

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

11-02-2023

To,
The Principal
Tuljaram Chaturchand College,
Baramati.

**Sub- Getting Permission to Conduct TY.B.COM Commerce industrial visit
Under RUSA Grants**

Respected Sir,

With reference to above subject, we would like to bring to your kind notice that we are going to arrange study tour TY.B.Com Commerce students under RUSA grants for the subject marketing management (industrial marketing). Hence the tour programme has been prepared and submitted as follows for your kind permission, information and further action

- 1) **Class** : TY.BCOM
- 2) **Place** : Hindustan Industries-Kolhapur, Malwan
- 3) **Date** : 16- 02-2023 to 17-02-2023
- 4) **No of student to be participated** : 24
- 5) **Mode of Journey** : Private Bus
- 6) **Staff escorts** : Prof. S. M. Borawake
Prof. B. D. Ugade

Please permit us to conduct study and grant T. A. and D. A. to the accompanying teaching staff.

Yours Sincerely,


Tour in-charge

Prof. B. D. Ugade


Chairman

Prof. R.Chitale


HOD (Commerce Department)

Prof. J.K.Pawar

To Visit is mentioned in
Dr Chitale the syllabus.

give comment

Recommended under RUSA

14/2/2023

Allowed
14/2/2023

प्रति,

प्राचार्य

तुळजाराम चतुरचंद महाविद्यालय बारामती.

विषय: औद्योगिकसहलीस परवानगी मिळणेबाबत.

महोदय,

वरील विषयास अनुसरून आम्ही टी वाय बी कॉम मधील सर्व विद्यार्थी विभाग प्रमुख यांच्या संमतीने आपणास औद्योगिक सहलीला परवानगी मागत आहोत. आम्ही शैक्षणिक वर्ष 2022-23 मधील टी. वाय बी कॉम मध्ये शिकत असून " Marketing Management " या विषयातील अभ्यासाचा एक भाग म्हणून औद्योगिक सहल आवश्यक आहे. सदर सहली दरम्यान " Industrial Visit" संदर्भातील माहिती मिळवणे हा एकमेव उद्देश आहे. या निमित्ताने बुधवार 16 फेब्रुवारी व 17 फेब्रुवारी 2023 रोजी सहल प्रस्तावित आहे. सदर सहली मध्ये एकूण 15 मुलं व 9 मुलींचा समावेश असणार आहे. या सहली दरम्यान "पारले प्रो.प्रा.लि, व कोल्हापूर Hindustan industries Shahupuri- Kolhapur " या ठिकाणी भेट दिल्या जाणार आहेत. सदर सहलीचा प्रवास दिनांक 16 फेब्रुवारी 2023 रोजी सकाळी 6:00 वाजता सुरु होईल आणि दिनांक 17 फेब्रुवारी २०२३ रोजी ही सहल संध्याकाळी 08.00 वाजता बारामती मध्ये परत येईल आपणास विनंती आहे सदर अर्जाचा विचार करून संमती द्यावी.

आपला विश्वासू

विद्यार्थी प्रतिनिधी

वाणिज्य विभाग प्रमुख

प्राचार्य

SR NO	NAME	GENDER	MOBILE NO	PARENTS NO	SIGN
1	KARE KARAN KISHOR	M	9834054347	3860388507	<i>Kare</i>
2	KOTHAMIRE ABHI GANESH	M	7887505646	7559290341	<i>Abhi Kothamire</i>
3	JAWARE JAY JITENDRA	M	8766734925	9960303434	<i>J. Jaware</i>
4	PALANGE ADITYA SUKUMAR	M	9710302500	7709072500	<i>Palange</i>
5	GHADGE ABHIJEET ANIL	M	8856068742	9527219678	<i>Abhi</i>
6	GALINDE RAJ SHEKHAR	M	7249003316	7066747373	<i>Raj Galinde</i>
7	GAIKWAD KARAN MARUTI	M	8432182409	7028188821	<i>Karan</i>
8	NANAWARE SAHIL KULDEEP	M	9370803018	7770056379	<i>Sahil Nanaware</i>
9	DEOKATE YASH RAJKUMAR	M	9689965613	9763348450	<i>Yash</i>
10	GAWADE SHREYASH SHARAD	M	9370157093	9075606439	<i>Sharad</i>
11	SABALE KARAN GORAKH	M	9130698083	7387275252	<i>Karan</i>
12	RAUT OMKAR SANJAY	M	9175068769	9175068769	<i>Raut</i>
13	NIMBALKAR YASHRAJ ADESHRAO	M	7499782547	7499782547	<i>Y.A. Nimbalkar</i>
14	GHADGE ANUSHKA YASHWANT	F	9022727593	7620375964	<i>Anushka Ghadge</i>
15	TAWARE SANIKA KIRAN	F	7378357900	9665137900	<i>Sanika</i>
16	LADKAT PRERNA ANIL	F	8010286724	9325600415	<i>Prerna</i>
17	SHIRKE MAYURI RAJARAM	F	9322179530	9421215151	<i>M.P. Shirke</i>
18	SHENDAGE SANJEEVANI SANDIP	F	9356486992	9922818676	<i>Sanjivani</i>
19	JADHAV PAYAL POPAT	F	9307179165	7414927234	<i>Payal</i>
20	MORE NANDINI SUNIL	F	9322065900	8975483568	<i>Nandini</i>
21	AHIWALE ASAWARI NITIN	F	9423859281	9226390911	<i>Asawari</i>
22	SHAH JANHAVI MILIND	F	9322946831	8999091152	<i>Janhavi</i>
23	KHANDALE PRIYA DADASO	F	9975099205	9075536997	<i>Priya</i>
24	JANJAL ANJALI SANJAY	F	8856956722	8807946722	<i>Anjali</i>
23	PATIL ADITYA APTEL	M	9964010928	9823369616	<i>Aditya</i>
24	GOPHANE SURAJ RAMESH	M	7796883183	9390756636	<i>Suraj</i>
25	BHOSALE PRAJWAL PRADIP	M	8956514424	9988599341	<i>Prajwal</i>
26	Kadam Swapnil Tanhoji	M	9175814843		<i>Swapnil</i>

Total number of students = 24

T.Y. B.Com.
Marketing Management Special Paper V
Subject Name -: Marketing Management (Semester VI)
Paper code:COMMM3605A Optional Paper
Academic Year 2021-22
Medium of Instruction: English/Marathi

Objectives of the Course:

1. To understand the concept of Industrial Marketing
2. To develop awareness regarding Social Marketing
3. To provide knowledge of agriculture marketing
4. To develop skills regarding International marketing

Course outcome:

This course will understand the concept of Industrial Marketing. It will develop awareness regarding social marketing. It will provide special knowledge of agriculture marketing. The students can understand about the International marketing.

Medium of Instruction: English/Marathi

Unit No.	Semester-V	Periods
1	1) Industrial Marketing 1.1 Introduction to Industrial Marketing 1.2 Types of Industrial Goods 1.3 Difference between Industrial and Consumer Marketing 1.4 Purchasing practices of Industrial customer 1.5 Visit to Industrial Units	12
2	2) Social Marketing 2.1 Meaning and Objectives of Social Marketing 2.2 Social Responsibility of Marketing manager 2.3 Impact of Marketing on Society and Other Business 2.4 Social Criticism of Marketing 2.5 Recent Trends in Social Marketing	16
3	3) Agricultural Marketing 3.1 Meaning of Agriculture Marketing 3.2 Types and Features of Agri-Products 3.3 Defects of Agri-marketing and remedies 3.4 Marketing Intelligence System and Agriculture Marketing 3.5 Distinction between manufacture goods marketing and Agriculture goods marketing	08
4	4) International Marketing 4.1 Meaning, nature, need and importance of International Marketing 4.2 International marketing Vs. Domestic Marketing 4.3 Problems and challenges in International marketing 4.4 Mode of entry in International Market 4.5 Scope of International Marketing	12
Total Periods		48

Recommended Books:

1. Marketing Management – Philip Kotler
2. International Marketing : A Comparative System Approach,– David Carson
3. Marketing Today: A Basic Approach- David J. Schwartz



Janardhan Pawar <janardhankp@gmail.com>

FW: Permission for Industrial Visit on 16th February 2023

GM dairy <gmdairy@gokulmilk.coop>

15 February 2023 at 10:53

Reply-To: gmdairy@gokulmilk.coop

To: janardhankp@gmail.com


Cc: MIS <mis@gokulmilk.coop>, Manager HR <hrdmgr@gokulmilk.coop>

To,

Dr. Janardhan Pawar,

Head, Department of Commerce

Tuljaram Charturchand College, Baramati

 Dear Sir,

We have already informed the date. We are permitting your students visit to Gokul Dairy, Kolhapur on 16th February 2023. Our MIS representative will coordinate with your during visit.

Regards.

A.Y. Choudhari

Asst. Gen. Manager (Dairy)

 Gokul Dairy, Kolhapur

From: Manager HR [mailto:hrdmgr@gokulmilk.coop]**Sent:** 15 February 2023 10:43 AM**To:** GM dairy**Subject:** Fw: Permission for Industrial Visit on 16th February 2023**From:** Marketing**Sent:** Tuesday, February 14, 2023 3:19 PM**To:** Manager HR**Subject:** Fw: Permission for Industrial Visit on 16th February 2023



Janardhan Pawar <janardhankp@gmail.com>

Permission for Industrial Visit

Hindustan Industrial works Kolhapur <klph_hsfk@yahoo.com>
To: Janardhan Pawar <janardhankp@gmail.com>

14 February 2023 at 11:32

As per your mail permission granted dt. 16/02/2023

[Quoted text hidden]

*permission granted
by the concerned authority*

[Signature]

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati, Dist. Pune
Autonomous
Department of Commerce

Date- 26th February, 2022

To,
The Principal,
Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati.

Subject- Report on Industrial Visit to Gokul Dairy

Industrial visit of T.Y.B.Com students was arranged on 16/02/2023 as a part of Marketing Management subject under RUSA Scheme. The visit was arranged to Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd., Gokul Shirgaon, Kolhapur. Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd. is a well-known with its popular brand 'Gokul' is an Operation Flood cooperative dairy project established on 16th march 1963. The Gokul Products include Milk, Shrikhand, Ghee, Basudi, Skimmed Milk Powder etc.


For the industrial visit total 24 students of T.Y.B.Com were participated. The students were accompanied by two faculty members Prof.Shweta M.Borawake and Prof.Bharat D.Ugade. The students assembled near TC College main gate in the morning and departed for the visit at around 5:30 am. Mr.Ashutosh Mahikar was the guide for Gokul Milk Processing Unit. He gave a brief introduction of Gokul Industry. He showed the milk processing stages, informed about working process and cleared all doubts of students. Finally on completion of tour students visited Gokul Outlet and enjoyed different products available to sell.

This industrial visit has enriched the students' knowledge regarding industry work environment. Students learned about milk processing unit, cold storage, working process, official procedure etc.

The entire industrial visit was organized by the students under the guidance of Dr.Janardhan K.Pawar. We are thankful to our principal Dr.Chandrashekhar V. Murumkar sir for granting the permission for the trip.

With regards,

Prof.S.M.Borawake 

Prof.B.D.Ugade 



Dr.Janardhan K.Pawar

Head, Department of Commerce

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati, Dist. Pune
Autonomous
Department of Commerce

Date- 26th February, 2022

To,
The Principal,
Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati.

Subject- Report on Industrial Visit to Hindustan Industries

Industrial visit of T.Y.B.Com students was arranged on 16/02/2023 as a part of Marketing Management subject. The visit was arranged to Hindustan Industries, Plot no.37, MIDC, Shirol, Kolhapur. Established in year 1979, Hindustan Industries is involved in Manufacturer, Wholesaler, Retailer and Service Provider a huge compilation of Hydraulic Testing Machines, EOT Cranes and Gantry Crane, etc. Manufactured making use of supreme in class material and progressive tools and technology; these are in conformism with the guidelines defined by the market.

For the industrial visit total 30 students of T.Y.B.Com were participated. The students were accompanied by two faculty members Prof.Shweta M.Borawake and Prof.Bharat D.Ugade. The students assembled near TC College main gate in the morning and departed for the visit at around 5:30 am. Mr. Vijay was the guide for manufacturing Unit. He gave a brief introduction of the Industry. He showed the RCC Pipe Making Machine, RCC Concrete Pipe Making Machines etc , informed about working process and cleared all doubts of students.

This industrial visit has enriched the students' knowledge regarding industry work environment. Students learned about machines, storage tanks, working process, official procedure etc.

The entire industrial visit was organized by the students under the guidance of Dr.Janardhan K.Pawar. We are thankful to our principal Dr.Chandrashekhar V. Murumkar sir for granting the permission for the trip.

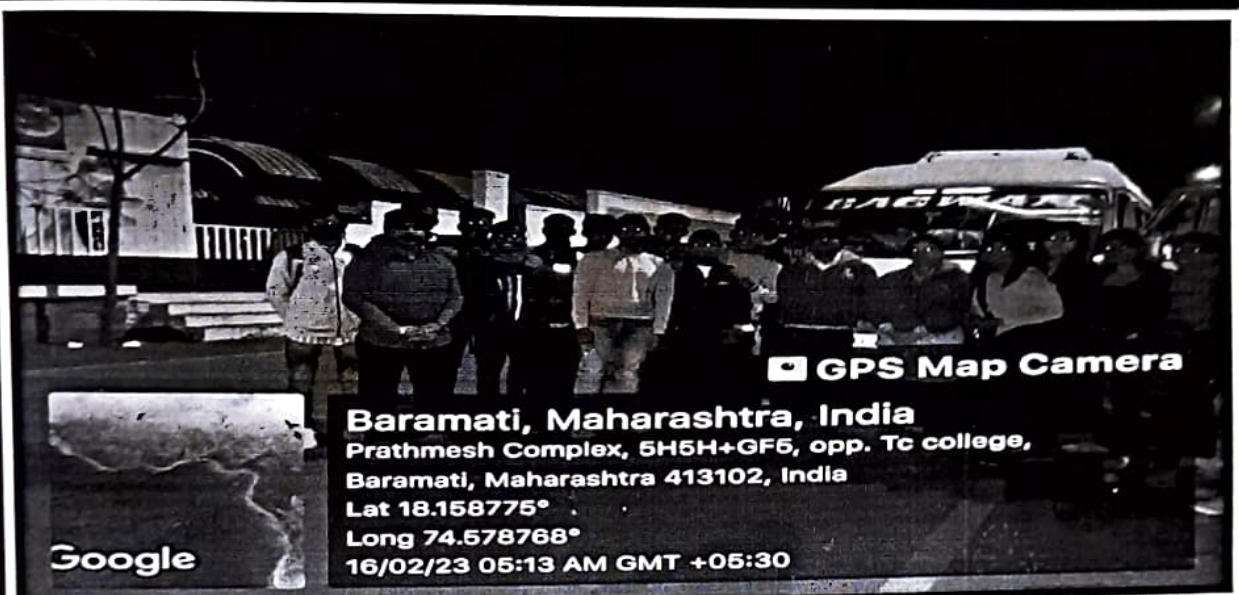
With regards,

Prof.S.M.Borawake

Prof.B.D.Ugade


Dr.Janardhan K.Pawar

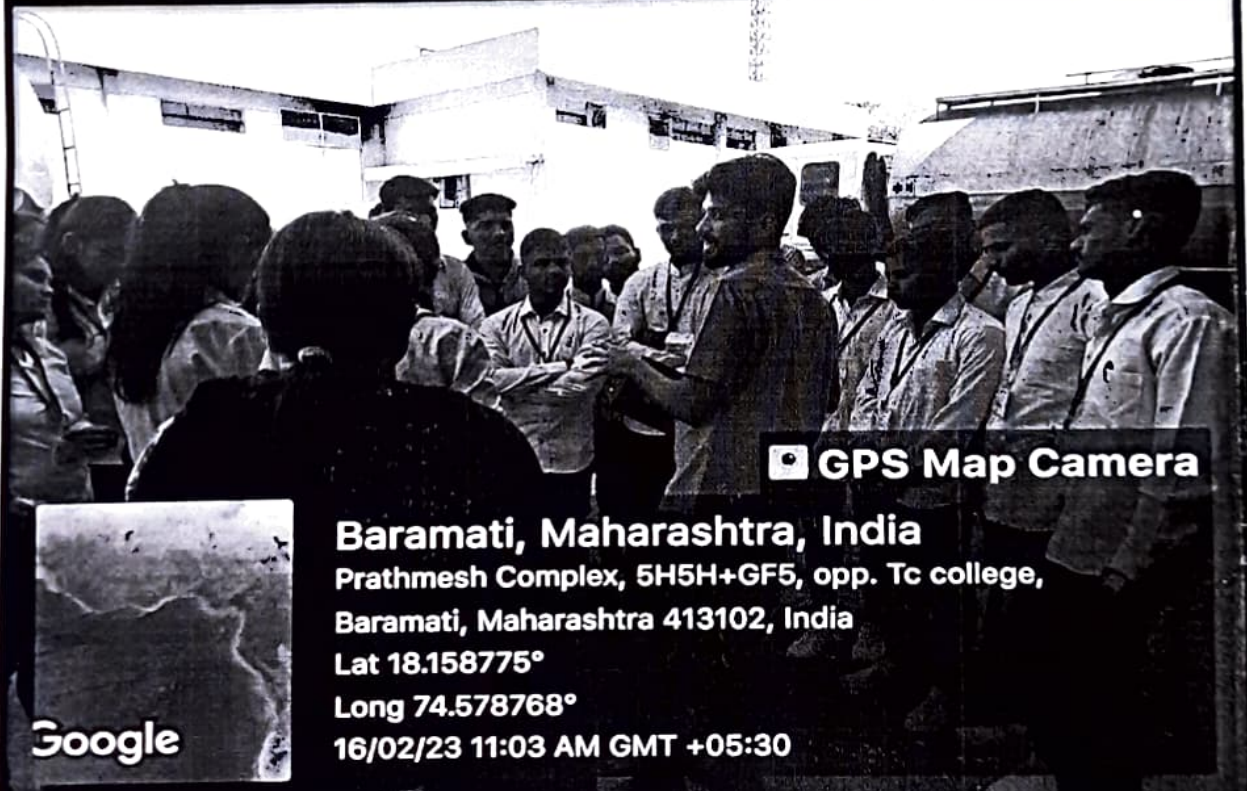
Head, Department of Commerce



 **GPS Map Camera**

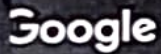
Baramati, Maharashtra, India
Prathmesh Complex, 5H5H+GF5, opp. Tc college,
Baramati, Maharashtra 413102, India
Lat 18.158775°
Long 74.578768°
16/02/23 05:13 AM GMT +05:30

 Google




 **GPS Map Camera**

Baramati, Maharashtra, India
Prathmesh Complex, 5H5H+GF5, opp. Tc college,
Baramati, Maharashtra 413102, India
Lat 18.158775°
Long 74.578768°
16/02/23 11:03 AM GMT +05:30

 Google



 **GPS Map Camera**

Gokul Shirgaon, Maharashtra, India
J7PP+Q8W, MIDC, Gokul Shirgaon, Maharashtra 416234,
India

Lat 16.637114°

Long 74.284778°

16/02/23 11:40 AM GMT +05:30



Google