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## **EDUCATIONAL VISIT AT AMAR UJALA, ALIGARH**

**Date of Visit:** 25<sup>th</sup> Oct, 2024

**Location:** AMAR UJALA, Aligarh

**Organized by:** Department of Management & Commerce, IIMT Aligarh

**Participants:** 45, BBA 3<sup>rd</sup> Sem Students

**Faculty Coordinator:** Mr. Prashant Agrawal

### **Introduction**

The Department of management & commerce organise an Educational visit for BBA 3<sup>rd</sup> Sem students at Amar Ujala, Aligarh on 25<sup>th</sup> oct, 2024. The coordinator of visit was Mr. Prashant Agrawal, Faculty department of management & commerce. The educational visit to the newspaper press was aimed at providing students with practical insights into the printing process, operations, and the overall workflow of a newspaper. The visit enabled participants to observe the latest technologies in use and understand the significance of newspapers in today's media landscape.

### **Overview of the Newspaper Press**

The Amar Ujala, a newspaper press is a facility where newspapers are printed, folded, and packaged for distribution. The visit included an overview of the various departments involved, such as pre-press, printing, and post-press.

### **Key Highlights of the Visit**

#### **1. Pre-Press Operations:**

- Participants learned about the process of layout design, typesetting, and digital printing technologies.
- Demonstrations showed how articles and images are prepared for printing,

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emphasizing the importance of precision and quality in design.

## **2. Printing Process:**

- The group observed the high-speed printing machines in operation, such as rotary presses.
- Insights were provided into the use of various inks and paper types, as well as the eco-friendly initiatives in place, like recycling waste paper.

## **3. Post-Press Operations:**

- After printing, newspapers go through processes like cutting, folding, and packaging.
- Students saw how the final products are prepared for distribution, including the role of logistics in ensuring timely delivery.

## **4. Quality Control:**

- The importance of quality checks was highlighted, with demonstrations on how errors are minimized.
- Discussions included how technology aids in maintaining consistent quality throughout the printing process.

## **Interaction with Industry Professionals**

Participants had the opportunity to engage with experienced professionals in the field. They shared their career paths, challenges faced in the industry, and the evolution of newspapers in the digital age. This interaction provided valuable networking opportunities and practical advice for students considering careers in media and journalism.

## **Conclusion**

The educational visit to the newspaper press was an enriching experience for all participants. It provided a comprehensive understanding of the newspaper production process and the various technological advancements shaping the industry. Students left with a deeper appreciation for the hard work that goes into producing a daily newspaper and the skills required in this dynamic field. We would like to thank Amar Ujala for hosting our visit and providing a comprehensive tour of their facilities. Special thanks to the staff for their presentations and willingness to answer our questions.

## **Glimpses of Visit**



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# अमर उजाला

2024 खबर आने से लेकर छपने तक

याद रहेगी ये **मुहुराकात**

सुबह जब हाथ में आता है अखबार तो अक्सर बच्चों के लिए और छात्रों के लिए कई सवाल भी साथ लेकर आता है। खबरें कैसे बनती हैं? अखबार छपता कैसे है? किन्तु कितना लगता है और फिर लोगों तक पहुंचता कैसे है?

लेकिन अगर अखबार के दफ्तर में और प्रिंटिंग प्रेस में पहुंच जाते हैं बच्चे तो सवाल पीछे रह जाते हैं। फिर मन में, और दोस्तों को बताने के लिए रहती है एक ही बात...

**अरे! मैंने तो अखबार को छपते हुए देखा है!**

अमर उजाला के छात्र-छात्राओं ने अमर उजाला कार्यालय में अखबार बनने से छपने तक की प्रक्रिया जानी।

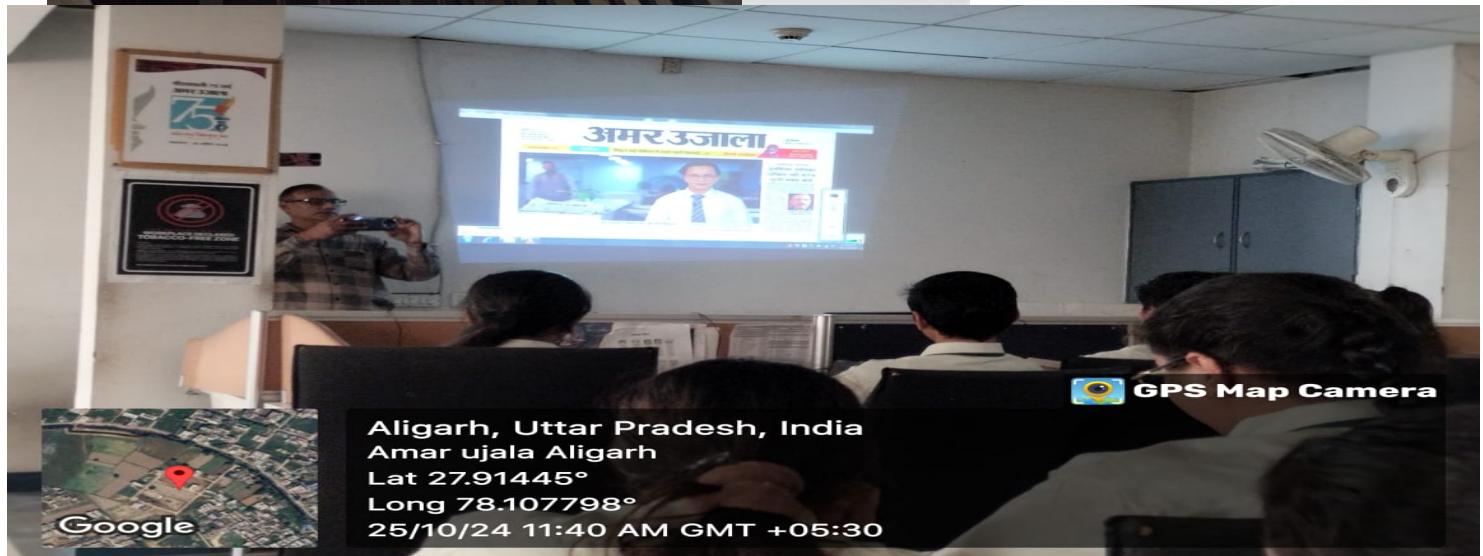
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