



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dated - September 2nd, 2010
Corporate Resource Centre

EVENT	:	INDUSTRIAL VISIT
SCHEDULE:		
Date	:	September 1 st , 2010
Day	:	Wednesday
FACULTY INCHARGE	:	Mr Trishu Sharma
Head CRC	:	Mr S.P. Dahiya
No of Students	:	105

OBJECTIVE:

Bridge the gap between the theory and actual practices of corporate. Provide real life exposure to students about industrial working. Develop design and conceptual skills about functioning of Industrial House. Appraise about the working culture of corporate house. Groom students as per the requirements of GGSIPU syllabus of the program.

CORPORATE HOUSE: Press Information Bureau
Ministry of Communications & IT
Govt. of India
"A" Wing, Shastri Bawan
New Delhi-110001



Press Information Bureau, Shastri Bhawan, New Delhi



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Dy. Director, PIB, Akhlesh Tyagi, Director, PIB (M&C) Mr. Satyendra Prakash, Mr. S.P. Dahiya T&P Officer, TIAS, Mr. Trishu Sharma, Faculty, TIAS at Press Information Bureau, Shastri Bhawan, New Delhi.



Students of TIAS interacting with Dy. Director, PIB, Akhlesh Tyagi, Director, PIB (M&C) at Press Information Bureau, Shastri Bhawan, New Delhi.

Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



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Query Session in progress with Dy. Director, PIB, Akhlesh Tyagi, Director, PIB (M&C) at Press Information Bureau, Shastri Bhawan, New Delhi.



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Dy. Director, PIB, Akhlesh Tyagi and Director PIB- Satendra Prakash Interaction with students at PIB, Shastri Bhawan, New Delhi



Dy. Director, PIB, Akhlesh Tyagi and Director PIB- Satendra Prakash with TIAS students at Press Information Bureau, Shastri Bhawan, New Delhi

Objective:

1. The objective of the visit was to provide practicality functions of PIB, as it is the hub of central government's information and communication channel.
2. To make Students understand how PIB do interface between the central government and media.
3. To aware incumbents, that how PIB organize various press conferences and briefings.
4. To provide exposure of practical approaches of PIB for organizing various public information campaign (PIC).

Learning Outcome:

All students were reached at PIB on time. Dy. Director, PIB, Akhlesh Tyagi introduced all the students with Mr. Satyendra Prakash, Director PIB. A Presentation was given by Mr. Satyendra Prakash, Director PIB, about the functions & proceedings of PIB. He also solved quarries of students. He explained various functions of various departments at PIB.



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All The Students of TIAS also interacted with Director Mr. Satyendra Prakash at PIB. This visit provided in-depth knowledge of PIB. Students are made abreast about the various functions of PIB.

Further the visit explored following areas:-

- Students are made aware about the general proceedings of PIB.
- PIB interfacing approach between government and media.
- PIB set up including various regional offices and branches.
- Various publicity strategy adopted by PIB for central government.
- Organizing Press Conference and Press Briefings at PIB.

This visit provides hands on practical exposure to the students for making their professional career in media industry especially in journalism and mass communication. This visit also enhanced their knowledge about the government machinery for spreading information.

This visit also enhanced the Journalistic approach & how to collect information from a news agency as we know the PIB is the authentic & relevant source of the information in news business especially for government related information & news. Students also gained various communication exposures while they were participating in interaction session with the authorities and dignitaries of PIB. They discussed on various issues, tools & techniques of news gathering and liasoning used in present media scenario. Students visited there various departments there & informed about the functions of that particular departments. Al the students also interacted with the other senior officials of PIB. They also informed about various Public Information Campaigns like “Bharat Nirman”, AIDS AWARENESS & SARVA SIKSHA ABHIYAAN.The visit was fruitful and satisfactory for the students.

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