

Report on Industrial Visit to Amar Ujala Printing Press

Industrial Visit Report: Amar Ujala Printing Press, Shoghi

Date of Visit: March 11, 2024 **Location:** Amar Ujala Printing Press, Shoghi (Industrial Area)

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

Introduction:

The second-year Bachelor of Business Administration (BBA) students organized an industrial visit to the Amar Ujala Printing Press located in Shoghi, an industrial area. The primary objective of this visit was to provide students with practical exposure to the newspaper printing process, allowing them to understand how news is gathered, processed, printed, and distributed to the public. A total of 33 students from the BBA department participated, accompanied by faculty members Mrs. Anita Verma and Miss Sakshi Sharma.

Objectives of the Visit:

- To understand the entire newspaper printing process.
- To observe the step-by-step workflow of newspaper production.
- To learn about the advanced printing technologies and machinery used in large-scale production.
- To explore potential career opportunities in the printing and media industries.
- To relate theoretical knowledge about print media to its practical applications.

Overview of Amar Ujala Printing Press:

Amar Ujala is one of India's leading Hindi newspapers, with a wide reach across multiple states. The printing press situated in Shoghi is equipped with cutting-edge printing technologies, ensuring the timely distribution of newspapers. The facility operates around the clock, facilitating the daily delivery of news to its readers.

The News Printing Process:

Upon arrival, the students were warmly welcomed Mr. Kishan Dulare Upadhyay (Production Manager), and other staff members, who gave a brief introduction to the company and its operations. The students were then divided into small groups for a detailed tour of the different stages of newspaper production.

1. **Editorial Desk:** The production process starts with the editorial team, who gather and edit news from various sources. They use software such as Adobe to design and layout the newspaper pages.

2. Pre-Press Process:

- **Page Composition:** The newspaper pages are carefully reviewed, proofread, and finalized before being sent to print.
- **Plate Making:** Once the pages are approved, they are transferred onto printing plates using a computer-to-plate (CTP) machine. These plates are used to print the images and text.

3. Printing Process:

- **Offset Printing:** The students were introduced to the offset printing method, where ink is transferred from printing plates to a rubber blanket, and then onto paper. The four standard colors—Cyan, Magenta, Yellow, and Black—are used to create the final printed image.
- **Printing Machines:** The facility uses high-speed offset printing machines that can produce between 30,000 and 35,000 copies per hour. Students observed how large rolls of paper are fed into these machines, printed, folded, and then cut into individual newspapers.

4. Post-Press Operations:

- **Quality Control:** After printing, the newspapers go through a rigorous quality control process to ensure no printing errors or smudges.
- **Bundling and Distribution:** The final newspapers are bundled, packed, and dispatched for delivery. The logistics team ensures that they are delivered on time to various distribution centers.





Insights Gained by BBA Students:


The BBA students gained valuable insights into the financial aspects of newspaper production. They learned about the costs associated with raw materials, such as paper and ink, labor, machine maintenance, and logistics. Additionally, they discussed the economic challenges faced by the print industry, including the decline in advertising revenue and the rising production costs, particularly in the face of increasing digital media consumption.

Interaction and Q&A Session:

After the tour, the students participated in an interactive session with the printing press officials, where they asked questions regarding operations, technological advancements, and trends within the print media sector. The officials highlighted the importance of adapting to digital media, explaining how Amar Ujala is embracing digital strategies to remain competitive in the changing market landscape.

Conclusion:

The visit to the Amar Ujala Printing Press provided the BBA students with a comprehensive understanding of the modern newspaper production process. It was a highly informative and hands-on experience, offering students a chance to witness firsthand the technical and operational aspects of a large-scale printing press. The visit successfully bridged the gap between theoretical knowledge and real-world applications, making it a valuable learning experience for the students in their academic journey.


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