

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati Department of B. Voc Retail Management

Date: 23rd August, 2023

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 29th & 30th August, 2023 (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 campaining are **HP**, **LENOVO**, **DELL and others**.

Students and staffs will be benefited with free service check-up 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 03.00 pm.

Kindly co-operate and oblige.

Thank you,

Head of Department

Allowed Sparry 2310813





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Anekant Education Society's Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati

(Autonomous)

Department of B.Voc Retail Management

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नोटीस

रिटेल मँनेजमेंट आणि टाटा क्रोमा यांच्या संयुक्त विद्यमाने आपल्या महाविद्यालात फ्री चेकींग, लॅपटाँप सर्व्हिस कॅम्प दिनांक ३० ऑगस्ट ते ३१ ऑगस्ट २०२३ रोजी आयोजीत केला आहे. यामध्ये HP, ACER, DELL, LENOVO या सारख्या विविध कंपन्या सहभागी होणार आहेत तरीही सर्व विद्यार्थी आणि प्राध्यापकांनी याचा लाभ घ्यावा.

वेळ: स. १०.३० ते दु. ०२.३० पर्यंत

ठिकाण: प्रेरणा भवन







TuljaramChaturchand College of Arts, Science & Commerce, Baramati Department of B.Voc Retail Management

Free Laptop Servicing Camp

B. Voc Retail Management In association with TATA CROMA

Time: - 10130 TO 02.30 PM

Day and Date: - Wednesday, 30/08/2023 & Thursday, 31/08/2023

Attendance Sheet

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Sr. No.	Class	Studaent Name	Signature	Signature
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Anckant Education Society's

TuljaramChaturchand College of Arts, Science & Commerce, Baramati [Autonomous]

Department of B.Voc Retail Management

Customer Satisfaction Survey-"Free Laptop Servicing Camp"

Details for filling in the questionnaire:

- > Please fill the questionnaire completely.
- > Please mark only one item per question.
- > Your comments and suggestions are welcome. In case you are not satisfied would you please give us any reasons in the field "suggestions". Your statements will of course be kept in confidence and only used for internal purposes.

Voluntary Declaration

Name:
Occupation:
Mail-ID:
Contact Number:-

Please give your rating on the basis of following for "Free Laptop Servicing Camp".

	Very satisfied	Satisfied	Neither Satisfied nor Dissatisfied [6-5]	Dissatisfied	Very Dissatisfied
	[10-09]	[8-7]		[4-3]	[2-1]
Speed of Service					
The accuracy of Information					
Overall satisfaction					
Do the activity meet your expectations					

Any Suggetions:-	

Date



Signature



Anekant Education Society's

TuljaramChaturchand College of Arts, Science & Commerce, Baramati [Autonomous]

Department of B.Voc Retail Management

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Name:- _____ Occupation:- ____ Mail-ID:- ____ Contact Number:- ____

Please give your rating on the basis of following for "Free Laptop Servicing Camp".

	Very satisfied	Satisfied [8-7]	Neither Satisfied nor Dissatisfied [6-5]	Dissatisfied [4-3]	Very Dissatisfied [2-1]
Speed of Service					
The accuracy of Information					
Overall satisfaction					
Do the activity meet your expectations					

Any Suggetions:-	

Date



Signature



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Anekant Education Society's

TuljaramChaturchand College of Arts, Science & Commerce, Baramati [Autonomous]

Department of B. Voc Retail Management

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Voluntary Declaration

a B and
Name: - Mr. Sarang Gajanan Bapat
Occupation:- Job
Occupation:- Job Mail-ID:- Saranghapat 0415 agmail.com Contact Number:- 9689001274
Contact Number:-

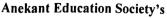
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Please give your the				Neither	Dissatisfied	Very	
		Very satisfied	Satisfied	Dissatisfied	Dissatisficu	Dissatisfied	
		[10-09]	[8-7]	[6-5]	[4-3]	[2-1]	
	Speed of Service	~					
100	The accuracy of Information						
	Overall satisfaction						
	Do the activity meet your expectations]

Any Suggetions:-	No.	

Date 30/08/23





Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati Department of B. Voc. Retail Management

Date: 30th and 31st August, 2023

Laptop Service Campaign in association with TATA Croma

Sr. No.	Item	Particulars Particulars
1.	Name of the Department	B. Voc. Retail Management
2.	Title of the Programme	"Free Laptop Servicing Camp"
3.	Date of the Programme	30/08/2023 to 31/08/2023
4.	Name and Address of the resource person	In association with TATA Croma
5.	Level of the Programme:	College Level
	College/University/National/International	
6.	Funded by: College/University	-
7	Number of Beneficiaries	43

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 30th and 31st August, 2023 duration of this activity was 10.30 am to 02.30 pm. Activity was started in college premises in front of Prerana Bhavan. Honourable Principal, Dr. Avinash Jagtap Sir, inaugurated this event in presence of our college Vice Principal, Dr. Ashok Kalange, Vice Principal, Dr. Sachin Gadekar, Dean of Commerce & Management, Dr. Niranjan Shah and Dr. Seema Gosavi. 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 43 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 Phule, Prof. Sudhir Taware, Prof. Arpita Wagh and Prof. Archana Kadam organized the Service Marketing activity and guided the students throughout the activity.

We thanked Mr. Sachin Shinde (Store Manager, Baramati) and Mr. Sandip Tarange (IT Technician) for allowing us to implement this activity in our college and giving valuable support to us.

We express our special thanks to Hon. Dr. Avinash Jagtap, Principal, for inspiring and encouraging every time for us. We also thank to Vice Principal, Dr. Ashok Kalange, and Dean of Commerce and Management, Dr. Niranjan Shah for their kind support and valuable guidance.

Coordinator

HoD

Commerce and Management

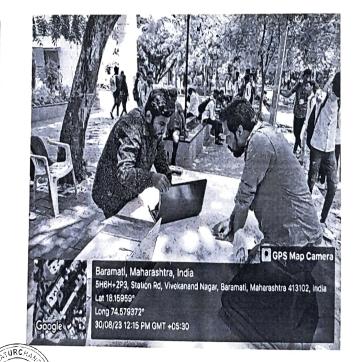
IQAC Co-ordinator Principal

510019









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