



RUKMINI DEVI

Institute of Advanced Studies

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Industry Visit to Amar Ujala - BBA

TITLE	Submission of Web Report For Industry Visit to Amar Ujala - BBA
Resource Person/ Facolitator	Mr. Dinner Singh
Date	31/10/2018
Summary	<p>An Industrial Visit To “Amar Ujala (A Hindi-Language Daily Newspaper Published In India)” , Noida was organized for the students of BBA-I-M-C.</p> <p>Facilitators Started With The Foundation And Estabilishment Of “Amar Ujala”. The Students And Faculty Members Were Served With Delicious Snacks.</p> <p>The Students Unveiled The Presentation About The Company’s Publishing Process,Plant Details , Quality And Quantity Measures. After That 18 Minutes Video Were Shown To The Students And Faculty Members About The Details Of Magazines And Newspaper Published By The “Amar Ujala” , Starting With The History And Production Of Newspapers. The Video Also Revealed The Present Scenario Of Growing Industry And Their Influence Over The Market. After The Presentation The Students Asked Their Queries And The Facilitator Briefed Them About Amar Ujala’s Production Unit And Printing Process. It Also Awared About How Carefully The News Designed, Framed,And Published In The Paper. Working Hour Of The Factory Was 3 Pm Onwords . Then After Gaining Information Students Were Moved To Designing Room Where They Asked Some Questions To The Incharge. Total 39 Students Visited The Industry Accompanied By 2 Faculty Members. Later On Students Were Shown The Machinery Room (Production Department) , They Got Awared About The Process. Then Students Were Given Books “Manzile Or Bhi Hai” , Which Was Truly Inspiring And Some Coupons Of Amar Ujala. Atlast The Students Were Takwn To Commercial Printing Devison , Which Was The Final Step Of Printing Process , Students Saw The Newspapers Printing . One Person Was Collecting Newspapers From Macgines And Another One Was Tying Them In Bundles, So That Those Bundles Could Reach To The Hawkers And They Can Pass On The Newspapers To The Public.</p> <p>The Visit Concluded With The Question And Answere Session And Filling Up Of Small Feedback Form About The Overall Visit To “Amar Ujala”. The Students Earned Understandings Of Printing Live Newspapers And Magazines And Also About The Management Process Under The Plant .</p>