

Role-playing



Role-playing activity "First Day in College" – Teacher-Student Conversation

“Best of Waste” Competition



Examiner Dr. P. C. Chikmath examining the “Best of Waste” Competition



“Best of Waste” Competition



Prize Distribution of "Best of Waste Competition"

Dr. Bapuji salunkhe English Literary Association

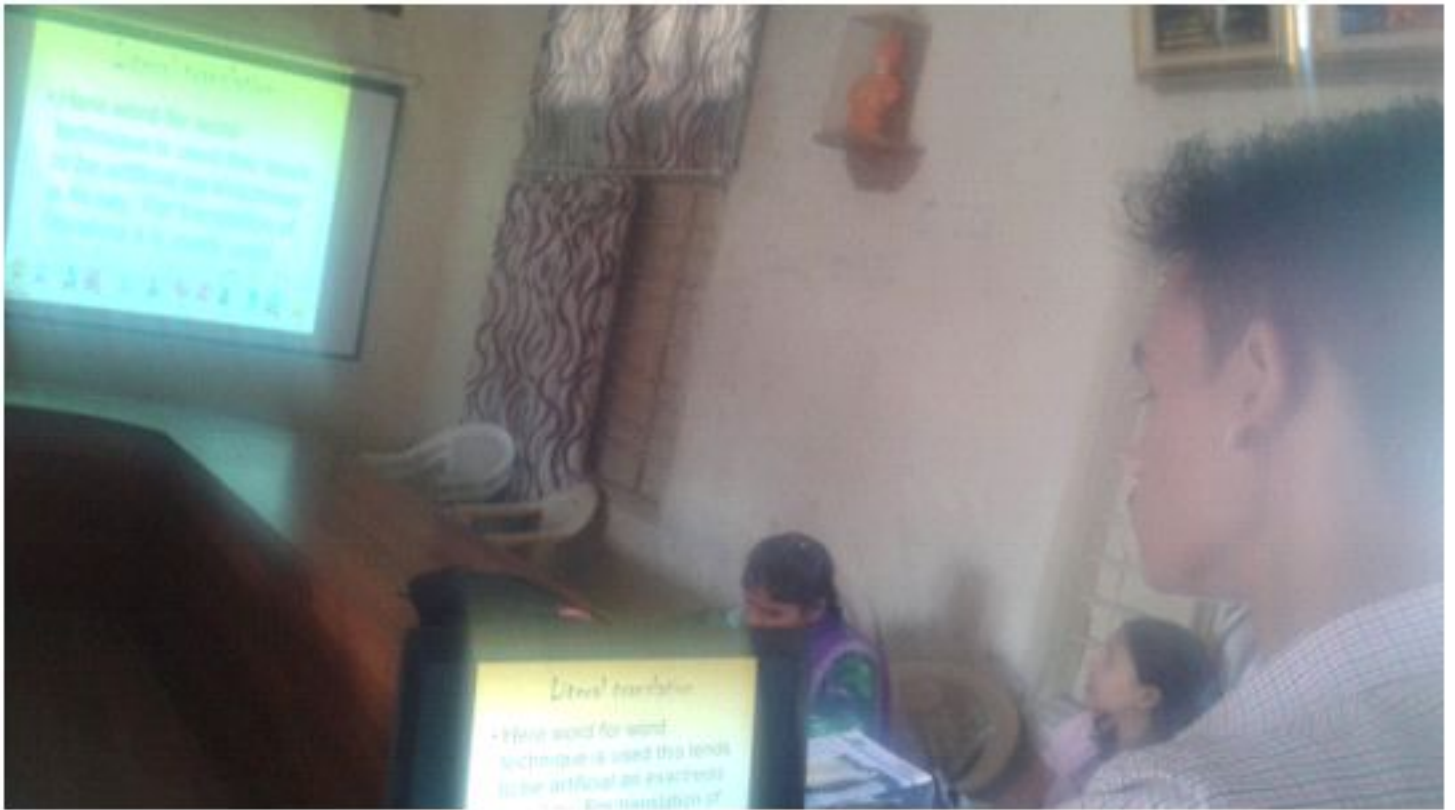


Inaugural Function of Dr. Bapuji Salunkhe English Literary Association



B.A.III Students Welcomes B.A.I year Students

B.A.III year Students' Seminar Presentation on PPT



Participation in 'avishkar'

USE OF ENGLISH WORDS AS A MARKETING STRATEGY: A STUDY

INTRODUCTION



The use of English words to entitle shops at market places is a common observable phenomenon. The present study is an attempt to find the use of English words for the shop titles in Satara city.



LIMITATION

The focus of the study is limited to the shop titles used by the shopkeepers at the market places in Satara city.



STATEMENT OF PROBLEM

It is observed that many times shopkeepers, having Marathi as mother tongue tend to entitle their shops with English words and phrases.

HYPOTHESIS

It seems that the use of English words for the shop titles by Marathi shop owners are a part of marketing strategy.



OBJECTIVES OF THE STUDY

- 1) To study the use of English words for shop titles as a part of marketing strategy.
- 2) To understand the mind set-up of shopkeepers.

METHODS



For present study the data collection is made through

- Survey Method
- Samples of Shop Titles
- One Interaction

Following features of English titles are seen:

- Use of English words in Devanagari Script
- Code Mixing of Marathi and English words
- English titles
- Symbols
- Reference to nearby landmarks

CONCLUSION

English words are used and shared for customers. Using mixed script and symbols, which help to create image and word in the minds of the consumers. Most of the businesses are under-occupied and do not sufficient investment. English language as there are mixture of their own Marathi. Communication and learning. Whenever the researcher, the shopkeepers understand the market value of English words. Thus, the mixed English words for shop titles are a part of their marketing strategy.



INTEREST

English language has been used in many different ways in the world. The use of English words in shop titles is one of the most common ways. This study is an attempt to find the use of English words for the shop titles in Satara city.

Original	Meaning	Shop Title
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध
शुद्ध	शुद्ध	शुद्ध



Workshop under Lead college scheme “English for competitive exam”



Inauguration of Workshop on “English for Competitive Exam”



First Session enlightened by Dr. D. S. Kale



Second Session: Resource Person of Workshop Hon. Mrs. Shruti Joshi delivering her lecture



Felicitation of Ex-student Mr. Anand Jadhav for his remarkable novel "Mauli"



Felicitation of Ex-student Mr. Ashok Gadekar who qualified SET exam in English

Alumni meet



Prin. Dr. Suhas Salunkhe addressing to Alumni



Guest lecture

Interaction with Alumni



Inauguration of "Interaction with Alumni"



Ex-student Mr. Ashok Gadekar as a guest lecturer guiding on How to Prepare for NET/SET



Alumni Mr. Anand Jadhav



Alumni Mr. Aniket Bhujbal

Lecture on how to make ppt



Dr. Prof. R. B. Rathod delivering his lecture on "How to make PPT"

Reading inspiration day



Celebrating "Reading Inspiration Day" on 15th Oct.2016 to pay Tribute to Dr. A.P.J.Abdul Kalam

