



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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Department of Journalism and Mass Communication

Report On

Industrial Visit cum Educational Tour for Experiential Learning

(World Book Fair, Pragati Maidan)

Activity : Educational visit for Experiential Learning to World Book Fair

Date : February 16, 2024

Department : Department of Journalism and Mass Communication

Faculty in Charge : Ms Navya Singh, Assistant Professor BA (J&MC), TIAS

Mr Deepak Prasad, Assistant Professor BA (J&MC), TIAS

Participants : Students of 1st, 2nd & 3rd year, BA(JMC)

Objectives: The primary objective of organizing a visit to the World Book Fair at Pragati Maidan, New Delhi, with students of Journalism and Mass Communication from Tecnia Institute of Advanced Studies were to provide an immersive learning experience, expose students to the diverse world of literature and publishing, and enhance their understanding of the role of books in the media industry.

Execution of the activity:

In the weeks leading up to the visit, students were briefed about the significance of the World Book Fair, its impact on the publishing industry, and the relevance to their field of study. Permissions and logistics for the visit were coordinated with the institute administration and the necessary arrangements were made. Upon arrival at Pragati Maidan, the students were given a guided tour of the various pavilions and stalls by experienced guides. Emphasis was placed on exploring diverse genres, new releases, and interactions with publishers and

Navya

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authors. Scheduled interactions with authors, publishers, and industry experts were organized to provide students with insights into the latest trends, challenges, and opportunities in the field of publishing and media. Networking sessions were facilitated to allow students to connect with professionals in the publishing industry, fostering potential mentorship and internship opportunities.

Learning Outcomes:

In conclusion, the visit to the World Book Fair at Pragati Maidan was a valuable and enriching experience for the students of Journalism and Mass Communication from Tecnia Institute of Advanced Studies, contributing to their academic and professional development:

- Exposure to the World Book Fair enriched students' understanding of the publishing industry, its challenges, and the evolving role of media in promoting literature.
- The interactive sessions and workshops provided students with hands-on experience in conducting interviews, writing book reviews, and creating media content related to literature.
- Networking opportunities allowed students to establish contacts within the industry, potentially opening doors for internships, collaborations, and future career opportunities.
- The visit encouraged teamwork and collaboration among students as they worked together on various activities and assignments during the visit.

Nanya

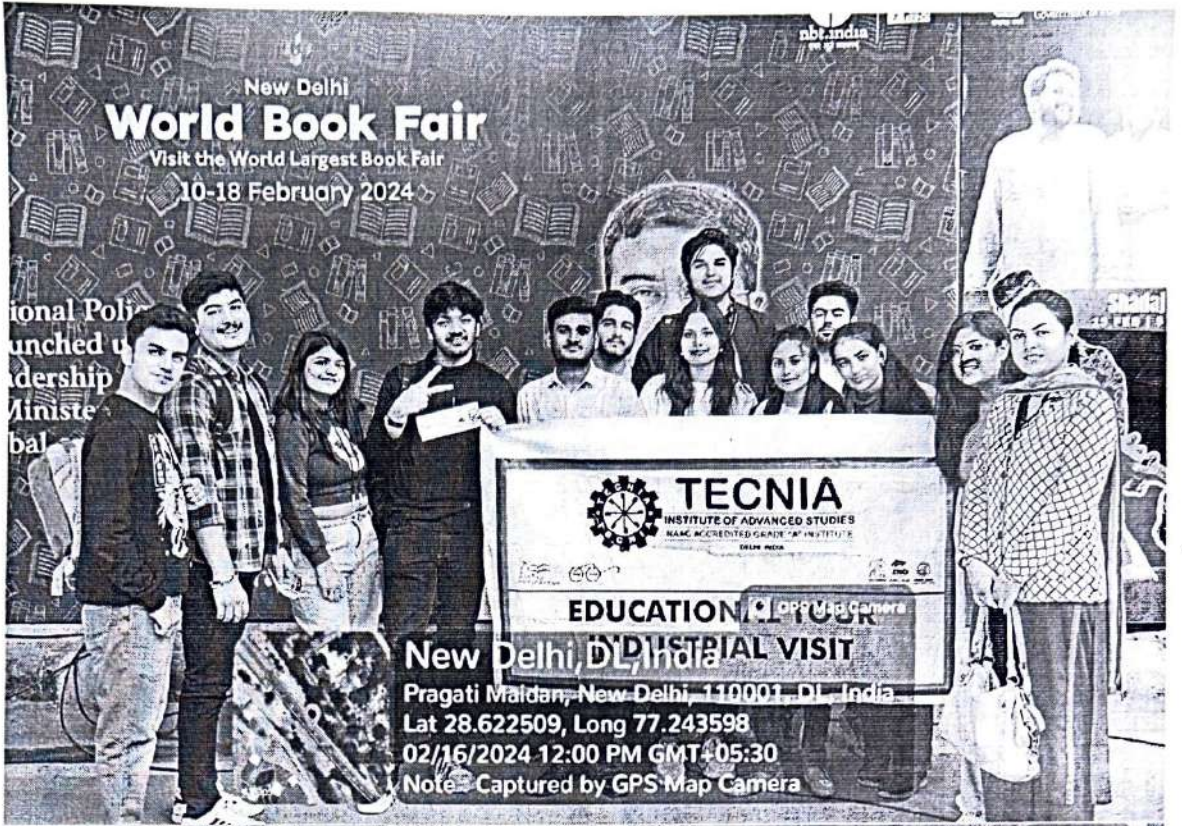
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Photographs:



Nurja

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BA(JMC) students at World Book Fair, Pragati Maidan

Nayyar

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List of Participants:

Sr. No.	Enrolment no.	Name
.1	00121302423	Daksh Bajaj
2	00221302423	Bhumika Sharma
3	00321302423	Anshika
4	00421302423	Ujjwal Gupta
5	00521302423	Heenakshi Wadhwa
6	00621302423	Digonto Banerjee
7	00721302423	Anjali
8	00821302423	Manvi Sharma
9	00921302423	Rumesa Khan
10	01021302423	Kripa Grover
11	01121302423	Rachit Dhimri
12	35221302423	Abhishek Mishra
13	35321302423	Suhani Narain
14	35421302423	Sanjana Singh
15	4617002422	Drishti Pandey
16	4717002422	Parthik Rathi
17	4817002422	Cheshta Garg
18	5017002422	Kashish
19	5117002422	Jhanvi Tandon
20	5217002422	Vansh Shukla
21	35521302422	Gitika Sharma
22	35621302422	Harshita Negi
23	36121302422	Chandrika Mishra
24	35321302422	Bhoomi Garg
25	35921302422	Mansi Sharma
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