

# ***NEWS BULLETIN JANUARY-2023***

**Chhatrapati Shahu Institute of Business  
Education and Research**

**An Autonomous Institute Under UGC & Shivaji University**

**Presents**

***“Chai Pe Charcha on Marketing Katta”***



# ***Our Pioneer of Marketing Katta***



***Prof. Dr. Rajendra Parijat***

Dr Rajendra Joshi Popularly known as Parijat is An Associate Professor at MBA Dept. With 22 years of experience in teaching. Earlier worked in the field of Advertising and Marketing as resource in person has developed and promoted the idea of Marketing Katta. During the last four years the teaching learning environment changed to an isolated and closed environment.

Google, zoom, Whatsapp became inevitable. This led to loss of reality.

Marketing management is such a subject or area where reality connects is extremely important.

Corona created new norms of socializing and immediately after the course began students were and still not ready to take field visits so easily.

So I decided to have our own selling place where students can experience the entire drama of marketing. This idea was supported by Management and Academic authority and



Marketing Katta came into existence.

# LET'S GET A SIGHT OF MARKETING KATTA

Chhatrapati Shahu University of  
Business Education and  
Research  
KOLHAPUR (MH)

Green Dreamers  
Presents!  
**Luggery Tea**

Place: Marketing Katta  
CSiber Campus

Time:  
TODAY  
From 10 to 5pm

**Valentina**  
Ice Cream for the loved ones...

Single scoop Family pack's Combo's

We accept wedding orders, party's orders  
& other bulk orders

VISIT OR CONTACT US

Address :-  
Shop No. G-16, A Ward, Ground Floor, Waterfront Apartment, Behind Shalini Palace,  
Ranchula, Kolhapur, Maharashtra-416012 Contact no.: Pawankumar Shitole - 7395355022

CSIBER  
Marketing Katta

Marketing Masala  
Presents  
**Flavoured Milk**  
( मसाले दूध )

Hot & Cold  
**FRIDAY**  
**23 DECEMBER**  
8 Am - 7 Pm

Price - 10₹

Place : Marketing Katta ,  
CSIBER Campus

DEPARTMENT of Environment  
Management

ECO-FRIENDLY  
Total Green Sales & Services Presents Group

**Vedic Paints & Vedic Plasters**

With Masala Tak & Sweet Corn

Venue : Marketing Katta, CSIBER  
CAMPUS, Kholapur

Date : 26-12-2022  
Monday  
Time : 11 am to 5 pm

शाकाल  
बडापाव  
नया है यह!

VILLAIN'S  
अड्डा

Department Of Environment Management  
**ECO-FRIENDLY GROUP**

TOTAL GREEN  
SALES & SERVICES

Butter milk

vedic paint and plaster

VENUE :  
Marketing katta,  
csiber campus,  
kolhapur.

MONDAY  
DATE : 26.12.2022  
TIME : 10 am to 4 pm



**CSIBER**  
  
**Marketing Katta**  
 MBA (BFS)



**KULFI**                      **MOMOS**

Wednesday,  
 28 December

Place : Marketing Katta ,  
 CSIBER Campus

**देशी गाईचा शेणापासून निर्मित**  
**VEDIC PLASTER**



**विशेष गुणवैशिष्ट्येची खासता**

**सुखाची खासता**

- अमूक रंग
- अमूक वासा
- अमूक सुवास
- अमूक मजबूती
- अमूक टिकाऊपणा
- अमूक आरोग्य
- अमूक पर्यावरण
- अमूक वातावरण
- अमूक स्वच्छता
- अमूक सुरक्षा
- अमूक आराम
- अमूक सुविधा
- अमूक सुव्यवस्था
- अमूक सुसज्जता
- अमूक सुसंगतता
- अमूक सुसंवादी
- अमूक सुसह्यता
- अमूक सुसंगतता
- अमूक सुसंवादी
- अमूक सुसह्यता

**शैक्षणिक पर्यावरणाची खासता**

- अमूक वातावरण
- अमूक सुवाता
- अमूक सुव्यवस्था
- अमूक सुसज्जता
- अमूक सुसंगतता
- अमूक सुसंवादी
- अमूक सुसह्यता
- अमूक सुसंगतता
- अमूक सुसंवादी
- अमूक सुसह्यता

**BA EATING TERRORISTS PRESENTS**  
 VILLAINS ADDA. PLS VISITORS OF VADAPAV



**SHAKARA ON MONDAY**  
 31 DEC 2022  
 FROM 10.00. AM TO 4.30. PM

**MENU OF FOOD PRODUCTS**

- माझा एकुला चडापाव 12 रु..
- शाकाहार चडापाव 15 रु..
- कुवाड्या खवीस चडापाव 20 रु..
- कवड्या महाकाळ चडापाव 25 रु..
- दळकू हिवान चडापाव 25 रु..
- तात्या विंबु चडापाव 30 रु..

**ROSE सरखत = HALF 15 रु FULL 20 रु..**

**MANAGED BY**  
 RUGVEDA, PRATIK, SAKSHI, ROHIT, PRIYANKA, SAMRUDDHISAYALI FROM BA.

**MBA DABELIWALA PRESENTS,**  
**FLAVOURED DABELI**




Once you try it, you will love it.

Marketed By,  
 MBA-I  
 (Banking & Finance Services)  
 Venue-Marketing Katta

Vendor,  
 Badal Dabeli  
 No.-9923026302  
 Near Shahu Maidan, infront of Private Highschool

**MARKETING KATTA**  
 UNIQUE GROUP PRESENTS  
**STATIONERY PRODUCTS & CANAPES CHAAT**



**VISIT NOW**

Stationery Vendor  
 Unique Stationers  
 Ambahai Complex,  
 Rajakampuri 5th Lane,  
 Kolhapur

30 Dec 2022  
 9:00 AM TO 5:00 PM

**THE MARKETING KATTA**



**THE REAL ROAD FOOD**  
 Presents  
**खांडोळी**  
 PRICE - 30 RS



**Visit Now**

Place  
 Marketing Katta  
 CSIBER Campus

Wednesday 4th Jan  
 9am - 7pm

## ***How to Market the Products and Services to College Students on College Campus?***

- **Hand out free products and services:** Another way to market your products and services to college students is to offer freebies. This process provides a great way to get students to try your items, plus, since college students are often on a budget, they'll appreciate not having to buy something in the beginning.
- **Provide discounts on products and services:** In addition to providing free brand products and services, offer discounts on your current items. This discount access is sure to be appreciated as well.

**Use social media to your advantage:** Social media is so popular these days that if you're not using this type of advertising access to your advantage, you're

- Missing out! Make sure your social media campaigns are current and memorable.

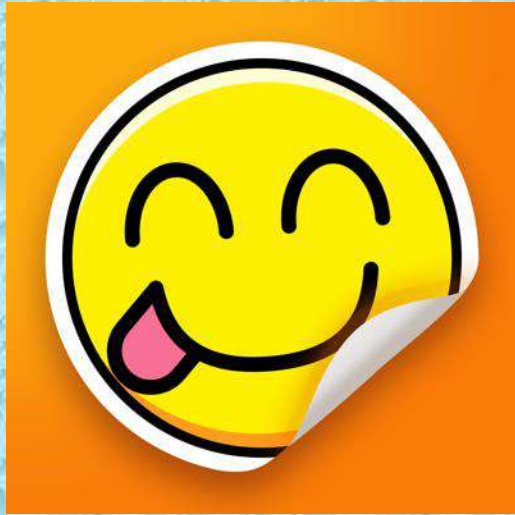


# ACTIVITIES AT MARKETING KATTA

- ❖ Group Valentina Presented Ice Cream for loved ones



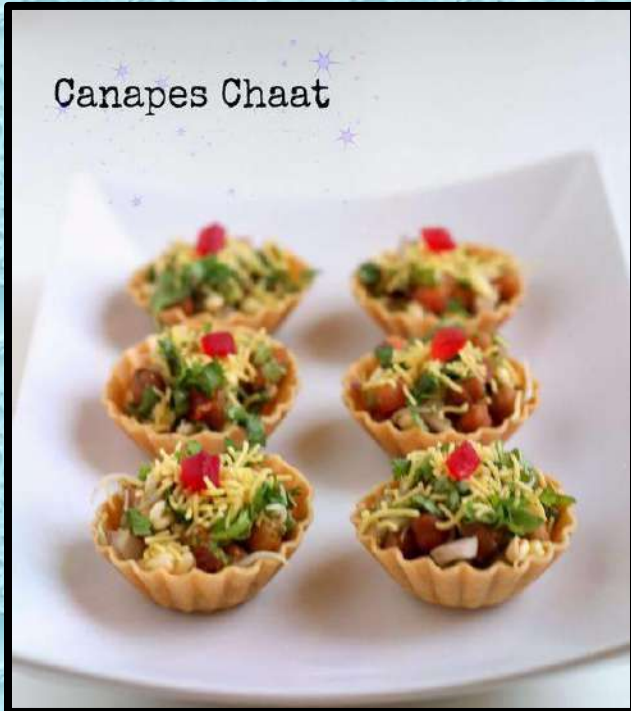




## Delicious canapés



Canapes Chaat





# MARKETING KATTA GALLERY







योगकत्ता दुर्गाप  
KOLHAPUR

# MARKETING KATTA

## Funny Eaters

### Presents



## Spring Potato



## Malavani Juice

FRIDAY 6 JANUARY 2023  
TIME - 11 AM TO 7 PM

Place - CSIBER CAMPUS KOLHAPUR



योगकत्ता दुर्गाप  
KOLHAPUR

# All Brain. All Power. All Electric.

Ather 450X. Break Through.  
Visit us for a test ride.

MARKETING KATTA  
— THE —  
EVERGREEN  
GROUP

PRESENT'S



**WHEN?**  
11 JAN 2023  
BETWEEN 9 TO 6

WHERE? MARKETING KATTA, CSIBER COLLEGE, KOLHAPUR  
SHOWROOM - C.S. NO. 195K/2K, E WORD, KAWALA NAKA, KOLHAPUR



योगकत्ता दुर्गाप  
KOLHAPUR

# MARKETING KATTA THE FASHIONERS

PRESENT'S



# 50% OFF

PRODUCT'S

SHIRTS, T-SHIRTS, SCRUNCHIES.

**WHEN?**  
12 JAN 2023  
BETWEEN 10 TO 6

PLACE - MARKETING KATTA, CSIBER, KOLHAPUR.  
SHOP-163/ VARSHA BUNGLOW, RUIKAR COLONY, KOLHAPUR.











**GET YOUR MARKETING CAMPAIGN  
RUNNING TODAY!**