



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Industry Visit to Amar Ujala - BBA

### Training and Placement Department

*On*

### October 31 , 2018



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## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Industry Visit to Amar Ujala - BBA
- **Date :** October 31 , 2018
- **Time :** 10:00 am - 03:30 pm
- **Venue :** : Amar Ujala , C-21; 22, Sector – 59, Noida.
- **Organized By:** Training and Placement Department
- **Motivation for the activity :** Industrial visits bridge the gap between theoretical training and practical learning in a real life environment and help in enhancing interpersonal skills of students. They also broaden the outlook of the students with exposure to different work functions from different industries

## **Form B**

### **Part 1**

#### **Aim of the event :**

With an aim to go beyond academics, industrial visits are arranged for students to provide an insight into the real working environment of the industry and make them aware of industry practices and regulations. It provides an opportunity to plan, organize and engage in active learning experiences both inside and outside the classroom.

Industry visits sensitize students to the practical challenges that organizations face in the business world.

### **Part 2**

#### **Abstract :**

The Industrial Visit to Amar Ujala was conducted for the First Semester students of BBA, and it was a learning and knowledge enhancing experience. Amar Ujala, founded in Agra in 1948 is a Hindi-language daily newspaper published in India. It has 20 editions in seven states and one union territory covering 180 districts. Amar Ujala publishes a daily 16- to 18-page issue, as well as supplements focusing on matters such as careers, lifestyle, entertainment and women.

The visit began with a company presentation by their representative, Mr. Dinesh, wherein students were informed about the history, present operation and the future plans of the Company. The presentation also included aspects about the various supplements that they produce. After an interactive session with the students, they proceeded ahead with the plant visit under the supervision of Company Officials.

The managers were deeply knowledgeable and explained all about designing, printing of the newspaper and different magazines. They elaborated upon the importance of each plate used in the printing. The visit concluded with a question-answer session and plant visit followed by distribution of discount coupons and story books to the students by company official.

### **Part 3**

#### **Conclusion**

The visit to Amar Ujala was a learning experience for the students and this reflected very well in the queries they raised post the visit. This was an enriching experience for the students in getting live exposure of how a pressing unit actually functions and what measures are followed for it. This industrial visit gave a clear understanding to the upcoming managers who were quite enthusiastic about this visit. Overall, it was a great experience beyond the classroom learning experience for students. Students participated with enough zeal to make this visit pretty much interactive, meanwhile gaining decent knowledge about functioning of the Company.

## SnapShot



Students learning about designing part of newspaper.



Presentation time for Students.



Students actively listening about the company



Company official describing the manufacturing process