

# Industrial Visit Report: Amar Ujala Printing Press, Shoghi

**Date of Visit:** February 18, 2024

**Location:** Amar Ujala Printing Press, Shoghi (Industrial Area)

**Duration of Visit:** 2:00 PM to 4:00 PM

## Introduction

The final year students of Bachelor of Business Administration department organized an industrial visit to Amar Ujala Printing Press located in Shoghi, Industrial Area. The aim of this visit was to provide the students with practical exposure to the newspaper printing process and to understand how news is collected, sorted/ selected, printed and delivered to the masses. A total of 32 students from BBA Department participated in the visit, accompanied by faculty members Mrs Anita Verma and Miss Komal Sharma from the department.

## Objectives of the Visit

- To gain an understanding of the complete printing process involved in newspaper production.
- To observe the physical workflow of newspaper printing.
- To learn about the latest printing technologies and machines used in high-volume production.
- To explore career opportunities in the printing and media sectors.
- To connect theoretical knowledge of print media with its practical application.

**Overview of Amar Ujala Printing Press:** Amar Ujala is one of India's prominent Hindi-language newspapers, with a strong presence across multiple states. The printing press located in Shoghi is equipped with advanced printing technologies, ensuring timely newspaper distribution in the region. The facility operates 24/7 to deliver the daily news to readers.

**The Process of News Printing:** Upon arrival, the students were welcomed by Mr. Maheshwar Singh Thakur (Administrator), Kishan Dulare Upadhyay (Production Manager), and other staff members, who provided a brief introduction to the Amar Ujala group and its operations. The students were divided into smaller groups for a detailed tour through the various stages of newspaper production.

1. **Editorial Desk:** The newspaper production begins with the editorial team, which gathers news from various sources, edits it, and prepares it for printing. The editorial department uses software like Adobe to design and layout the pages.
2. **Pre-Press Process:**
  - **Page Composition:** The newspaper pages are reviewed, proofread, and finalized before being sent to print.
  - **Plate Making:** Once approved, the layout is transferred to printing plates using a computer-to-plate (CTP) machine. These plates hold the images to be printed.











### **Insights Gained by Management Students**

Commerce students gained important insights into the financial aspects of newspaper production, including the costs of raw materials (such as paper and ink), labor, machine upkeep, and logistics. They also learned about the economic challenges facing the print industry, such as decreasing advertising revenues and increasing production costs in the digital era.

### **Interaction and Q&A Session:**

After the tour, the students engaged in an interactive session with the printing press officials. They asked questions about operations, technological advancements, and emerging trends in the print media sector. The officials emphasized the importance of embracing digital media and explained how Amar Ujala is adopting digital strategies to stay competitive.

### **Conclusion:**

The visit to the Amar Ujala Printing Press proved to be a highly valuable experience for the students, providing them with hands-on knowledge about the workings of a modern printing press. It allowed them to witness the technical processes involved in newspaper production and gain a deeper understanding of the broader media industry. This experience effectively connected theoretical knowledge with real-world applications, making it an integral part of their academic development.

**Mrs Anita Verma and Miss Komal Sharma**, the faculty coordinators, extend their gratitude to the Amar Ujala team for providing this valuable learning opportunity. The visit has significantly contributed to the students' understanding of BBA Department about the newspaper industry.

**Submitted by:**

**Faculty Coordinators**

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