Department Of InformationCommunication and Technology

Master of Computer Applications

Report On

Industrial Visit

Activity   : Industrial Visit
Name of Company   : India TV
Courses Mapped   : Object Oriented Software Engineering (MCA-104), Web Technologies (MCA-116), Digital Marketing (MCA-128)

Department   : Department of ICT

Program   : MCA

Faculty in Charge   : Ms. Vandana Sharma

Participants   : MCA – 2nd Semester students

                     BCA – 2nd Semester students

Date   : 7th May 2024
Time   : 12 pm onwards

Objectives:

- Understanding the technological infrastructure: Through the visit, students were able to gain insights into the IT systems and technological infrastructure used by India TV for news broadcasting, data management, content delivery, and more.

- Learning about digital content creation: MCA students were able to observe how digital content is created, edited, and distributed by a prominent news channel. Students were able to understand the role of IT in media production.

- Enhancing practical knowledge: MCA students were able to see how IT applications are used in a real-world setting like a news channel. They could enhance their practical knowledge and gain a deeper understanding of how technology is applied in a professional environment.

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Company Profile:

India TV is a well-known news channel which is rising as India's leading news channel within a short span of its existence. It owes a lot to the vision of its chairman and editor-in-chief Rajat Sharma and the dedication and toil of its ever-growing team of bright news TV professionals.

Rajat Sharma co-founded India TV with his wife Ritu Dhawan in April, 2004 from a swanky studio in Film City, Noida, then considered one of Asia's largest news TV studios. It is making use of IT applications and techniques to produce the latest and creative news.

Execution of Activity:

On the 7th day of May 2024, students of Department of ICT of Tecnia Institute of Advanced Studies visited India TV News agency in Noida. The students from MCA and BCA Programs participated enthusiastically in the event.The purpose of the visit was to provide them with the opportunity to learn the real-time applications of Information Technology concepts and techniques in a news agency.

Learning Outcomes:

- Enhancing practical knowledge: By seeing IT applications in a real-world setting like a news channel, students were able to enhance their practical knowledge and gain a deeper understanding of how technology is applied in a professional environment.

- Inspiring innovation and creativity: Exposure to a fast-paced news environment inspiredMCA students to think creatively about applying technology in new ways, developing innovative solutions, and adapting to evolving industry needs.

- Networking opportunities: The Industrial visit offered students the chance to interact with professionals working in the IT and media sectors. This would help in building connections, gaining industry insights, and exploring potential career opportunities.

Photographs:

List of participants:

S.N.	TIAS ID	ENROLLMENT NO.	NAME OF STUDENT
1	1902	00117004423	Bhavya Choudhary
2	1906	00217004423	Hitesh
3	1903	35217004423	Harshit Bansal
4	1907	70117004423	Himanshu Tyagi

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Professor &HoD-MCA