

Web Report on Industry Visit to “Dainik Jagran Press”

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| Title | Industry Visit to “Dainik Jagran Press” for the students of BBA |
| Date | January 12 , 2018 |
| Resource Person/Facilitator | Ms. Meenakshi, HR Executive |
| Summary | <p>An Industry visit to “Dainik Jagran” was organized for students of BBA II Semester. Around 46 students accompanied by 2 faculty members visited the press. The prime objective of the visit was to acquaint students with the working of Print Media. Dainik Jagran had organized a session for the students where they briefed about the Company. In the session students strenuously popped up intelligent questions which were accentuated and meticulously addressed by the management of Press.</p> <p>Students were provided with an opportunity to see the technology involved in the printing of daily newspaper at the printing press. The students were awestruck to see the technologically advanced equipments that were being used in the press.</p> <p>Dainik Jagran is a leading Hindi Newspaper owned by Jagran Prakashan Limited. “The visit to 'Dainik Jagran' printing press was very informative for all. Students were happy and thrilled to know the process of printing and publishing a newspaper and understand that how newspapers reach subscribers’ homes on time. Further, students visited the plant under which the products of the company were shown. The visit provided students with an opportunity to learn practically through interaction about working methods and employment practices. It gives them exposure of current work practices which supplement theoretical knowledge being taught at college. Industrial visit to Dainik Jagran was a wonderful learning experience for the students.</p> |