



# **BUDDHA INSTITUTE OF MANAGEMENT GIDA, GORAKHPUR**

**DEPARTMENT OF BUSINESS ADMINISTRATION (UG)  
ACADEMIC YEAR 2025-26**

## **Industrial Visit Summary**

The Business Administration Department, Buddha Institute of management, organized an Industrial Visit on **23/03/2026** to **Amar Ujala GIDA** for the students of BBA 4<sup>th</sup> Semester.

The objective of the visit was to provide students with practical exposure to **editorial and pre-press section**. The industry officials explained various processes, operations, and technologies used in the field. Students observed real-time applications of the concepts studied in the classroom and interacted with experts to gain deeper insights.

The visit enhanced students' understanding of the visit began with an orientation session conducted by the press officials. They introduced the organization, explained its history, and highlighted the importance of planning, coordination, and time management in newspaper production. Students were then taken to different sections of the printing press.

In the **editorial and pre-press section**, students learned how news content is edited, designed, and finalized using computers before printing. The officials explained the use of modern technology in preparing printing plates. In the **printing section**, students observed high-speed web offset printing machines where large paper rolls are used to print newspapers. The machines automatically print, fold, and cut the newspapers in a short time, and motivated them to connect academic knowledge with industrial practices. Overall, the program was highly informative and beneficial for bridging the gap between theory and practice.

**Total Number of Students Visited- 68**

**Faculty Coordinator(s):** Mr. Abhay Kumar Upadhyay, Ms Khushi Dixit, Ms. Akriti Tiwari

**Head of Department**

**Department Placement Coordinator**