



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Industry Visit to Times of India , held on 04/09/2018

Training & Placement Department

On

September 4 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Industry Visit to Times of India , held on 04/09/2018
- **Date :** September 4 , 2018
- **Time :** 12:30- 18:30
- **Venue :** The Times Of India Press, Plot No-13/1, Site-4,Sahibabad Industrial Area-Sahibabad
- **Organized By:** Training & Placement Department
- **Motivation for the activity :** Industrial visits are very important to enhance and inculcate practical experience in the students. It is a part of the curriculum and provides opportunity to have real practical experience which is quite different from the theoretical experience.

Form B

Part 1

Aim of the event :

An industry visit was planned to The Times of India for the students of BBA. It was planned to enhance and inculcate practical experience in the students. The industrial visit was beneficial for those students who want to go for entrepreneurship in the field of Journalism

Part 2

Abstract :

The Times of India (TOI) is an Indian English-language daily newspaper owned by The Times Group. It is the oldest English-language newspaper in India still in circulation, with its first edition published in 1838. and the second-oldest Indian newspaper still in circulation after the Bombay Samachar. Near the beginning of the 20th century, Lord Curzon, the Viceroy of India, called The Times of India the leading paper in Asia In 1991, the BBC ranked The Times of India among the world's sixth best newspapers..

It is owned and published by Bennett, Coleman & Co. Ltd., which is owned by the Sahu Jain family. In the Brand Trust Report 2012. The Times of India was ranked 88th among India's most-trusted brands. In 2017, however, the newspaper was ranked 355th.

Thirty Eight students with two faculty members went for the industrial visit

The industry visit had following phases:

1. A small PowerPoint tour of TOI history and process
2. Printing press visit

The visit started with an introduction from one of the officials, who oriented the students by showing power point presentation on how newspapers were printed and what inputs are required by a printing press. Huge machineries were shown to the students.

After the introduction, students were enquired about the various products and diversities of TOI. Students were amazed to know about the diversification of products and services that are being offered by TOI.

After the query session, students were taken to the printing area. In the printing area, students were shown different sections where the newspaper printing process takes place. The students were made aware regarding the kinds of inks that are used during the printing procedure.

Also, TOI focuses on the following aspects:

1. Focus on offering quality services, driving ethical behavior and fulfilling its commitments towards all its customers
2. Practice safety norms and measures to ensure safe working conditions for its employees, drivers
3. Aim to reduce its wastage for the inputs used

Part 3

Conclusion

The industrial visit to “The Times of India” helped students learn about the procedure of printing press. The internal set up of the machineries gave them deep insights about how to manage the printing. During the visit the students got the opportunity to understand the functioning of various machines that could be beneficial for those students who want to go for entrepreneurship in the field of journalism. Students were able to know the practical exposure of working of different machines and process of newspaper printing. The students really had a learning experience.

SnapShot



One of the officials from the company briefing the students about the company



Another Official briefing student about the printing press