

# **COMMUNICATION QUOTIENT -2019**

From,  
Aanchal Sharma,  
Asst. Prof.  
SSMC-Bangalore.

Date:- 02-08-2018.

To,  
The Director,  
SSMC, Bangalore.

Sub: Proposal for conducting Annual Conference on "Communication Quotient -2019".

Respected Director Madam,

We are contemplating to conduct one day conference on "Communication Quotient – 2019" in our Institute on tentative date Jan- 19-2019. For this we are planning to call some senior people from the communication and Media industry as the guest for speaking in the conference as well as we need Some facilities like Auditorium, MICs and expenses related to guest Travelling , lodging & food etc.

So I request you to kindly allow us to arrange the above event and we expect the required facility to be supported by the Institute.

Thanking you,



for

Samman permitted  
you can go ahead  
with a request  
Aanchal

Yours Sincerely

*Aanchal Sharma*  
(Aanchal Sharma)

Asst. Prof.

SSMC-Bangalore.

*Contemporary Media and Communication Ecology: Discourses and Dynamics*

Date: Saturday, January 19, 2019

Venue: Symbiosis School of Media and Communication, Bengaluru

*A constituent of Symbiosis International (Deemed University)*

## EVENT FLOW

Registration	8:30 AM - 9:15 AM
Inauguration	9:30 AM - 9:45 AM
Director's address	9:45 AM - 10:00 AM
Inaugural address	10:00 AM - 10:30 AM
Paper presentation : Panel 1	10:30 AM - 11:00 AM
Tea break	11:00 AM - 11:15 AM
Paper presentations : Panel 2	11:15 AM - 11:45 PM
<b>TouchBase Alumni Panel Discussion</b> <i>Campus to Corporate : Reflections and Learnings</i> Prashant Kumar - Head - Digital Marketing, Jupiter Capital Aloka Chatterjea - Key Account Manager, Equifax Krunal Makwana - Asst. Marketing Communications Manager, Trescon Tanvi Srivastava - Client Account Manager, Deloitte US India Nitin Chaudhary - Founder & Chief Evangelist, Viragram Media	11:45 PM - 1:00 PM
<b>Lunch</b>	1:00 PM - 2:00 PM
<b>Industry Panel Discussion</b> <i>Contemporary Media and Communication Ecology : Discourses and Dynamics</i> Ms. Babita Baruah - Managing Partner, GTB India, WPP Group Mr. G. V. Krishnan - Founder and CEO, Planning Room and Strategic Consultant, Famous Innovations Mr. Ashraf Engineer - Principal Consultant, Pitchfork Partners Mr. K. S. Narahari - Senior Consultant, The PPractice Ms. Meenakshi Yadav - Communications Associate, IT for Change	2:00 PM - 4:00 PM
Tea break	4:00 PM - 4:15 PM
Paper presentations : Panel 3	4:15 PM - 4:45 PM
Vote of thanks	4:45 PM - 5:00 PM
Cultural events	5:00 PM - 5:30 PM

**Research Committee Meeting: 2 November 2018**

**For Communication Quotient 2019**

**One day conference on 19<sup>th</sup> January 2018**

**1) Conference Theme**

Emerging trends in the contemporary media and communication landscape: Synergizing the theory and practice

**2) Tracks**

Track1: Innovative practices in advertising and brand management

Track2: Understanding audiences and consumers from a strategic business management perspective

Track 3: Digital convergence

Track 4: Trends in social change communication

Track 5: Media and marketing analytics

Track 6: Methodological developments in media and communication research

Conference Date: 19<sup>th</sup> January 2018

**3) Timelines:**

<b>Notifications</b>	<b>Date</b>
First - Call For Paper	15 <sup>th</sup> November 2018
Second - Call For Paper	30 <sup>th</sup> November 2018
Deadline for Abstract Submission – First	10 <sup>th</sup> December 2018
Notification for Abstract Acceptance	15 <sup>th</sup> December 2018 - Registration Opens
Third- CFP for Deadline Extension -	15 <sup>th</sup> December 2018
Extended Deadline for Abstract Submission	30 <sup>th</sup> December 2018
Notification for Abstract Acceptance (for extended deadline)	10 <sup>th</sup> January 2019

#### 4) Registration Fee:

<b>Category</b>	<b>Registration Fee</b>
Academicians and Researchers	INR 1500
Students	INR 1000
Industry Professionals	INR 2000

#### 5) Responsibilities

<b>Committees</b>	<b>Members</b>
<b>Organizing Committee</b>	Dr. Triveni Goswami Mathur Dr. Vasudevan Dr. Thilaka Prof. Aanchal Prof. Nikita
<b>Content and Publicity</b>	Prof. Nikita and Prof. Aanchal
<b>Invitation Committee</b>	Organizing Committee and; Prof. Shashikala (For Offline) Ms. Aparna (For industry) Ms. Anupama (For industry)
<b>Publication</b>	Dr. Vasudevan Dr. Thilaka
<b>Logistics and Hospitality</b>	Mr. Venugopal Ms. Chandana (Connect with Treebo and zone for sponsorship)
<b>Finance and Budgeting</b>	Dr. Thilaka Dr. Vasudevan Mr. Venugopal Ms. Sindhu
<b>IT</b>	Mr. Padmanabha
<b>Sponsorship</b>	Chandana Dr. Thilaka Ms. Aparna
<b>Registration and Delegate Kits</b>	Dr. Thilaka Prof. Shashikala
<b>Venue Management and Event Day (Compering and volunteering management)</b>	Prof. Shabista
<b>Help Desk</b>	Prof. Aanchal and Prof. Nikita
<b>Photography and videography</b>	Mr. Suresh and Mr. Padmanabh

<b>Rapporteur – conference reporting</b>	Prof. Nikita
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**Proposed schedule for the event:**

- 1) Registration
- 2) Welcome by Emcee
- 3) Address by Dr. Triveni Goswami Mathur: Conference chair and Director-SSMC-B
- 4) Keynote address
- 5) Industry panel
- 6) Research presentations
- 7) Valedictory
- 8) Vote of thanks
- 9) Cultural event
- 10) Closing note by Emcee



**35 SSMC B - 2018 2019**95/1, 95/2, Electronic City Phase 1,  
Hosur Road, Bangalore**Cost Centre: 8180050171 - CQ19**

Under Ledger: 35200100 - Registration Fees Events (Exempt)

1-Jan-2019 to 31-Jan-2019

					Page 1
Date	Particulars	Vch Type	Vch No.	Debit	Credit
19-1-2019	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Ms.Disha Chandgothia towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-735 dtd-19.01.2018</i>	35200100	SSMC/18-19/048		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Avelee Dutta towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-736 dtd-19.01.2018</i>	35200100	SSMC/18-19/049		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Shreshtha Tiwari towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-737 dtd-19.01.2018</i>	35200100	SSMC/18-19/050		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Ambalica Dutta towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-738 dtd-19.01.2018</i>	35200100	SSMC/18-19/051		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Debitama towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-739 dtd-19.01.2018</i>	35200100	SSMC/18-19/052		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Protichi Ghosh towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-740 dtd-19.01.2018</i>	35200100	SSMC/18-19/053		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Priyanka Guha towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-741 dtd-19.01.2018</i>	35200100	SSMC/18-19/054		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Keitu Menzes towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-742 dtd-19.01.2018</i>	35200100	SSMC/18-19/055		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Aishwarya Roy towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-743 dtd-19.01.2018</i>	35200100	SSMC/18-19/056		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Ishita Sandir towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-744 dtd-19.01.2018</i>	35200100	SSMC/18-19/057		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <i>Being cash received from Banhishikha Gharai towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-745 dtd-19.01.2018</i>	35200100	SSMC/18-19/058		200.00

Carried Over

2,200.00

continued ...

Date	Particulars	Vch Type	Vch No.	Debit	Credit
	Brought Forward				2,200.00
19-1-2019	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Bandita Deb towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-746 dtd-19.01.2018		SSMC/18-19/059		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Rishita Dey Roy towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-747 dtd-19.01.2018		SSMC/18-19/060		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Mohana Dey towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-748 dtd-19.01.2018		SSMC/18-19/061		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Anjali Jawb towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-749 dtd-19.01.2018		SSMC/18-19/062		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Soumita Dutta towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-750 dtd-19.01.2018		SSMC/18-19/063		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Tara Pramod towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-751 dtd-19.01.2018		SSMC/18-19/064		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Twinkle Agarwal towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-752 dtd-19.01.2018		SSMC/18-19/065		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Preesha Khetry towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-753 dtd-19.01.2018		SSMC/18-19/066		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Poorna bajaj towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-754 dtd-19.01.2018		SSMC/18-19/067		200.00
	Dr 35200100 - Registration Fees Events (Exempt) <small>35200100</small> Being cash received from Abishek Bansal towards the CQ-19 registration charges for Rs.200/- dtd-19.01.2018 Receipt No-755 dtd-19.01.2018		SSMC/18-19/068		200.00
					4,200.00
Cr	Closing Balance			4,200.00	
				<u>4,200.00</u>	<u>4,200.00</u>



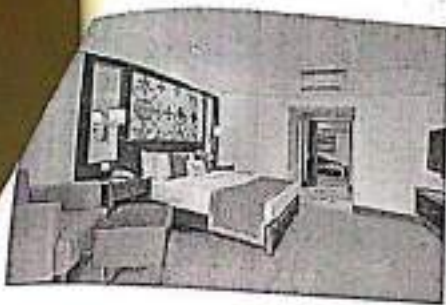
HOTEL BOOKING DETAILS FOR CQ 2019

SI No	NAME OF THE GUEST	DATE	FROM	TO
1	Mr Ashraf Engineer	18.01.2019	18.01.2019	20.01.2019

*Ashraf*  
SCHOOL OF MEDIA & COMMUNICATION  
OFFICIATING  
DIRECTOR  
SYDNEY \* AUSTRALIA

# ZONE

BY THE FINE HOTEL



## RESERVATION CONFIRMATION

Hi! MR

Ashraf Engineer

Thank you for choosing Zone E City Bangalore!  
We are pleased to confirm your reservation as follows.

Guest Name(s)	: MR	Ashraf Engineer
E-Mail Id	:	
Telephone No	:	
Mobile No	:	
Company Name	: SYMBIOSIS SCHOOL OF MEDIA & COMMUNICATION	
Arrival Details	: 18/01/2019 14.00	
Departure Details	: 20/01/2019 11.59	
No of Rooms Nights	: 2	Single : 1.00 Double : 0.00
Room Rate	: 3,000.00	
SGST & CGST 18%		
Nett Rates when quoted exclude taxes. Taxes are subjected to change as per Government Policies.		
Adult/Child	: 1 / 0	Room type ZONE STANDARD ROOM
Arrival Details	:	Meal Plan CONTINENTAL PLAN
Departure Details	:	
Pickup Details	: Not Required	@ 0.00
Drop Details	: Not Required	@ 0.00
Confirmation No	: 8267	
Reservation status	: CONFIRMED	
Special Instruction	: RM+FOOD TO BTC(EXCEPT LIQUOR & TOBACCO)EXTRAS ALL DIRECT@INR 3000+TAXES//WITH OFFICE TRANSFER	
Billing Instruction	: BILL TO COMPANY	
Mode of Payment	: Bill to Company	
PATP #	:	



**Cancellation Policy**

Reservation within 24 hours prior to arrival date would attract one night room retention charge with applicable

**Guarantee Policy**

Unless paid for in advance, the reservation will be released by 18:00 Hrs on the date of arrival.

**Child Policy**

Children up to 6 years, Buffet Breakfast is Complimentary. Children above 6 years of age will be charged as per applica

**No Show Policy**

In case of "No-Show", 1 night full room tariff will be charged.

**Security Policy**

To ensure the security of the guests and proper identification, we require the below mentioned ID proof at the time of check in.

- Indian Nationals (Must provide on Arrival)
- (1) Indian Passport (2) Voters Card (3) Adhaar Card (4) Driving License

Foreign National & NRI (Must provide on Arrival)

Passport & VISA copy

**Early Departure**

At the time of checkin you will be requested to reconfirm your departure date. You may like to change your departure date prior to arrival date without any penalty if your rate plan permits. After reconfirming your departure date, if you decide to leave earlier, you would be charged for the nights of early departure. Should you need any further assistance, please do not hesitate to contact us.

Call us on +91 080 40408888 | M: +91 9613906109

See You soon at Zone E City Bangalore .

Your's Sincerely,

Rooms Reservations

Zone By The Park, E City Bangalore

26A, Hosur Road, Electronic City, Phase 1

W: zonebythepark.com



**Check In / Check Out**  
 Check In : 14:00 Hrs      Check out : 12:00 Noon

Confirmation sent on 11/01/2019 15:28:31



FLIGHT BOOKING DETAILS FOR CQ 2019

SI No	NAME OF THE GUEST	DATE	FROM	TO
1	Mr Ashraf Engineer	18.01.2019	Mumbai	Bengaluru
		20.01.2019	Bengaluru	Mumbai
2	Ms Babita Baruah	19.01.2019	Delhi	Bengaluru
			Bengaluru	Delhi

*Analy*

SCHOOL OF MEDIA & COMMUNICATION  
OFFICIATING  
DIRECTOR  
SCHOOL OF MEDIA & COMMUNICATION



Agency Details

SUBBIZZ TRAVEL SOLUTIONS  
Office No 9 Fourth Floor Clover Metro  
Pune, 411048  
India

Agency Phone:  
SUBBIZZ TRAVEL30030351SHWETA PAXM9820416510  
SUBBIZZ TRAVEL SOLUTIONS 30030351

Traveler Information

ENGINEER, ASHRAFMR

Date	Dep Time	From	To	Flight No.	Terminal	Airline
18JAN	1855	MUMBAI	BENGALURU	9W498	2	JET AIRWAYS INDIA
20JAN	1140	BENGALURU	MUMBAI	9W450		JET AIRWAYS INDIA

E-Ticket Numbers

e-Ticket Number: 5892966228460  
e-Ticket Number: 5892966228461

Booking Reference: 9NN4S0, Airline: 9W/UGXBFS





Agency Details

SUBIZZ TRAVEL SOLUTIONS  
Office No 9 Fourth Floor Clover Metro  
Chennai, 411048  
India

Agency Phone:  
SUBIZZ TRAVEL30030351SHWETA PAXM9959008130  
SUBIZZ TRAVEL SOLUTIONS 30030351

Traveler Information

BARUAH, BABITAMS

Date	Dep Time	From	To	Flight No.	Terminal	Airline
19JAN	0755	DELHI	BENGALURU	UK815	3	VISTARA
19JAN	2110	BENGALURU	DELHI	UK814		VISTARA

E-Ticket Numbers

e-Ticket Number: 2282966228470  
e-Ticket Number: 2282966228471

Booking Reference: B1D020, Airline: UK/QQC7J6



**CAB BOOKING DETAILS FOR CQ 2019**

SI No	NAME OF THE GUEST	DATE	FROM	TO
1	Mr G V Krishan	19.01.2010	JP Nagar	Campus
			Campus	JP Nagar
2	Ms Babita Baruah	19.01.2019	Airport	Campus
			Campus	Airport
3	Mr K S Narahari	19.01.2019	Malleswaram	Campus
			Campus	Malleswaram
4	Ms Meenakshi Yadav	19.01.2019	Jayanagar	Campus
			Campus	Jayanagar
5	Mr Asraf Engineer	18.01.2019	Airport	Hotel
		20.01.2019	Hotel	Airport



**Cab Booking : Mr G V Krishnan - 19.01.2019**

Sahana travels &lt;info@sahanatravels.net&gt;

To: Varsha Chhabria &lt;ea2director@ssmc.edu.in&gt;, sahana tours Travels &lt;sahanatravels@gmail.com&gt;

Thu, Jan 17, 2019 at 8:51 PM

Cc: Chandana Reddy &lt;chandana@ssmc.edu.in&gt;

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details..

S NO	Vehicle Details	
1	Type of Vehicle	Dzier
2	Vehicle No	KA18C2909
3	Driver Name	Vishwanath
4	Cell No	6361769081
5	Pick up Place	C 502- MAGNIFICA BLOCK , Brigade Gardenia  JP Nagar 7th Phase, JP Nagar, Bengaluru, Karnataka 560078
6	Pick up Date	19.01.2019
7	Pick up time	12.00PM
8	Guest Name	Mr G V Krishnan
9	Visit Place	SIBM & BACK



Assuring you our best services at all times.

**Cab Booking for Ms Babita Baruah on 19.01.2019**

Sahana travels &lt;info@sahanatravels.net&gt;

Thu, Jan 17, 2019 at 8:51 PM

To: Office Superintendent <os@ssmc.edu.in>, Sahana Travels <oncall@sahanatravels.net>  
Cc: Varsha Chhabria <ea2director@ssmc.edu.in>, Venugopal N <ao@ssmc.edu.in>

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details..

S NO	Vehicle Details	
1	Type of Vehicle	ETIOS
2	Vehicle No	KA05AE3871
3	Driver Name	Nawaz
4	Cell No	9845615724
5	Pick up Place	Airport
6	Pick up Date	19.01.2019
7	Pick up time	10.40AM
8	Guest Name	Ms Babita Baruah
9	Visit Place	Sibm & back Airport



Assuring you our best services at all times.

Feel free to contact me for any clarifications



**Cab Booking : Mr K S Narahari - 19.01.2019**

Sahana travels &lt;info@sahanatravels.net&gt;

Thu, Jan 17, 2019 at 8:51 PM

To: Varsha Chhabria &lt;ea2director@ssmc.edu.in&gt;, sahana tours Travels &lt;sahanatravels@gmail.com&gt;

Cc: Chandana Reddy &lt;chandana@ssmc.edu.in&gt;

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details..,

S NO	Vehicle Details	
1	Type of Vehicle	DZIER
2	Vehicle No	KA05AG8601
3	Driver Name	Swamy
4	Cell No	9845064478
5	Pick up Place	#002, Ground Floor, Renaissance Mangalam Apartments, 13th Cross, 11th Main, Adjacent to Heritage Play School, Malleswaram, Bangaluru - 560003.
6	Pick up Date	19.01.2019
7	Pick up time	10.00AM
8	Guest Name	Mr K S Narahari
9	Visit Place	SIBM



Assuring you our best services at all times.



**Cab Booking : Ms Meenakshi Yadav - 19.01.2019**

Sahana travels &lt;info@sahanatravels.net&gt;

Thu, Jan 17, 2019 at 8:51 PM

To: Varsha Chhabria &lt;ea2director@ssmc.edu.in&gt;, sahana tours Travels &lt;sahanatravels@gmail.com&gt;

Cc: Chandana Reddy &lt;chandana@ssmc.edu.in&gt;

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details..

S NO	Vehicle Details	
1	Type of Vehicle	ETIOS
2	Vehicle No	KA41A8933
3	Driver Name	Krishna
4	Cell No	9481256747
5	Pick up Place	393, 17th Main Road, 35th Cross Rd, 4th T Block East, 4th Block, Jayanagar, Bengaluru, Karnataka 560041
6	Pick up Date	19.01.2019
7	Pick up time	08.20AM
8	Guest Name	Ms Meenakshi Yadav
	Visit Place	Symbiosis Campus, Electronic city



Assuring you our best services at all times.

Feel free to contact me for any clarifications

**Cab Booking for Mr Ashraf Engineer**

Sahana travels &lt;info@sahanatravels.net&gt;

To: Office Superintendent &lt;os@ssmc.edu.in&gt;, Sahana Travels &lt;oncall@sahanatravels.net&gt;

Fri, Jan 18, 2019 at 10:14 AM

Cc: Varsha Chhabria &lt;ea2director@ssmc.edu.in&gt;, Venugopal N &lt;ao@ssmc.edu.in&gt;

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details.,

S NO	Vehicle Details	
1	Type of Vehicle	ETIOS
2	Vehicle No	KA05AE3871
3	Driver Name	Nawaz
4	Cell No	9845615724
5	Pick up Place	Airport
6	Pick up Date	18.01.2019
7	Pick up time	08.20PM
8	Guest Name	Mr Ashraf Engineer
9	Visit Place	Zone by the Park Hotel, Electronic City Phase 1, Bangalore 100



Assuring you our best services at all times.

Feel free to contact me for any clarifications

**Cab Booking for Mr Ashraf Engineer**

SAHANA TOURS &amp; TRAVELS &lt;sahanatravels@gmail.com&gt;

To: Office Superintendent &lt;os@ssmc.edu.in&gt;

Sat, Jan 19, 2019 at 5:44 PM

Cc: Sahana travels &lt;info@sahanatravels.net&gt;, Sahana Travels &lt;oncal@sahanatravels.net&gt;, Varsha Chhabria &lt;ea2director@ssmc.edu.in&gt;, Venugopal N &lt;ao@ssmc.edu.in&gt;

Dear Sir/Madam,

We Confirm the below booking please find below the vehicle details..

S NO	Vehicle Details	
1	Type of Vehicle	ETIOS
2	Vehicle No	KA 18 C 2909
3	Driver Name	VISHWA
4	Cell No	6361769081
5	Pick up Place	Zone by the Park Hotel, Electronic City Phase 1, Bangalore 100
6	Pick up Date	20.01.2019
7	Pick up time	07.30 AM
8	Guest Name	MR.Ashraf Engineer
9	Visit Place	AIRPORT







