



## **Industrial Visit – “AMAR UJALA”**

### **Event Report**

<b>Event Name:</b> Industrial Visit “Amar Ujala”,	<b>Event Date:</b> 15th July’2020
<b>Faculty Coordinators:</b> Dr Shruti Traymbak	<b>Event Timings:</b> 11:00am-3:30pm
<b>Number of Participants:</b> 80	<b>Venue:</b> Amar Ujala Corporate Office

#### **Expected Outcome**

To expose the students to the process of production, print and circulation operations of a media house.

#### **Purpose of the event**

To make students understand about media planning, shift work system of employees, HR policies, turnover and attrition rate of employees.

#### **Detailed Report:**

To strengthen our Industry, Connect and pave way for Industry-Academic Integration, a visit to the corporate office Amar Ujala on 15<sup>th</sup> July, 2020 Leading Hindi Newspaper was undertaken for our students of PGDM SCM / HR (BATCH 2019-21) under the supervision of Dr. Shruti Traymbak and Mr. Anoop Amar Ujala is a Hindi-language daily newspaper published in India. It has 20 editions in seven states and one union territory covering 180 districts. It has a circulation of around three million copies the students were given insights about media planning, shift work system of employees, HR policy, turnover and attrition rate of employees. Various general and technical questions were asked by students like the turnover of the factory, plan for future expansion, working of different departments, recycling of waste material, types of paper etc. The students were also briefed about the whole process of production along with the initiatives done by the organization for fulfilling their Corporate Social Responsibility

**Learning Outcomes:**

This Industrial visit helped students to understand how to frame employees' policies, HR policies recycling mechanism of waste material.

**Report Prepared by**

(Dr. Shruti Traymbak)