



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Industry Visit BBA (Amar Ujjala)

### Organised

by

### Training and Placement Section (TAPS) / Corporate

*On*

### March 27, 2018



S.NO.	Particulars	Pg.No.
1.	<b>Form-A</b> : Proposal to organize an event	3
2.	<b>Form B</b> :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

**Mr. Manoj Kumar Mishra**

Asst. Professor , RDIAS

**Prof.(Dr.)Raman Garg**

Director, RDIAS

## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** IndustryVisit BBA (Amar Ujjala)
- **Date :** March 27, 2018
- **Time :**
- **Venue :**
- **Motivation for the activity :** Industrial visits provide exposure to students, it helps them to see and understand actual workplace. By this they can relate their theoretical knowledge for brilliant performance in their professional life. The main aim is to go beyond academics in all possible ways; these visits offer insight to students about the practical applications of their academic concept. The aim of this industrial visit was to give students an outlook of the standard working procedures of a large scale manufacturing unit.
- **Organized By:** Training and Placement Section (TAPS) / Corporate

## **Form B**

### **Part 1**

#### **Aim of the event :**

The visit was planned to help the students achieve the following:

- Industrial visit is a part of industry-academia interface activities, during which students visit companies and get insight on the internal working environment of the company.
- The aim of this industrial visit was to give first hand industrial exposure to students as to how any newspaper printing and publishing house company like Amar Ujala carries out its manufacturing activities.
- It also provides access to students in terms of understanding about the management practices, manufacturing capabilities and infrastructural competencies thereby giving the students an opportunity to see practical application of management principles.

### **Part 2**

#### **Abstract :**

Students of BBA II M-B & E-A went for the industrial visit to Amar Ujala. The journey to Amar Ujala was very entertaining where students started from the college around 10:15 AM. The visit was conducted to give an exposure of the functioning of the company and gain the practical knowledge about the manufacturing and processing unit of Amar Ujala, a leading brand in Indian Newspaper Industry. The students were warmly welcomed by Amar Ujala people with high tea. Later **Mr. Dinesh Singh** (Production Manager) gave a 15 min presentation about history of Amar Ujala, social activities and daily working process, then he had shown the printing unit to the students. Students learnt a lot during the visit.

#### **Brief about Amar Ujala:**

**Amar Ujala** is India's third Hindi-language daily newspaper with 18 editions in seven states and one union territory covering 130 cities. It has a readership of over 3Cr. and a circulation of around 25 Lacks hard copies. It has almost 20 Cr. Online reader and around 21 Lack people follow Amar Ujala Facebook Page.

**Amar Ujala** was founded in Agra on 18 April 1948 as a four-page newspaper that sold around 2500 copies. By 1968 it had a circulation of 20,000 and by the turn of the century had become one of the top 10 daily newspapers in India, having spread its coverage beyond western Uttar Pradesh to encompass the entire state and its neighbors like Delhi, Uttarakhand etc.

Amar Ujala publishes a 18 - 24 page daily issue with colorful and vibrant pages in every edition. In addition to the mainline newspaper and the city centric pull outs, Amar Ujala publishes several niche supplements focusing on topics like jobs and career, entertainment, women and many more.

Amar Ujala's 'Manoranjan' is a 4 page weekly dose of entertainment that comes out every Sunday across all its editions.

'Rupayan', a 16 page weekly magazine is published every Friday. The supplement carries women-centric content including stories on food, fashion, beauty, home and interiors and many more across all 19 editions.

Amar Ujala also publishes 'Udaan', a 16 page weekly magazine centering on education and career opportunities, published every Wednesday across all editions. The visit included a tour to the **Production Unit** of Newspaper (Amar Ujala) and the processing of their **Commercial Unit** (Various book editions).

#### **Production Unit:**

Visit to manufacturing firms is useful for students. To understand the daily routine problems and realities of the shop floor, this in itself is a rare exposure. By visiting the shop floor they get to understand the risky conditions in which workers work, the people management challenges involved in managing workers apart from getting hands-on technical knowledge. During the briefing, Mr. Dinesh stated that how the coral designed news after checking all the authenticity it reaches to plate designing section. Often they use recyclable paper with four types of colouring tone. During the visit in the production unit, he showed the students how the text or image is printed on an aluminium sheet which passes through scanning under CPT machine. These sheets are further placed and processed with four types of colour tones (usually yellow, black, blue and magenta). Then, they are processed through a big roll of paper which is printed, cut and folded with the use of heavy manufacturing machines. They have 6 six set of these machine with each simultaneously 4 page printing capacity.

#### **Commercial Unit:**

In the commercial section, different kinds of books are published. All the components comprising of printing, folding, publishing, binding, packaging and re- use of the material were shown to the students. Various kinds of magazines, pamphlets, NCERT books, various competition books are also printed.

Students got hands on experience and knowledge of the holistic components i.e. printing, cutting, folding and assembling etc. Various were asked by students like the how they make profit if they are selling it at lesser price than manufacturing cost, how they get the news, difference between news channel and newspaper, recycling of the waste production material etc. All the queries were handled in detailed & satisfactory manner by the factory supervisors.

This visit proved to be a very good experience with detailed informative exposure to the newspaper printing and publishing. The visit ended with thanks followed by the token of remembrance to our students and faculty members.

### **Part 3**

#### **Conclusion**

The industrial visit was a great success & exhilarating experience for the students who went for the visit. This gave the students an inside look of a production unit and learn the practical aspects of it. The visit also provided the students with excellent practical examples where the principles of management were followed with utmost precision to attain a higher profitability. The company not only explained us about how to become profitable but also how to maintain the quality standard as well as to follow the environmental policies. They have given enough time to the students for the query session and served them with refreshment. Overall, it was a learning experience for the students and they enjoyed it whole-heartedly. Students found this visit very useful and they were able to remember a fair bit of information at the end. Our assessment of this activity is that it has achieved its objective of making students learn about how the publication process.

## SnapShot Of Event



Students learning from the company official



Machine of preparing base sheet for printing (convert soft form of news to hard form)



Token of Remembrance



Happy Faces after knowing the newspaper printing process