Company Profile

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Gurukul Institute of IT (GiiT)

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Email: info.gurukulit@gmail.com Web: www.giit.com.bd

THE ORGANIZATION BACKGROUND:

Gurukul Institute of IT is the largest specialized Graphics Design (GD), Web Design (HTML, CSS, JS) and Development (WDD), Digital Marketing (DM), E-Marketing, Web Development with Word press, Advance PHP & MySQL, Mobile Apps development (Android & IOS), Search Engine Optimization (SEO), Video editing, Advanced MS Office , Google Spread sheet programmed, Programming in C, Programming in C++ (OOP) and various types of IT and software training firm with the biggest corporate clientele. Besides, Gurukul Institute of IT is one of the leading One-Stop IT and ITES Service and Solutions providers in Bangladesh. Gurukul Institute of IT was founded in the 22 January of 2015 with the vision to take place among others leading companies in the IT Enabled Service Industry in Bangladesh by providing quality IT training, Solutions, Service, Consultancy and Support. Our goal is to bring International stander Enterprise Solutions, Service for our customers.

We are serving from last three years to the significant number of customers in different business segment includes 200 Govt. School Website Developed, Corporate Business House, Bank, and Financial Institutions, ISPs, Telecommunications, Pharmaceuticals, Press & Media, RMG and NGO etc. The company enlists a client of over 80 corporate clients including the major banks Agrani Bank, Pubali Bank, Islami Bank Bangladesh, Shahjalal Islami Bank, Al-Arafah Islami Bank, IIDFC, IDLC, BDH, MIDAS City bank, Prime Bank, Eastern Bank, BRAC Bank, South East Bank, National Bank, Social Islami Bank, Mercantile Bank, Bank Asia, NRB Bank, NRB Commercial Bank, IFIC Bank, NCC Bank, Financing, National Financing and many more. For variety, the company also enlists various projects for web developments, graphics design, E-marketing etc.

Gurukul Institute of IT successfully completed basic IT/ICT Literacy private training programmed for Graphics Design (GD), Web Design and Development (WDD), Digital Marketing (DM), E-Marketing, various types of IT and software developer up to 500 trainees on 2014-2015 & 2015-2016 financial years at Dhaka District and outsides Dhaka division.

Its diversity and experience in literally all the different sectors of the market from textiles to finance makes it a versatile force to be reckoned with.

Bangladesh is transforming towards Digital Bangladesh where IT will be the key component within any organization. Government sector also trying to move out from the traditional service delivery model to modernize technology-driven operation and service. For reason, Bangladesh has huge demand for ICT expertise for latest technology transformation. We want to be one the reliable and dependable service provider who is expert on the domain and Web development also have significant experience on IT Infrastructure and ITES domain.

To execute our business operation and Training we have presence on 3 Metropolitan City and 6 District Town with total 08 Office locations.

In high level, bellows are our present service offerings for SMB, Enterprise, Financial Institution, and Governments.

We Are Working

- ❑ Software Development
- ❑ Web, Web Application and Mobile Application Development
- ❑ IT and Business Process Outsourcing
- ❑ Digital Marketing (DM),
- ❑ E-Marketing,
- ❑ E-Commerce
- ❑ Graphics Design (GD),
- ❑ Web Design (HTML, CSS, JS) and Development (WDD),
- ❑ Web Development with Word press,
- ❑ Consultation Service on IT Infrastructure Development

- ❑ IT Skills Development to take upcoming challenge in the sectors
- ❑ Advance PHP & MySQL,
- ❑ Mobile Apps development (Android & IOS),
- ❑ Search Engine Optimization (SEO),
- ❑ Provide advocacy and Enhancing Cyber security
- ❑ Managed service on operation of mission-critical Network and System Operation
- ❑ Technical resource outsourcing
- ❑ Video editing, Advanced MS Office ,
- ❑ Google Spread sheet programmed,
- ❑ Programming in C, Programming in C++ (OOP)

MISSION

Gurukul Institute of IT is a performance-driven company where we are dedicated towards delivering a higher standard of services and solutions based on innovative applications of technology. Exceed customer's expectation regarding quality service, responsiveness and efficiently; within the budget and schedule;

VISION

Maintain the highest standard of professional integrity and ethical manner. Employ a good number of people with exceptional creativity, expertise, and determination, who work closely with one another and with our valued customer. Foster a working environment that encourages technical objectivity, professional and financial growth; coupled with entrepreneurial freedom.

OUR STRENGTHS

Gurukul Institute of IT believes in quality over quantity. The journey has been gradual and well restrained. From a mention ably extensive list of feats, we recognize and understand the importance of commitment and customer satisfaction. According to us, the only key to a satisfied client is quality. It has been our only marketing factor over the years. To ensure quality our organization ensures that every project undergoes its necessary lifecycle. Here in Gurukul Institute of IT, we commit to specialization, meaning every end of our business is segregated to bring about maximum output. The organization holds a pool of some of the best and most qualified web designers of the country along with the most experienced of web developers. An efficient Research and development team is in place to ensure scope for progress and further development. One of our most identified key strength has been in our commitment to delivering well within our provided timeframe enclosing optimum quality. We aim to ensure the highest standard and not just reaching the objective.

ORGANIZATION FOCUS

Gurukul Institute of IT is rapidly developing IT Company in Bangladesh. We have inherited the history of 3 years of business excellence, vouchsafed by the solid reputation in the hearts of our clients, partners, others stakeholders. We build upon that lineage and venture into our existing and upcoming concerns, successfully breaking new grounds in more diversified areas.

Values

Accountability for all our action

Integrity

Ethics and integrity are the foundation for us

Respect

We respect the attributes that make each individual unique. We look for the best in everyone and in turn, enrich ourselves.

Responsibility

We take our commitment seriously. We will meet or surpass our obligations to our stakeholders.

EMPLOYEE STRENGTH

Here in Gurukul Institute of IT we believe in teamwork as well as each team member's efficiency. Our selection of employees filtered from a large pool of graduates and veterans and in order to provide maximum output it is necessary that we acquire the finest ingredients. We are currently employing:

5 Software engineers working in development with over 5 years experience

5 Software engineers working in development with over 3 years experience

2 System analysts & R&D

2 graphic designers with over 5years experience in the sector

40 Master Trainer with 2-3years experience in the sector

All the members of our team have a minimum qualification of Graduate Degree in the Computer science and the respective Business administration sector. Each with at least 2 years experience in this sector.

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DISCOVER GURUKUL INSTITUTE OF IT

Gurukul Institute of IT helps organizations define, build, measure, and expand their Internet strategy and presence. We practice Customer Experience Management. Your customer is our focus. Your brand experience is our palette. Your business success is our reward.

Our capabilities include strategy, user-centered design, personalization, content management, application development, electronic marketing programs and site optimization. Whether you need to introduce new products, drive sales, reduce customer support costs, build loyalty or engage disparate channels we have the experience to help you drive results.

OPERATION OFFICE
HEAD OFFICE
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OUR SERVICES

We deliver experiences that express your brand, delight your customers and drive results. In addition, we do it every day for some of the largest, most admired companies in the country and outside. So, how can we help you today? Let us have a look,

Graphics Design (GD)
- Design & Creative
- Creative & Multimedia
- Image Editing Service
- Mobile & Web Templete Design
- Accounting BPO

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STRATEGY
- STRATEGIC FRAMEWORKS
- SITE STRATEGY, PERFORMANCE EFFECTIVENESS
- COMPETITIVE AUDITS
- USABILITY AND USER RESEARCH
- SEGMENTATION AND ECRM STRATEGY

E-MARKETING

- E-MAIL CAMPAIGN MANAGEMENT
- ONLINE MEDIA PLANNING AND BUYING
- SEARCH ENGINE OPTIMIZATION
- CREATIVE DEVELOPMENT
- DIRECT-TO-DESKTOP MARKETING
- PROGRAM AND SITE METRICS TRACKING

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Web Design & Development (WDD)

- UX/UI Design
- Software Development & Technolgy
- Front End & Back End
- Web Development & Design
- Software Testing
- Virtual Assistant training (VAT)
- Online Business Development professional

ENTERPRISE SOLUTIONS

- SUPPLY CHAIN MANAGEMENT
- PROCUREMENT
- EMPLOYEE ATTENDANCE SYSTEM
- PAYROLL MANAGEMENT
- ACCOUNTING SOLUTION
- INVENTORY MANAGEMENT
- MANUFACTURING PROCESS AUTOMATION
- ENTERPRISE RESOURCE PLANNING (ERP)
- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- ECOMMERCE SOLUTION
- WEB APPLICATION DEVELOPMENT
- MOBILE APPLICATION DEVELOPMENT

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TECHNOLOGY

- ECOMMERCE AND CONFIGURATIONS
- PORTALS AND PERSONALIZATION
- CONTENT AND DIGITAL ASSET MANAGEMENT
- APPLICATION DEVELOPMENT
- EMARKETING CAMPAIGN AUTOMATION
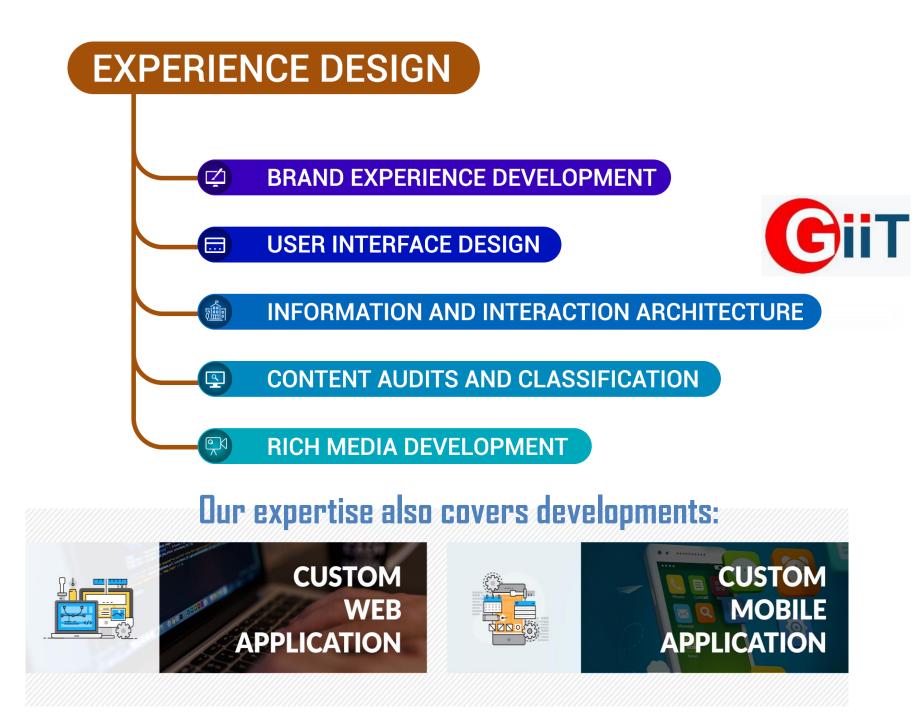
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Digital Marketing (DM)

- Professional Digital Marketing
- Affiliated Marketing
- Sales & marketing Supports
- Content Writing & Translation
- Online Customer care Support
- Social Media Marketing

EXPERIENCE DESIGN

- **BRAND EXPERIENCE DEVELOPMENT**
- **USER INTERFACE DESIGN**
- **INFORMATION AND INTERACTION ARCHITECTURE**
- **CONTENT AUDITS AND CLASSIFICATION**
- **RICH MEDIA DEVELOPMENT**

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Our expertise also covers developments:

CUSTOM WEB APPLICATION

CUSTOM MOBILE APPLICATION

THE WAY WE WORK

Online, the customer is in control. Delight them and they click-through. Confuse them and they are gone. The method we employ helps companies align their strategies, site experiences, brand platforms, and technical architecture to exceed the needs of customers and deliver business results.

We Listen

In order to thoroughly identify the scope and target of each project, Gurukul works intimately with clients to listen and fully understand their business needs and goals.

We Translate

Putting the plan into action is a major step that takes our deep understanding of a client's business and translates it into workable solutions that are both realistic and compelling.

We Extend

Beyond the creation of individual solutions, we work with clients to extend their message into all interactive arenas and shepherd their brand presence as it evolves.

Some of Our Success Story

S/L	Project name	Organization	Work Value	Duration & Time
01	Bangabandhu Hi-Tech Park Rajshahi Project, Natore District	Bangladesh Hi-Tech Park Authority, ICT Ministry	27,39,136.00 (125 Trainee)	3 Months (14th May to 15th July 2022)
02	Sheikh Kamal IT Training & Incubation Center Project Course: Graphic Design Project Area: Chattogram	Bangladesh Hi-Tech Park Authority (BHTPA), ICT Ministry	70,04,545.00 (100 Trainee)	6 Months (22nd November 2021 to 25th May 2022)
03	Skill Development for Mobile Game and Application Project	ICT Division	57,00,000.00	1 Year (14th September 2020 to 10th October 2021)
04	Skill Development for Mobile Game and Application Project	ICT Division	51,00,000.00	(1st January 2020)
05	Website Development	Uttara Bank LTD		16th October 2016
06	Projector Supply	National IT Institute	2,80,000.00	03rd August 2016
07	Computer Supply	National IT Institute	12,83,755.00	3rd July 2016
08	Office Furniture Supply	Easy Life BD	20,60,000.00	(10th May 2016)
09	Website Development	Social Islami Bank LTD	4,00,000.00	6th February 2016
10	Freelancer to Entrepreneur Development Program, Khulna Division	ICT Division	150 Trainee	1 Years (2015)
11	Software Development	Unilever Bangladesh LTD	3,01,000.00	(13th September 2015)

OUR MAJOR CUSTOMERS: