



Web Report on Industry Visit to “Amar Ujala Press”

Title	Industry Visit to “Amar Ujala Press” for the students of BBA
Date	March 27 , 2018
Resource Person/Facilitator	Mr.Dinesh Singh , Production Manager,Amar Ujala
Summary	<p>An Industry visit to “Amar Ujala” was organized for students of BBA II Semester Around 42 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. Amar Ujala had organized a session for the students under their scheme of “teach the youth” which is meant to spread awareness among the youth about the importance of the press in today’s world. In the session students strenuously popped up intelligent questions which were accentuated and meticulously addressed by the management of Press.</p> <p>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.</p> <p>The Industrial visit was a great success & exhilarating experience for the students who went for the visit. This gave the students an insight of a production unit and its working. 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.</p>