium organised by the corporate and career services

teams of the Great Lakes Institute of Management, Chennai, according to a press release.

The speakers gave insights on how organisations should develop corporate and competitive strategies to stay re-

levant on the digital front.

The release quoted the institute's founder, Bala V. Balachandran, as saying: "Given that a technological paradigm shift is taking place in the way businesses, economies and even nations

are being administered, it is incumbent upon schools and colleges to overhaul their offerings to provide the latest, cutting-edge skills to their students and educate them on the next/best practices."



## Talk on digital innovation at Great Lakes' Symposium



A total of 24 speakers from top organisations and new age start-ups spoke on 'Digital innovations: reforming business strategies', at Great Lakes Digital Symposium. Industry leaders gave insights on how organisations should develop corporate and competitive strategies in order to stay relevant on the digital front. The one-day symposium witnessed live demonstration by 'Nao', the robot by Vero Robotics.

Dr Bala V Balachandran, Founder and Chairman, Great Lakes Institute of Management, said, "Given that technological paradigm shift is taking place in the way businesses, economies and even nations are being administered, it is incumbent upon schools and colleges to overhaul their offerings to provide the latest, cutting-edge skills to their students and educate them on the next/best practices. Technology is experimental and 'build as you go', which means that the best way to learn is with the help of subject-experts who are defining the 'next big thing' and driving the change. The Great Lakes Digital Symposium is the perfect platform that will showcase success stories about companies and products that have made history and people who have converted their 'silly' ideas into a multi-million-dollar business plans and turned around struggling and dying businesses into sustainable and highly profitable ventures."

Dr Suresh Ramanathan, Dean and Principal, Great Lakes Institute of Management, said, "The Digital Symposium at Great Lakes brings on stage a panoply of leaders and experts who are shepherding their organisations through the fast-changing business landscape. It is a unique opportunity for our students to learn from the experiences of this august body of speakers and to understand what it takes to succeed."

### **Challenges and innovations**

Delivering the keynote address on 'Emotional Quotient: The Digital Soul', Rajeev Krishnan, Managing Director and CEO, SPAR Hypermarkets India, Landmark Group, said, "To be the most engaging and innovative business in India, make a difference in lives of your communicators, customers and shareholders every day."

Ashok Ramachandran, President, India and South Asia, Schindler, said, "When you start working for an organisation, a sudden longing to move again, for better salary strikes your mind. My advice is, you avoid that thought. Instead ask yourself — 'Why not consider to value the work I have and make a mark with it? What's the story I am going to convey to the world?' Challenges and innovations might constantly occur, but remember that you are the constant during all these changes."

Robin Banerjee, Managing Director, Caprihans India Limited, spoke on 'Business and Technology: The evolving corporate world', and stressed on the fundamental change of fourth industrial revolution. "Fourth stands for finance, organisation, unique selling proposition, risk management, technology and human resource. When all are these are enabled by technologies, both organisation as well as the economy will achieve sustainability and profitability" said Banerjee.

### **Creating an impact**

Sanjay Kao, Chief Business Officer, Ujjivan Small Finance Bank Limited, said, "It doesn't matter how fast or slow you grow, but it definitely matters how effectively you grow and create an impact. Today, Ujjivan has the largest number of women customers, and also provides them with necessary support in terms of financial planning among other banking services."

Mukundan Govindraj, Head Technology Design Studio, Boston Consulting Group spoke on 'Technology Trends and its Impact on Industry' followed by Vijay Shah, CEO – Vero Robotics who spoke on 'Future of Robotics', demonstrating 'Nao', the robot.

HR panel discussion was organised on 'The next generation talent profile – How will you fill the digital skills gap' by Damodaran Venkatesan, CEO and Managing Director Ameex Technologies Inc, egapriyan V, Head — Corporate HR Tech Mahindra, Dr. Murali Padmanabhan, Senior Vice-President and Global Head — Talent Development, Virtusa, and Sutanu Chowdhury, Sr Vice President HR, SPAR Hypermarkets India, Landmark Group.

## Digital innovation in focus at Great Lakes Institute of Management's symposium



NEW DELHI, AUGUST 23: The Great Lakes Institute of Management organized a digital symposium that saw leaders from top companies discuss how digital innovations can reform business strategies.

The speakers gave insights on how organizations should develop competitive strategies to stay relevant in the digital front. The speakers included representatives from reputed companies like Tech Mahindra and Schindler. Dr. Bala V Balachandran, Founder and Chairman, Great Lakes Institute of Management said the symposium showcases success stories about companies and products that have made history and people who have converted their 'silly' ideas into multi-million-dollar business plans and turned around struggling and dying businesses into sustainable and highly profitable ventures. The symposium also had an HR panel discussion on addressing the digital skills gap in the

business field, allowing the students a glimpse into what the future employers expect from them. In one of the presentations, Vijay Shah, CEO of Vero Robotics, talked on the future of robotics with the help of a functioning robot named 'Nao'. The dignitaries at the event included Rajeev Krishnan, Managing Director & CEO, SPAR Hypermarkets India, Landmark Group; Ashok Ramachandran, President, India & South Asia, Schindler; Robin Banerjee, Managing Director, Caprihans India Limited and Mukundan Govindraj, Head Technology Design Studio, Boston Consulting Group, among others.

## THE EDUCATION POST

### 20+ Industry leaders & CXO's address students at Great Lakes Digital Symposium 2019



A total of 24 speakers from top organizations and new age start-ups across the country participated and addressed on various topics at Great Lakes Digital Symposium yesterday. Based on the theme 'Digital innovations reforming business strategies', the event witnessed leaders share their journey and mantras from the success and failure of modern digital tech changes from business perspective. The leaders also gave insights on how organizations should develop corporate and competitive strategies in order to stay relevant on the digital front.

Organized by Team Corporate & Career Services of Great Lakes Institute of Management, Chennai, the event witnessed participation of Chief Guests Mr. Rajeev Krishnan, Managing Director & CEO, SPAR Hypermarkets India, Landmark Group, Mr. Ashok Ramachandran, President, India & South Asia, Schindler, Mr. Robin Banerjee, Managing Director, Caprihans India Limited, Mr. Sanjay Kao, Chief Business Officer, Ujjivan Small Finance Bank Limited, Mr. Mukundan Govindraj, Head Technology Design

Studio, Boston Consulting Group and Mr. Vijay Shah, CEO, Vero Robotics. The one-day symposium also witnessed live demonstration by 'Nao' the robot by Vero Robotics

Welcoming the gathering, Dr Bala V Balachandran, Founder & Chairman, Great Lakes Institute of Management, said, "Given that technological paradigm shift is taking place in the way businesses, economies and even nations are being administered, it is incumbent upon schools and colleges to overhaul their offerings to provide the latest, cutting-edge skills to their students and educate them on the next/best practices. Technology is experimental and 'build as you go', which means that the best way to learn is with the help of subject-experts who are defining the 'next big thing' and driving the change. The Great Lakes Digital Symposium is the perfect platform that will showcase success stories about companies and products that have made history and people who have converted their 'silly' ideas into a multi-million-dollar business plans and turned around struggling and dying businesses into sustainable and highly profitable ventures. This is a wonderful opportunity for students to experience the thrill of success, change, innovation and enterprise."

Addressing the audience, Dr Suresh Ramanathan, Dean & Principal, Great Lakes Institute of Management, said, "The Digital Symposium at Great Lakes brings on stage a panoply of leaders and experts who are shepherding their organizations through the fast-changing business landscape. It is a unique opportunity for our students to learn from the experiences of this august body of speakers and to understand what it takes to succeed."

Delivering the keynote address on 'Emotional Quotient: The Digital Soul', Mr. Rajeev Krishnan, Managing Director & CEO, SPAR Hypermarkets India, Landmark Group, said, "To be the most engaging and innovative business in India, make a difference in lives of your communicators, customers and shareholders every day."

Mr. Ashok Ramachandran, President, India & South Asia, Schindler delivered a talk on 'Digitisation in Elevators', advised the students and said, "When you start working for an organization, a sudden longing to move again, for better salary strikes your mind. My advice is, you avoid that thought. Instead ask yourself – 'Why not consider to value the work I have and make a mark with it? What's the story I am going to convey to the world?' Challenges and innovations might constantly occur, but remember that 'You' are the constant during all these changes."

Mr. Robin Banerjee, Managing Director, Caprihans India Limited spoke on 'Business and Technology: The evolving corporate world', and stressed on the fundamental change of 4th industrial revolution. "Fourth stands for Finance, Organisation, Unique selling proposition, Risk management, Technology and Human resource. When all are these are enabled by technologies, both organization as well as the economy will achieve sustainability and profitability" added Mr. Robin

Mr. Sanjay Kao, Chief Business Officer, Ujjivan Small Finance Bank Limited, talked on 'Financial Services to the Underserved & Unserved: The Digital Way'. He said "It doesn't matter how fast or slow you grow, but it definitely matters how effectively you grow and create an impact. Today, Ujjivan has the largest number of women customers, and also provides them with necessary support in terms of financial planning among other banking services."

The inaugural session concluded with Mr. Mukundan Govindraj, Head Technology Design Studio, Boston Consulting Group presenting on 'Technology Trends and its Impact on Industry' followed by Mr. Vijay Shah, CEO – Vero Robotics addressing on 'Future of Robotics' and demonstrating 'Nao' the robot.

The second part of the event begin with subject matter presentations consisting of 13 speakers including Mr. Prashant Sharma, President – Group Manufacturing & Operations, Zydus Cadilla, Mr. David Zakkam, Vice President – Analytics, Swiggy, Mr. Avinash Tiwary, Media Director, Dentsu Aegis Network, Ms. Rachna Ganatra, Head of Business Development & Strategy, Social Beat to name a few.

This was followed by HR Panel discussion on 'The next generation talent profile – How will you fill the digital skills gap' by Mr. Damodaran Venkatesan, CEO & Managing Director Ameex Technologies Inc, Mr. Jegapriyan V, Head – Corporate HR Tech Mahindra, Dr. Murali Padmanabhan, Senior Vice-President and Global Head – Talent Development, Virtusa, and Mr. Sutanu Chowdhury Sr. Vice President HR, SPAR Hypermarkets India, Landmark Group.

Great Lakes digital symposium concluded with winner announcements for various competitions that were held in parallel to the event such as boardroom contest, DigiFi (most common and viral digital selfie that shows the current trends & change in technology ), and Digi pitch ( pitch your product to place in the market) followed by a cultural event & networking dinner