

# **REPORT**

## **Industrial Visit at IKF Pune**

**Class: MBATECH IT 2<sup>nd</sup> Year**

**Date: 31/3/17- 1/4/17**

**Faculty Members: 1.Mr.Ritesh Dhanare**

**2. Ms.Varsha Nemade**

**Industry visited: I Knowledge Factory” (IKF), Pune**

An Industrial visit at “I Knowledge Factory” (IKF) was done by the MBA (Tech.)-Information Technology, second year students on 1<sup>st</sup> April 2017. IKF is a 16 years old company specialised in digital marketing, located at Taware colony, Pune.

### **THE JOURNEY AND STAY**



The industrial visit was witnessed by 28 students of the class, who were accompanied by the faculty Mr. Ritesh Dhanare and Mrs. Varsha Nemade. All the students were very excited and left the campus on 31<sup>st</sup> March 2017 at 2:00 pm by bus. The presence of our dean Dr. Aaquil Bunglowala and HOD Dr. Nitin S. Choubey during departure was taken as blessing for the journey. The journey was very comfortable and enjoyable. We had dinner at a decent hotel on the way. As the time passed by, we reached our destination city, Pune at around 12.30 am.

Our stay was planned at Hotel-“Madhav International”. It was very comforting with a beautiful ambience. Everyone took rest to get up early in the morning.

With advent of the new day, the excitement level also increased amongst the students. Everyone woke up energetically and had breakfast at the same hotel. We left the place at around 9.30am and reached the industry –IKF at around 10.30 am.

After the industry visit, we did our lunch in the city and left for our college. Everyone was motivated and a bright smile could be seen at everyone's face. The time passed by talking to each other. Everyone was happy after such a wonderful experience. But at the same time they were grieved for this journey had come to an end.

Such visits really added up to the little knowledge of the students and everyone wished for this to happen time and again to seek some exposure and motivation. Everyone is thankful to our Dean sir “Dr. Aaquil Bunglowala”, our HOD “Dr. Nitin S. Choubey”, our college management and everyone involved for this visit, from the core of our hearts.

### **THE INDUSTRY**



IKF is India's leading Digital Marketing Company based in Pune. We have 16+ years of rich experience in Web Design/Development, SEO, PPC, and Social Media.

As soon as we reach at IKF, everyone greeted us in a friendly manner. Ms. Gunjan Bhansali, the Sr. Strategic HR, gave up a gist of what would happen during the entire day. We came to know that we had 6 sessions, each giving a detailed view of various aspects of a digital marketing industry.

#### **Session 1: By Ajit Ghule (VP Sales)**

This session was very interesting as it gave us a brief about how to represent our industry or brand to the outside world, how to understand the other industry and then find out ways to create our demand for them. The real life connection of the examples, made it very easy for us to understand the things.

He explained about how to increase the demand of our product and for that he described the upsell and cross sell techniques.



**Session 2: By Mr Aniruddha and Mr Tushar Maheshwari (Business Analyst and Sr. Web Designer)**

Mr Aniruddha shared his knowledge about Project management and various phases under the Web Development like: Hand Shake meeting, project initiation. Design implementation, testing, sign-off phase etc. He focuses on iterative model of project planning and execution. He also talked about Content management system.

Responsive web design (RWD) is an approach to web design aimed at allowing desktop webpages to be viewed in response to the size of the screen or web browser one is viewing with. In addition it's important to understand that Responsive Web Design tasks include offering the same support to a variety of devices for a single website

Mr Tushar is the front end developer at IKF, and he gave us a brief description about how the websites are built and which platforms are used. He explained different technologies used for web development like HTML, CSS, PHP, word press



**Session 3: By Rohit Tiwary (SEM head)**

He gave a small presentation on various digital marketing methods.

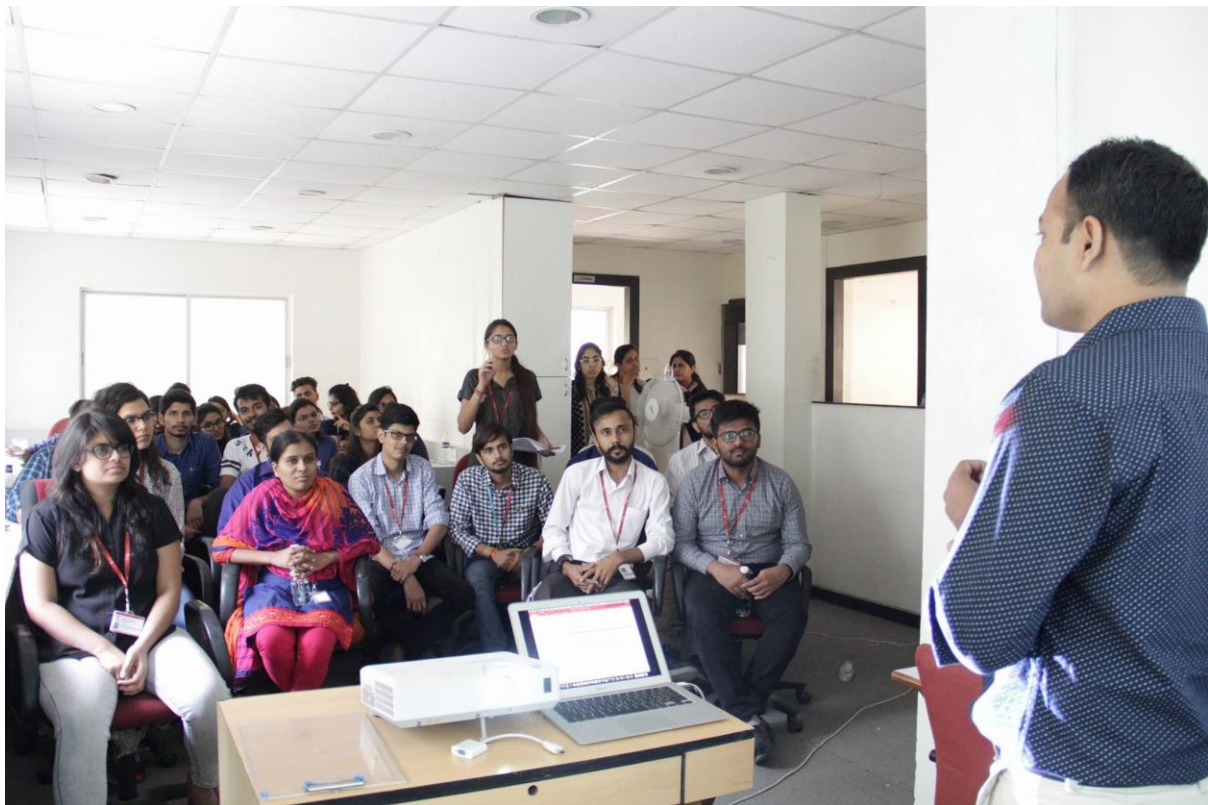




#### **Session 4: By Mr Rahul Patil (SEO Team lead)**

He gave a detailed explanation of SEO, SEM and SMO. We are now aware about how SEO is done and what the benefits of it are. We also came to know how these terms are different from each other.

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings



#### **Session 5: By Mr Aditya Mankar (SMO head)**

He is the head of Social media marketing. He made us realise the importance of creativity, and how important is our online social presence.

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and

sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

The **last session** was taken was **Mr Rahul Kabra (Operation Manager)**, who summed up our learning at IKF.

The HR Ms Gunjan Bhansali also made us aware of the job role of an HR in an industry.

After all the sessions were over we did a floor visit at the office and explored various departments and how the people work there.



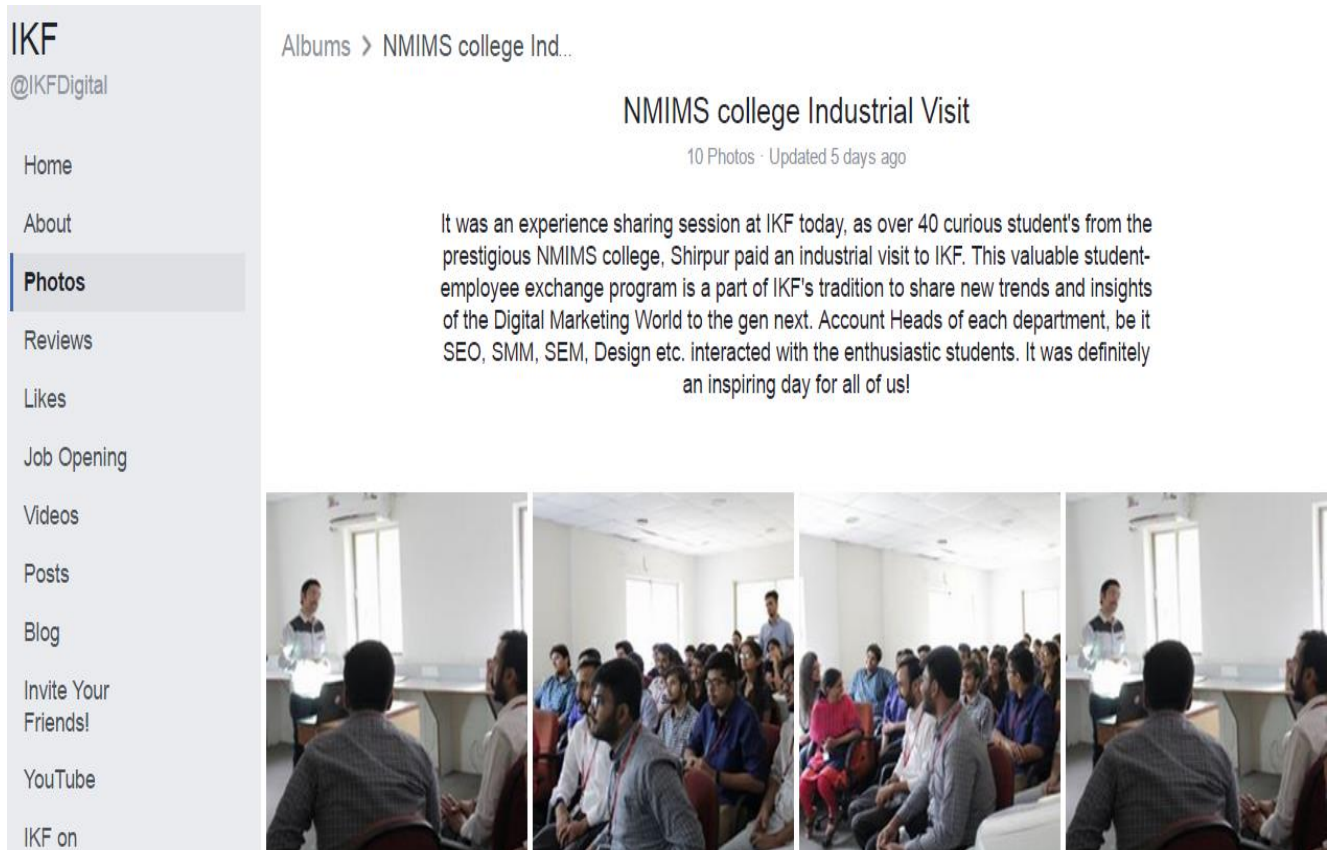


From this visit students understand what the culture in the industry is, they learn different phases of project planning and execution and selling the products at professional level.

**Company is ready to provide summer internship to our students under TIP for MBA Tech 3<sup>rd</sup> Year.**



## Company's Post on Facebook:



Link: [https://www.facebook.com/pg/IKFDigital/photos/?tab=album&album\\_id=1518113634868324](https://www.facebook.com/pg/IKFDigital/photos/?tab=album&album_id=1518113634868324)

Submitted by:

Mr Ritesh Dhanare  
Assistant Professor  
Information Technology Department

Ms Varsha Nemade  
Assistant Professor  
Computer Engineering Department