

**Industrial visit  
and  
Educational Tour**

**To  
Manali,**



**Dated: 22<sup>nd</sup> February 2022, to – 27<sup>TH</sup> February 2022,  
Organized for**

**BA (JMC) Students, TIAS**

**Tecnia Institute of Advanced Studies, MadhubanChowk, Rohini, Delhi  
NAAC ACCREDITED GRADE 'A' INSTITUTE**

*Sandeep Kumar  
23/3/2022  
Dr. Sandeep Kumar*

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## Report

**Event:** Industrial Visit cum Educational Tour

**Date:** 22<sup>nd</sup> February 2022 to – 27<sup>th</sup> February 2022

**Venue:** Manali

**Resource Person:** Mr. Sandeep, Editor (Amar Ujala)

**Students:** B A (JMC) (1<sup>st</sup> 2<sup>nd</sup> & 3<sup>rd</sup> year), TIAS

**Faculty In-charge:** Mr. Mayank Arora & Dr. Jagriti Basera

### Objectives:

- To make the students to aware with Industry practices in Amar Ujala.
- To increase the practical knowledge of various departments in the Amar Ujala.
- To correlate theoretical knowledge with practical exposure.
- To provide opportunity to learn problems at grass root level and culture of villages of Manali.

### Introduction on Industrial Visit and Educational Tour

Tecnia Institute of Advanced Studies organized 3 nights & 3 days (stay) Industrial cum Educational tour from 22<sup>nd</sup> February 2022, to – 27<sup>th</sup> February 2022 for (BAJMC)

students to Manali. Students of (BAJMC) program participated in this tour along with two faculty members.

## **Manali**

Manali is a town in the Indian state of Himachal Pradesh. It is situated in the northern end of the Kullu Valley, formed by the Beas River. The town is located in the Kullu district, approximately 270 kilometres (170 mi) and 544 kilometres (338 mi) northeast of the national capital of Delhi. With a population of 8,096 people recorded in the 2011 Indian census Manali is the beginning of an ancient trade route through Lahaul and Ladakh, over the Karakoram Pass and onto Yarkand and Hotan in the Tarim Basin of China. Manali is a popular tourist destination in India .

## **History of Manali**

Manali is named after the Sanātani lawgiver Manu (see Manusmriti). The name Manali is regarded as the derivative of Manu-Alaya (transl. 'the abode of Manu'). In Hindu cosmology, Manu is believed to have stepped off his ark in Manali to recreate human-life after a great flood had deluged the world. The Kullu Valley in which Manali is situated is often referred to as the "Valley of the Gods". An old village in the town has an ancient temple dedicated to the sage Manu.

## **AmarUjala:**

Amar Ujala is a founded in 1948 Hindi-language daily newspaper published in India. Amarujala is leading in the Hindi Newspaper, received many awards for its design, innovation & audience fitment. It is the fastest growing Hindi news website in India, and focuses on National and International News, Business, Sports, Technology,

Entertainment and Lifestyle. BA(JMC) Students visited Amar Ujala Newspaper for educational and industrial tour to learn the culture of Journalism and working environment of the Newspaper. It helps the students to gain first-hand information regarding development communication and get practical exposure to the BA(JMC) Students.



### **The Itinerary:**

#### **22<sup>nd</sup> February (Tuesday)**

All students who participated in the Industrial Cum Educational trip gathered at the college premises at 17:00 Hrs. The students boarded the bus in which their seating & travelling arrangements had been made. The bus departed for the destination at 20:00 PM. Overnight travel to Manali. This kind of activity develops the Managerial qualities

like Punctuality of Time, Co-ordination of activities and Integrated Communication among the students and the faculty members.

### **23<sup>rd</sup> February (Wednesday)**

On second day of educational tour students checked in hotel Grace, and after refreshment students visited Manali mall road, Hidimba Temple, Van Vihar & Tibetan Monastery. The students got an opportunity to interact with the shop-keepers in Manali mall road and the local people in Manali. They learned about the history of that place, the culture of the local people apart from understanding the uniqueness of the traditional products like- Shawls, Home-decoration items etc. which are available aplenty in the mall road market. This demonstrates the utility of understanding the cultural environment of the Business.



BA (JMC) Students meet Mr. Sandeep, Editor (Amar Ujala) with Mr. Mayank Arora (Faculty In charge).

### 24<sup>th</sup> February (Thursday)

On this day, the students have hot breakfast. After breakfast students proceed for Solang valley Snow Point.

Here, students learnt that many exciting adventure and activity based outbound training and team building programs by certified outdoor instructors. The students experienced the Snow Fall. At the evening Students enjoy dinner with a superb Private DJ Party.



**BA(JMC) Students at Solang Valley**

**25th February (Friday)**

**Visit to Manikaran Sahib** located in Bhanter. Enjoy the natural hot springs which are known to treat of ailments as well. .

Students asked various questions related to employment, health and education facilities from the employee of the gurudwara.

After that Students conducted a short interview from employee of the gurudwara.

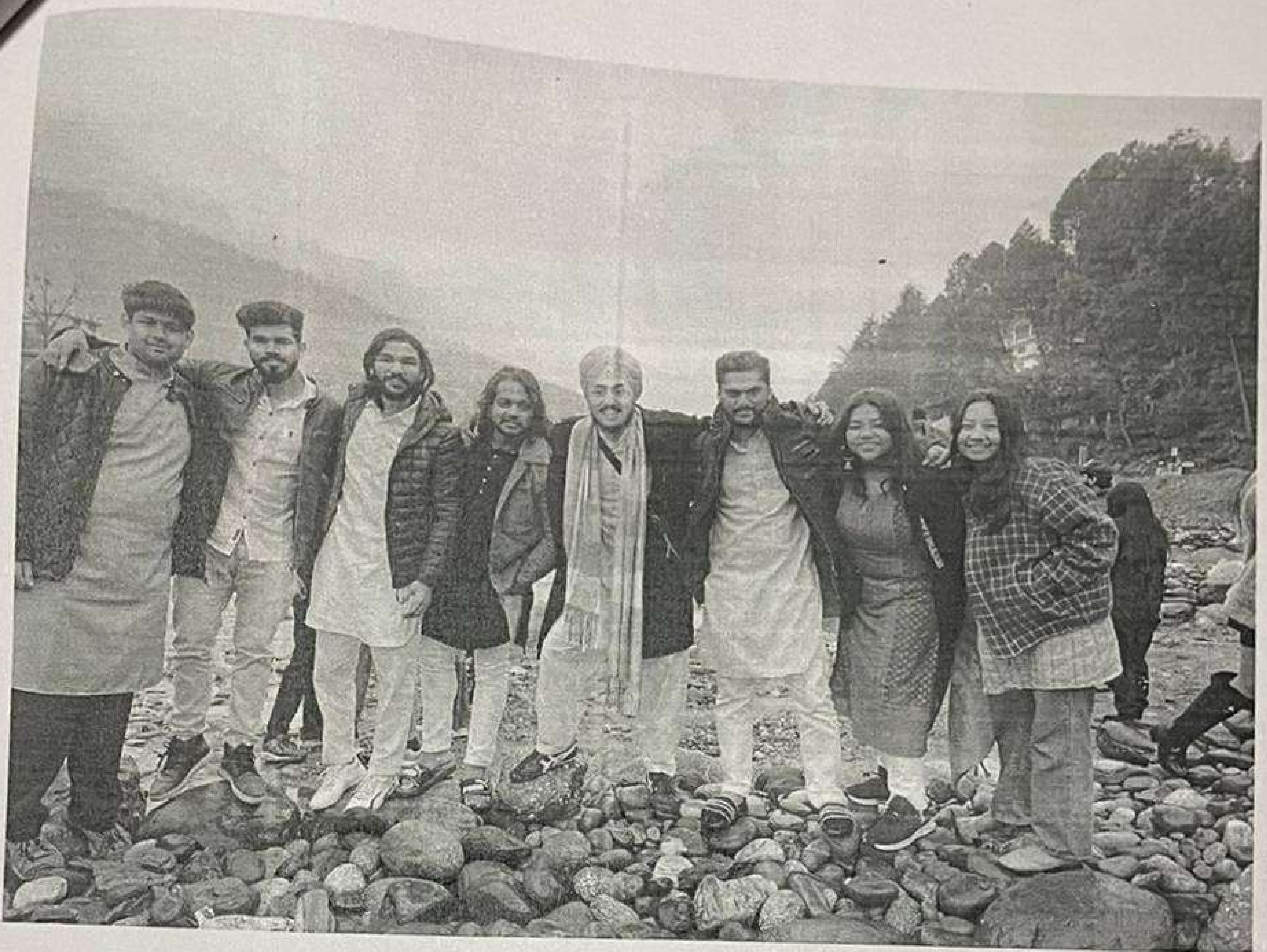


**BA(JMC) Students visit Manikaran Sahib Gurudwara**

**26<sup>TH</sup> February 2022 (Saturday)**

On 26<sup>th</sup> February 2022 students checked out from Hotel Grace and proceed for industrial visit in Amar Ujala, Kullu. Thereafter overnight journey to Delhi students reached safely in Delhi at 5:00 am.





**BA(JMC) STUDENTS ENJOYING IN MANALI**



SNOWFALL VIEW IN MANALI



**BA (JMC) STUDENTS ENJOYING IN MANALI**

### **Student's Feedback and Analysis**

It was a great learning experience to visit the Shimla for the students. Such tour is very helpful for the implementation of theoretical approach in practical way.

Following are the Analysis of the student's Feedback:

Particulars	Objectives	topic	Relevance industry	application	in	Creativity	analytical / tech	knowledge component	comm skills	session	learning outcome	Total
Not Acceptable												
below average												
Average	2	3	2	2	1	10	1	0	2	1	24	
Good	8	1	3	9	7	2	1	4	5	4	44	
Outstanding	2	8	7	1	4	0	10	8	5	7	52	

### Interpretation of the result:

A careful study of the feedback analysis leads to the following Interpretation:

- Most of the students have given outstanding comments about the Industrial Visit cum Educational tour.
- The students found the Industrial visit cum Educational Tour relevant, and knowledgeable.
- This Industrial visit cum Educational Tour was in correlation with the curriculum.

### **Learning Outcome:**

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. The objective of an industrial visit is to provide us an insight regarding internal working of companies. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place.

It provided us with an opportunity to learn practically through interaction, working methods and employment practices. It gives us an exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. Industrial visits are arranged by TIAS for student with an objective of providing an opportunity to explore different departments in Media Organization like Editorial department, Reporters, designing, Printing Department of Amar Ujala, Himachal Pradesh.

Industrial realities are opened to the students through industrial visits.

- Students have learnt about the work culture of village.
- Students have got first hand information with relevant to development.
- Students have exposed to the practical exposure in correlation with theoretical knowledge.
- Students have learnt about problems faced by rural people.

Excerpts from those who accompanied the students during the visit:

Dr. Jagriti Basera

Educational tour is very beneficial to foster all-round development in journalism and mass communication students, as it is an exposure for them on how to apply and understand development communication theories and models in practice and to know the ground realities and problems of common people. Such a tour is very helpful for incorporating theoretical knowledge in practical way which is the very part of the curriculum. The services provided by the tour operator in the arrangements of hotel rooms, food and transportation during the tour were good. "

Dr. Jagriti Basera

(Dr. Jagriti Basera)

Mr. Mayank Arora

(Mayank)