



Industry visit to S. Chand for MBA

TITLE	Industry visit to S. Chand for MBA
Date	Sep 18, 2019 - Sep 18, 2019
Summary	<p>For some reasons, the print will never lose its shine in this digital world. This was pretty evident for the students as they visited the Vikas Publishing House, located in the Industrial area of Sahibababd region.</p> <p>A publishing unit which speaks for the very number of books, they end up printing, thanks to the latest offset technology they make use of.</p> <p>The entry point consisted of huge paper rolls, which goes into the printing of a book which Vikas publishing house generally procures from the best of the vendors and secondly the usage of adhesive as a part of the tech-based book binding, to which, Mr Narender (company representative) stated that they procure the same from the best ones available i.e., Pidilite and Henkel.</p> <p>The students were made to assemble in the training room, wherein Mr Narender explained them about how a book gets published and how publishing has changed over a while, given the infusion of latest technology related to publishing.</p> <p>Post the orientation session, the students were divided into two groups led by two facilitators and were taken to the shop floor where they witnessed running machines and different stages of book publishing.</p> <p>During the guided tour, students asked questions, based on their understanding of the system and how every aspect of publishing was being managed altogether.</p> <p>At the end of the tour, students reassembled at the training room, wherein Mr Narender asked for any points, they feel that the company should work upon, or if there were any questions post the guided tour.</p> <p>Overall, it was an enriching learning experience for the students in understanding the dynamics of how any big business ideology is operationalized.</p>