

Nearly 90 students of BCom, BBA students, along with Prof Sanjeev Sharma, Prof Bhuvan Lamba and Prof Priya Bakshi visited 'Dainik Jagran' printing press as part of the industrial visit.

The prime objective of the visit was to acquaint students with the working of Newspaper Industry.

Students were provided with an opportunity to see the machinery and the technology involved in the making of the daily newspaper at the printing press. The students were awestruck to see the technologically advanced equipments that were being used in the press.

Dainik Jagran, a leading Hindi Newspaper owned by Jagran Prakashan Limited. Dainik Jagran has now been the most read daily newspaper for the 25th consecutive time. It has also been declared by the World Association of Newspapers (WAN) as one of the most read newspapers in the world. It was named the most credible newspaper source in India in a survey commissioned by BBC-Reuters.

Dr Sanjeev Sharma (President Commerce Forum) said, "The visit to 'Dainik Jagran' printing press was an eye opener for all. Students were happy and thrilled to know the process of making a newspaper. The production engineers team at the press were very helpful in terms of explaining the roles played and the functions performed by the machinery located here"

The high end devices and equipments enamoured the students and the history of the newspaper in the country was another intriguing factor for the students. Mohit, Student, said, "I have been reading Dainik Jagran since childhood and is my favourite newspaper. To see the process of how newspapers are printed each day is very informative. The functions of the machinery and the continuous production that is taking place to ensure that newspapers reach subscribers' homes on time is a strenuous process. On the whole the visit was most educative and informative for our class and has enriched our learning"

The technology involved in the making of the newspaper and providing it to the readers on time made an impact on the students. Rajiv, student, said, "The visit to the printing press has changed the perspective about newspapers. Nearly 70,000 copies are printed every hour with

the help of the latest printing machines and the connect between the editorial and the production team is seamless. The visit was a valuable experience and a part of the continuous comprehensive evaluation process that is mandatory for students at the College”

During the visit, students visited the warehouse, Production area, and Dispatch Area. Students learnt the supply chain of Newspaper right from the receipt of news from journalists, News Paper Designing, Cutting, Printing, Folding, Counting and dispatching the newspapers to market. Students also learned the revenue and cost mechanism of newspaper industry.

The visit was successfully organized by the Commerce Forum team at DAV College, Jalandhar

President of Commerce Forum Dr Sanjeev Sharma said "I promulgate my unfeigned gratitude and appreciation to our Industrial Visit team for triumphantly manoeuvring visit to Dainik Jagran Press. Students are strenuously popped up intelligent questions which were accentuated assiduously and meticulously addressed by the management of Press making it sure that the visit wasn't banal for the students. I hope that it would foster exuberant growth and culminate heft in the intellect of the students"

{gallery}/2015-16/commerce_forum/DJ_visit{/gallery}