



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 06th January, 2020

To,

The Principal,

Tuljaram Chaturchand College of Arts, Science and Commerce

Baramati

Subject: Permission to organize Service Marketing campaigning by Tata Croma Store in our college campus on 13th & 14th January, 2020 (Tentative).

Respected Sir,

With reference to above mention subject, we the department of B.Voc Retail Management would like to organize Service campaign in our college with the help of TATA Croma store. The purpose of this campaign is to students will get the knowledge of service marketing. Through this campaigning, we can provide sales and after sales service knowledge to students. The brands involved in this service campaigning are **HP, LENOVO, DELL and others.**

Studentss and staffs will be benefitted with **free service checkup and diagnosis** of their existing or new laptops.

It would be really appreciable if you provide following things for driving this campaign effectively:

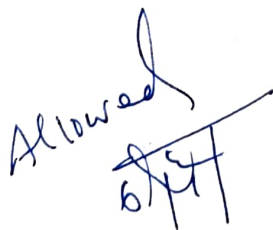
- 1) Dedicated space
- 2) 4 tables and 6 chairs
- 3) Awareness about the campaign via displaying about the same on notice board in each department.

Time of this activity 10.00 am to 04.00 pm.

Kindly co-operate and oblige.

Thank you,


Coordinator


Allowed
6/1/20

अनेकान्त एज्युकेशन सोसायटीचे,

तुळजाराम चतुरचंद महाविद्यालय, बारामती

डिपार्टमेंट ऑफ बी. ब्लोक रिटेल मॅनेजमेंट

नोटीस

नो.क्र. 302

6 JAN 2020

आपल्या महाविद्यालयातील बी.ब्लोक रिटेल मॅनेजमेंट आणि टाटा क्रोमा यांच्या संयुक्त विद्यमाने मोफत लॅपटॉप तपासणी उपक्रम आपल्या महाविद्यालयात दिनांक १३ व १४ जानेवारी, २०२० रोजी सकाळी १०:०० ते सायंकाळी ४:०० वाजेपर्यंत राबविण्यात येणार आहे. तसेच सर्वानी आपण वापरत असलेल्या (HP, DELL, LENOVO) या ब्रॅंड्सचे लॅपटॉप्स तपासणी साठी जिवराज सभागृहासमोर हजर राहून मोफत तपासणीचा लाभ घ्यावा.

तरी सर्व विद्यार्थी, शिक्षक व शिक्षकेतर कर्मचारी यांनी याचा आवर्जून लाभ घ्यावा.

p/m/8

विभाग प्रमुख



[Signature]
प्राचार्य



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Date: 13th and 14th January, 2020

Laptop Service Campaign in association with TATA Croma

Department of B.Voc Retail Management organized Free Laptop Service Camp in our college. The purpose of this campaigning was to students will get the practical knowledge of Service Marketing. Through this campaign, we promoted 7 P's concept of Service Marketing.

On 13th and 14th January, 2020 duration of this activity was 11.00 am to 04.00 pm. Activity was started in college premises in front of Jivaraj Hall. Honourable Principal Dr. Chandrasekhar V. Murumkar Sir, inaugurated this event in presence of our college Vice Principals Dr. Sathe Sir, Dr. Jagtap Sir, Dr. Telave Sir and Dr. Gadekar Sir. Principal Sir inspires students through his motivational words and explains importance of Service Marketing. After that Students engaged themselves in convincing Laptop users and helps them to diagnose and solve their laptops problems with service provider such as **Apple, Samsung, LG, DELL, Lenovo, HP, Acer, HCL and other**

All the students were very happy during this activity because they got practical knowledge of Service Marketing. There was a very good response from students. In all 74 students participated in this activity.

It was an intuitive activity and a great learning experience to understand the nuances and realities of the Service Marketing, which in itself is a rare exposure. Prof. Mahesh S. Phule, Mr. Sudhir K. Taware and Mrs. Amruta G. Bapat organized the Service Marketing activity and guided the students throughout the activity.

We thanked Mr. Sameer Divare (Store Manager, Baramati) for allowing us to implement this activity in our college and giving valuable support to us.

We express our special thanks to Principal Dr. Chandrasekhar V. Murumkar Sir, for permitting us to organize Service Marketing Campaign. We also thank to Dr. Ajit Telave Sir for his kind support and valuable guidance.

Phule M.S.

Prof. Mahesh S. Phule
Coordinator

*Used
Original
copy
ABS
IQAR
12/15/20*

Date: 13th & 14th January, 2020

Photos of Laptop Service Campaign in association with TATA Croma

