

A Visit to Lokmat



Industrial Visit is a crucial factor in MBA as it teaches the students various practical knowledge of their theoretical study.

Giving importance to this factor we, at ISMS conduct numerous industrial visits for the growth of the students. This visit was to Lokmat Newspaper.

Lokmat (literally 'People's Opinion') is a Marathi language newspaper published in Maharashtra state.

Lokmat was founded by a group of Indian freedom fighters, in 1918, from Yavatmal, a town in the state of Maharashtra.

In 1952, *Lokmat* was acquired by Late Shri Jawaharlal Darda, who was also a freedom fighter.

Late Shri Jawaharlal Darda launched Lokmat's first daily edition on December 15, 1971 from Nagpur, Maharashtra.

Lokmat Media Pvt. Ltd. is a leading multi-platform media company with interests in a diversified portfolio of publishing, broadcast, digital, entertainment, community and sports verticals. It has an employee strength of more than 3,000 and has a pan-India network of offices.

Lokmat' is the largest read newspaper in Maharashtra with 2.18 cr. readers (source: Total readership, IRS 2019, Q3) along with 'Lokmat Samachar' and 'Lokmat Times', the group has readership of 2.50 cr. (source: Total readership, IRS 2019, Q3). Amongst the company's divisions, News18 Lokmat the most popular news channel with over 30 million average monthly viewers is known for its credible and premium news content.

The industrial visit was conducted on 12th July, 2019 under the supervision of Mr. Amitabh Pande, Training & Placement Officer; Ms. Rashmi Nair, Program Co-ordinator and Faculty of HR; Ms. Leena Ratnaparkhi, Head of Administrations.

The visit provided practical knowledge of classroom teachings. It provided the knowledge of how Operations & Supply Chain works, importance of Research & Development and various aspects of Marketing and Finance, etc.