



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Industry Visit to Amar Ujala - MBA

### Training and Placement Department, RDIAS

*On*

### October 30 , 2018



Shot on OnePlus  
By kakarot

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## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Industry Visit to Amar Ujala - MBA
- **Date :** October 30 , 2018
- **Time :** 10:00 am to 02:00 pm
- **Venue :** Amar Ujala, Noida
- **Organized By:** Training and Placement Department, RDIAS
- **Motivation for the activity :** Motivation behind arranging industrial visit is to provide practical exposure to a student who are pursuing professional degrees. Industrial visits carry various benefits like meeting corporate officials, 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 operations and procedures.

## Form B

### Part 1

#### Aim of the event :

Aim behind this visit was to explore about Amar Ujala news printing process. The visit was intended to make students aware about how Amar Ujala's reporters collect information, how content being designed, how it gets printed. 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 Amar Ujala. Because of this visit students were also able to understand how Amar Ujala handles contingent situations like machinery breakdown, issues on some particular news etc.

### Part 2

#### Abstract :

##### Part 1: Brief about Amar Ujala:

**Amar Ujala** is one of the most respected, leading and India's third largest daily newspaper with 19 editions, in 7 states and 1 union territory covering 179 districts.

With a total daily readership of 30.13 million readers (Source: IRS 2012 Q4), making it one of the most widely read broad-sheet newspaper in India and a circulation base of 2.93 million copies (Source: ABC Jan-June 2016), it covers Uttarakhand, Himachal Pradesh , Jammu, Haryana, Chandigarh, Punjab, Delhi NCR and Uttar Pradesh.

Its one of the fastest growing major daily newspapers in India. The circulation of Amar Ujala increased by 18% from 2.49 million per day in first half of 2015 (Source: ABC Jan-June 2015) to 2.93 million per day in first half of 2016 (Source: ABC Jan-June 2016), and holds the number 1 position in Uttar Pradesh, Uttrakhand, Himachal Pradesh and Jammu. Amar Ujala publishes a 18 - 24 page daily issue with colorful and vibrant pages in every edition.

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

Industrial Visit to Amar Ujala was for the students of MBA I semester students who are new to company culture and functioning. We reached the office premises at 11:45 am. And were warmly greeted by Mr. Dinesh (Production Manager).

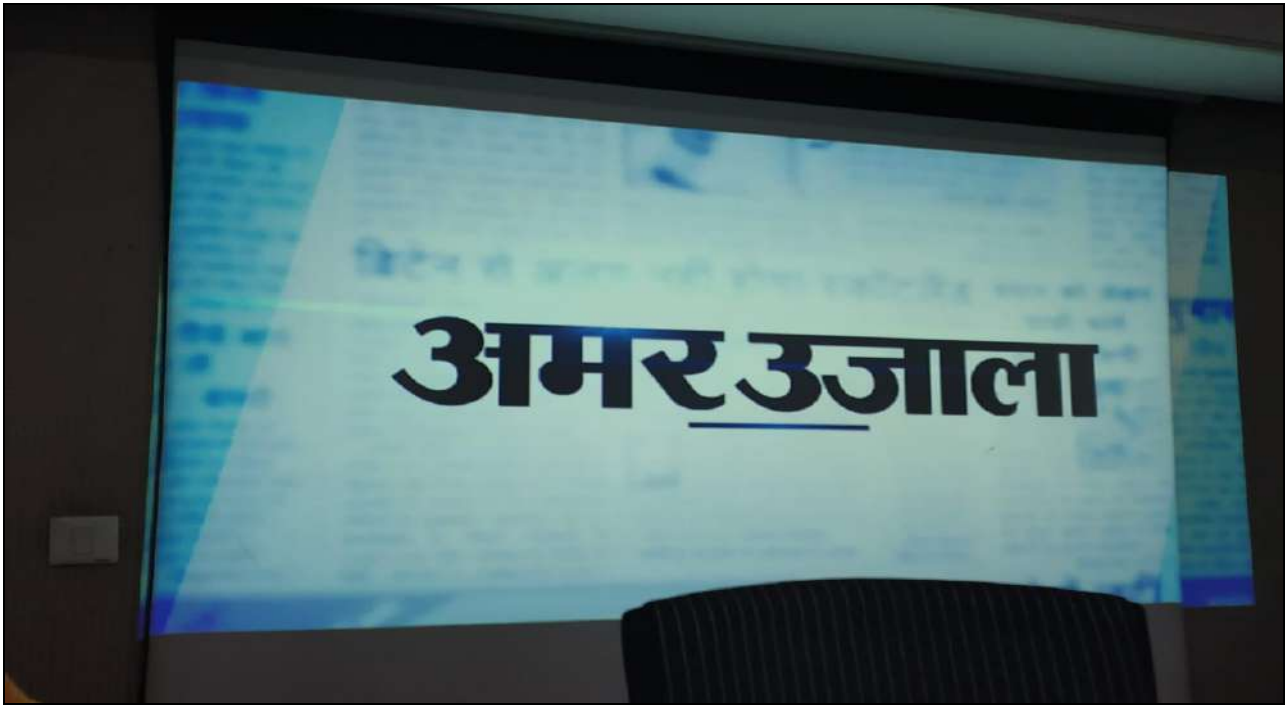
The visit started with light refreshment followed by the token of remembrance for our students. After refreshments students visited the shop floor where they saw how Amar Ujala actually prints their newspaper on a sheet. During the briefing, Mr. Dinesh explained the complete process of how raw material of the paper is generally imported from Korea 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 Amar Ujala, 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



A brief introduction of Amar Ujala company through power point presentation.



How colorful ink being injected in paper..!





Mr. Dinesh Briefing about roll papers and their recycling..!!



Well said "End is well, All is well" Amar Ujala distributes token of remembrance..!!