



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Industry visit to Times of India for MBA Students

### Training and Placement Department, RDIAS

*On*

### September 13 , 2018



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## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Industry visit to Times of India for MBA Students
- **Date :** September 13 , 2018
- **Time :** 03:30 PM - 05:30 PM
- **Venue :** Times of India, Sahibabad
- **Organized By:** Training and Placement Department, RDIAS
- **Motivation for the activity :** Motivation behind arranging industrial visit is to provide practical exposure to a student which has its own importance for the students which are pursuing professional degrees. Industrial visits carries various benefits in their kitty like meeting company people, exploring product and process layout of products and services being offered by company. In a classroom a student may not get real life experience therefore industrial visits acts as catalyst for the students for further enhancing their skills, knowledge and abilities. It also helps the students to get the overview about company overview and procedures.

## Form B

### Part 1

#### Aim of the event :

Aim behind this visit was to explore about Times of India news printing process. The aim Major aim was student get an idea about how Times of India's reporter's collects information, how content being designed, how it gets printed. To be very precise this visit was arranged to get the answers of these questions. Industrial visit provides the platform to students where they can enter into the organizational world, to interact with company officials, to know more about internal environment of Times of India. Because of this visit students were also able to understand how Times of India handles contingent situations like machinery breakdown, issues on some particular news etc.

### Part 2

#### Abstract :

#### Part 1: Brief about Times of India:

**The Times of India (TOI)** is an Indian English-language daily newspaper owned by [The Times Group](#). It is the [third-largest newspaper in India by circulation](#) and largest selling English-language daily in the world according to [Audit Bureau of Circulations \(India\)](#). 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 six 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

#### Part 2: Details about the Visit:

Industrial Visit to Times of India was for the students of MBA I semester students who are new to company culture and functioning. We reached the office premises at 03:30 pm. and were warmly greeted by Mr. Rajan (TOI Representative).

The visit started with briefings followed by the light refreshment for our students. After refreshments students visited the shop floor where they saw how Times of India actually prints their newspaper on a sheet. During the briefing, Mr. Rajan explained the complete process of how raw material of the paper is generally imported from several different countries including China because in India, the virgin paper is not manufactured. Often they use recyclable paper with four types of colouring tone. Further, sir had also stated that the aluminium sheet can only be used once, after that local retails and printers take the sheet from them for further usage. During the visit he showed the students how the text or image is printed on an aluminium sheet which passes through scanning under CPT machine after 3 to 4 times till the images are clear. These sheets are further placed and processed with four types of colour tones. Then, they are processed through a big roll of paper which is printed, cut and folded with the use of various equipments. Sir had shared the importance of content writers and also explained the printing of news on respective pages. Daily a meeting is called for proof reading of the content to be published.

### **Part 3**

#### **Conclusion**

Indeed it was a great experience. Students were very happy as whatever query they was wonderfully resolved by the concerned person. Some of the queries were competitors of Times of India, if any new news came at late night then how is it published, in case of machinery breakdown how the situation is handled etc. Students enjoyed a lot as they actually saw how newspaper rolls up and down on a machine. From the MBA students point of view this visit was very knowledgeable and fruitful as they are studying operations management where they need to have an idea about assembly line, product layout and process layout.

## SnapShot



Students listening to the Presentation



A perfect shot