



## Web Report on Industry Visit to “Amar Ujala Publications Ltd.”

<b>Title</b>	Industry Visit to “Amar Ujala” for the students of MBA
<b>Date</b>	Thursday March 15, 2018.
<b>Resource Person/Facilitator</b>	Mr. Dinesh
<b>Summary</b>	<p>An Industry visit to “Amar Ujala” was organized for students of MBA II Semester (2<sup>nd</sup> Shift) 35 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 where they briefed about the Press. In the session students energetically popped up intelligent questions which were accentuated and meticulously addressed.</p> <p>Amar Ujala is mostly a main Hindi-language day by day daily newspaper that is distributed from Noida, in the states of Uttar Pradesh, in India. Its distributor is Amar Ujala Publications Ltd. This daily newspaper accompanies 19 versions from seven states and one union domain which cover 167 areas.</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 equipment that was being used in the press. Students were informed that this newspaper covers to great extent zones of legislative issues, sports, excitement, wellbeing, travel and culture. As shelf life of newspaper is only 30 to 40 minutes the delivery has to be very efficient and insignificant rundown of Hindi daily papers, this newspaper online spreads news updates of nearby, local, national and global circuit.</p> <p>The visit to Amar Ujala 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 press under which the process was shown. Industrial visit to Amar Ujala was a wonderful learning experience for the students.</p>



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