

'Futuristic BEST: Ideas and Insights'

Project for BEST Undertaking by GNIMS students

GNIMS Students' BEST Ideas!

We all discuss the social responsibility and education quality. But bridging the two seems to be far more like fairy tale which never turns out to be true. Turning youth to socially responsible citizens by making them develop socially responsible citizens is a big challenge of education.

Contradicting this, Students of MMS First Year from Guru Nanak Institute of Management Studies (GNIMS) Presented various researched and implementable ideas to BEST Undertaking ranging from customer service, customer retention, tackling competition and initiating streams of revenue generation.

"The objective behind this Project was to impart quality education and inculcating social responsibility amongst students" said Professor Jyoti Pawar who is Assistant professor of Marketing at GNIMS who also guided students for their projects.

The Event presentation of Ideas 'Futuristic BEST: Ideas and Insights' was held on Monday January 28, 2019 between 10 am to 2 pm. Many students presented Ideas that will help BEST undertaking for improving its condition. Amongst the ideas that came forward included **safe travelling for commuters by providing insurance, incorporating utility and consumer engagement features in proposed application of BEST, Supporting the businesses by creating courier services and buses for companies, building commuters' and advertiser friendly bus stops etc.**

Addressing the audience, Director of GNIMS Dr. D Y Patil reemphasized on quality of education and various supportive initiatives by GNIMS for enhancing learning experience of the students.

Mr. Anil Kokil, Ex chairman and currently member of BEST committee was present as a guest of honour and felicitated. Mr. Victor Nagaonkar Officer on Special Duty, was present as a chief guest to the event. Mr. Anil Kokil and Mr. Victor Nagaonkar appreciated the ideas developed by students. Mr. Victor Nagaonkar expressed operational difficulties in making changes in BEST to implements students' Ideas. He added, it's high time we need to make desired changes in BEST. For that we need to study thoroughly current practices and then come up with better alternatives to improve the processes. Students' parents and also BEST commuters those who were invited, liked the ideas presented by students. According to invitees, such socially responsible quality education should be imparted in all higher education colleges.

During this event, Journalists Minakshi Mhatre, Manashree Pathak and Dipali Jagtap Patil also were felicitated for their support to education related news coverage.

This project ideas were developed under the guidance of Professor Jyoti Pawar, Assistant Professor for Marketing at GNIMS. While addressing the audience, professor Jyoti Pawar said that it wasn't easy to develop these ideas as students interacted with commuters to undersant their difficulties and suggestions. Unavailability of secondary data was another challenge.

Appreciating to the effort of GNIMS, Mr. Anil Kokil said that this movement should not be stopped, rather to be continued and taken to all colleges to save BEST. Dr. D. Y. Patil, director GNIMS supported the view and assured that we will continue with practical learning of students and contributions to Industry in future.

This event was covered by ABP Maza, Zee 24Taas, and will be covered by TV9 marathi, Loksatta and Times of India.





