



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015 Certified Institute

Industry Visit to Amar Ujala - MBA

TITLE	Submission of Web Report For Industry Visit to Amar Ujala - MBA
Resource Person/ Facolitator	Mr. Dinesh Singh, Production Manager
Date	30/10/2018
Summary	<p>An industry visit for MBA 1st Semester students was organized by RDIAS, to align them with real industrial practices and processes. Therefore, students were taken for a visit to Noida to provide them with the insight of manufacturing and processing of Newspapers. Amar Ujala has been operating since 18 April 1948 and started from Agra.</p> <p>They told us that they are also working for the welfare of the society, they had also organized Blood Donation Camp. They manufacture 12 Newspapers per second and 45000 per hour. They collect Information through Reporters and various Agencies like PTI and Reuters. They had also moved to Digital version of the newspaper through their website and Facebook, Twitter page. The cost of newspaper is Rs.18 which is supplied to the public at the rate of Rs.3.5. They us a quote for their survival "Is dor me uchaiyo pe pohanchana hai to samay ke sath chalna jaruri hai". They have more than 11 Plants for manufacturing. The cleanliness in the plant was remarkable; the resource person appreciated the queries put forward by the students.</p> <p>For students pursuing professional education, industrial visits help them gain hands-on experience of how industry operations are executed. Industry visits bridge the gap between theoretical training and practical learning in a real-life environment. It broadens the outlook of students with exposure to different workforces from different industries.</p> <p>The overall visit was really a value adding learning experience both for students and the faculty members.</p>