

INDUSTRIAL CUM EDUCATIONAL TOUR

to

Norbulingka Institute
Temple Rd, Sidhpur
Mohli Lahrandi,
Dharamshala, Himachal Pradesh



Date:6th-11th January,2025

Organized by
Department of Journalism and Mass Communication(BA(JMC))
Tecnia Institute of Advanced Studies
Madhuban Chowk, Rohini, Delhi
GRADE 'A' INSTITUTE

INDUSTRIAL CUM EDUCATIONAL TOUR REPORT

Event	:	Industrial Visit cum Educational Tour#
Date	:	6thJanuary,2025 to 11thJanuary,2025
Day	:	Monday to Saturday
Venue	:	Norbulingka Institute, temple rd, sidhpur, Mohli lahrandi Dharamshala,Himachal Pradesh
Program	:	BA(JMC) 6th Sem,
Academic Session	:	2024-2025
Resource Person	:	Mr. Sourabh Kumar,Media Lab Incharge , Norbulingka Institute
Faculty In charge	:	Ms. Mayank Arora, Assistant Professor

As per UGC Curriculum & Credit Framework for Undergraduate Programme BA(JMC),

This Industrial Cum Educational Tour to Create High-Quality and Journalism and Mass Communications Professionals, To be a leading institution in media education, dedicated to shaping media professionals and researchers who contribute meaningfully to society and setting global benchmarks in media training, research, and practice.

Industrial Cum Educational Tour Outcomes:

Programme Specific Outcomes (PSOs)

PSO3 : Act as a catalyst and inspire (change agent) for people centric societal empowerment.

PSO4 : Facilitate transparency and strengthen democracy as its fourth pillar.

Program Outcomes (POs)

PO 4 : · The ability to perform professional practices in an ethical way, keeping in the mind cyber regulations & laws, responsibilities and norms of professional practices.

PO5 : The ability to work in multi disciplinary team collaboration both as a member and leader, as per need

PO6 : The ability to recognize and assess societal, environmental, health, safety, legal and cultural issues within local and global contexts and the consequential responsibilities applicable to professional practices

Tour Coverage:-

Course Code	Course Title	Course Outcomes
BA (JMC) 306	Environmental Studies	<ul style="list-style-type: none">• CO4: Utilize knowledge gained to conserve natural resources for human welfare

ASSIGNMENT

Course Code	Course Title	Assignment	Faculty Name
BA (JMC) 306	Environmental Studies	<ul style="list-style-type: none">• Visit to local areas to document environmental assets, study and value simple ecosystems, initiatives to contribute for the preservation of environment.	Mr. Gopal Thakur

OBE VALUES:

Course Code	Course Title	OBE Values
BA (JMC) 306	Environmental Studies	<ul style="list-style-type: none">• Encourages a strategic understanding of environment.• Enhances critical evaluation skills for environmental management strategies and quality improvement frameworks.

Advantages of Industrial Tour :

- Students gain firsthand experience with real workstations, plants, machines, and systems, helping them understand how theoretical knowledge is applied in practice.
- Provides an opportunity to interact with senior functional experts or supervisors who share insights into the company's operations and strategies.
- Company tour to understand the end-to-end process at all levels.
- Expert briefing about the functioning of machines and systems.
- Opportunity to have a face-to-face session with technical or administrative experts of the organization to ask questions and clarify doubts.

Significance of the Industrial Tour

The basic objective of having industrial tour is for studying various aspects related with different industrial units. The different techniques and methods being used in industries are studied to gain wide outlook

concerning industrial activities for that purpose.

Day-1: 6th Jan 2025:

All the students and Faculty Coordinators were gathered in the campus around 5.00 pm, the bus departure from the college premises at 6.30 pm.

Day-2: 7th January 2025:

The group successfully arrived and checked in at Spring Valley Resort, McLeod Ganj. Following a delightful lunch, the students visited the Dalai Lama Temple, where they engaged in offering prayers. The visit provided a profound opportunity to understand the temple's significance as both a spiritual sanctuary and the political epicenter for the Tibetan community in exile in India.



Day-3: 8th January 2025:

The students embarked on the Triund Trek, renowned as one of the most popular treks. From Triund, they enjoyed breathtaking views of the snow-capped Dhauladhar peaks on one side and the sprawling Kangra Valley on the other. The trek offered a unique experience, with the changing times of the day—sunset, moonrise, and sunrise—each painting a mesmerizing and distinct picture of the landscape.

Day-4: 9th January 2025:

The Students Checked out by 11.00am from the resort to visit Norbulingka Institute, Himachal Pradesh which is dedicatedly providing technology-specific services clients across the globe. The bus reached the Company at 2:00 pm and an official from the industry explained how to enhance understanding of various departments and workflows, such as Media Management, digital marketing, and Advertising and sales promotions at Norbulingka Institute



Day-5: 10th January 2025:



On the fourth day, the students visited Palampur, a scenic hill station in Himachal Pradesh, renowned for its lush green surroundings, tea gardens, and pine forests, which eventually merge with the Dhauladhar ranges. After exploring Palampur, the students returned to the resort by 8:00 PM. The evening concluded with a lively DJ night organized by the resort.

Day6:11thJanuary 2025:

We arrived at the college campus around 9:30 AM, at which point the students were instructed to return home safely and peacefully.

COMPANY PROFILE

NORBULINGKA INSTITUTE:

The Norbulingka Institute, established in 1995 by Kelsang and Kim Yeshe in Dharamshala, Himachal Pradesh, is dedicated to preserving and promoting Tibetan culture and heritage. The institute's mission is to safeguard traditional Tibetan art forms, language, and traditions while fostering sustainability and empowering artisans. Known for its exceptional craftsmanship, Norbulingka produces traditional Tibetan Thangka paintings, wood carvings, textiles, and appliqué work, which are created by highly skilled artisans trained at the institute. It also conducts workshops and training programs for Tibetan youth and visitors to learn these intricate art forms.

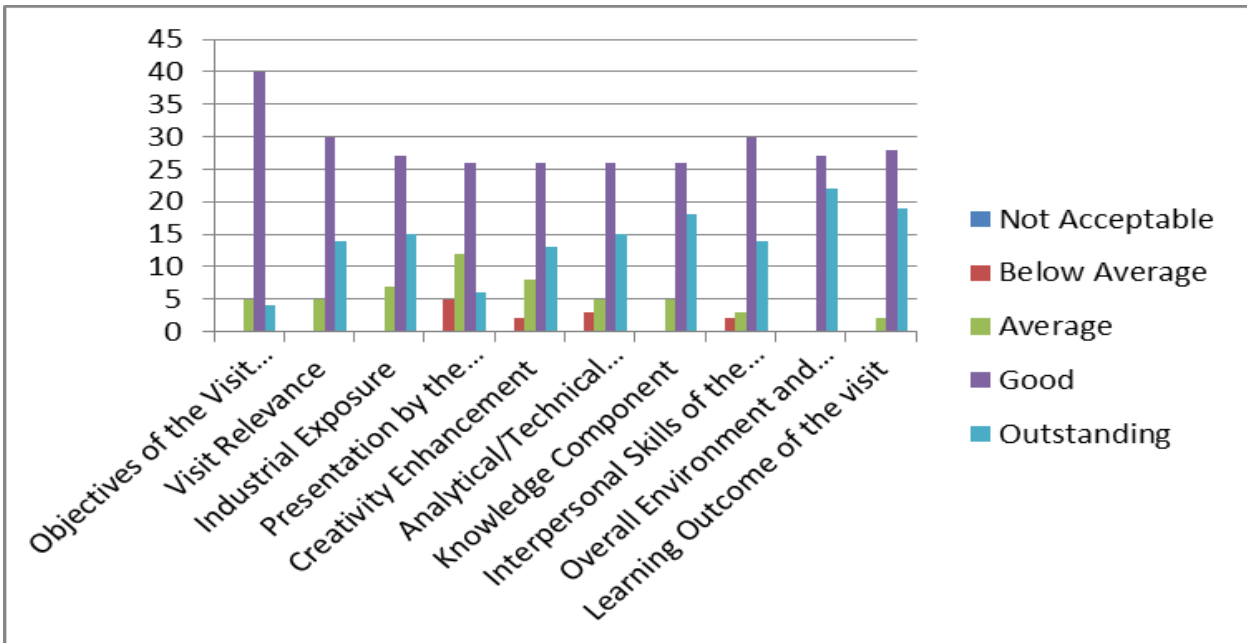
The institute offers unique cultural experiences through its art studios, the Losel Doll Museum showcasing handcrafted dolls in traditional attire, and Café Norling, where visitors can enjoy Tibetan and international cuisine. Additionally, the Norling Guesthouse provides eco-friendly accommodations with Tibetan aesthetics. Norbulingka has made significant contributions to cultural preservation, training hundreds of artisans, and gaining global recognition for its efforts. The institute is also a hub for cultural education and exchange, attracting visitors worldwide. By offering guided tours and hands-on workshops, Norbulingka provides an immersive experience into Tibetan traditions while promoting sustainable and eco-friendly practices.

Student Feedback Report Analysis

Table No: 1 Studentsfeedback

Dimensions	Not Acceptable	Below Average	Average	Good	Outstanding
ObjectivesoftheVisit (Experience)			5	40	4
Visit Relevance			5	30	14
IndustrialExposure			7	27	15
Presentationby the ResourcePerson		5	12	26	6
Creativity Enhancement		2	8	26	13
Analytical/Technical Enhancement		3	5	26	15
Knowledge Component			5	26	18
InterpersonalSkillsof the Resource Person- Query Session Handling		2	3	30	14
OverallEnvironment andWork Culturein termsofMotivation				27	22
LearningOutcomeof the visit			2	28	19

Figure:1 Student Feedback Report Graph



Interpretation:

The chart represents student feedback on various aspects of the industrial visit to the Norbulingka Institute. The feedback is categorized into five levels: **Not Acceptable**, **Below Average**, **Average**, **Good**, and **Outstanding**. Below is a detailed interpretation of the findings:

The feedback from students on the industrial tour to Norbulingka Institute reveals a positive overall experience, with most parameters receiving high ratings. The objectives of the visit were well-communicated, as reflected in the majority rating them as "Good," with some marking them as "Outstanding." The relevance of the visit and the industrial exposure provided were highly appreciated, aligning well with the students' academic curriculum and career aspirations. Similarly, the presentation by the institute was engaging and effective, with significant ratings in the "Good" and "Outstanding" categories. Students found the visit to be inspiring in terms of creativity enhancement, although a small fraction rated it as "Average," suggesting room for improvement in this area.

The technical and analytical knowledge imparted during the visit was mostly rated as "Good," but some students felt it could have included more depth. The interpersonal skills of the institute's staff were highly commended, with many students appreciating their professionalism and communication. The overall environment of the visit was welcoming and conducive to learning, receiving strong positive feedback. Lastly, the learning outcomes achieved during the visit were rated as "Good" and "Outstanding," demonstrating that the tour effectively contributed to the students' academic and practical understanding. While the feedback is overwhelmingly positive, the areas of creativity enhancement and technical knowledge could be further improved to enhance future visits.

Learning Objectives and outcome of the Industrial Visit:

Industrial visits hold significant importance for students pursuing professional degrees, such as BA(JMC), as they provide practical exposure beyond classroom learning. Recognized as an integral part of the academic curriculum, industrial visits offer a valuable opportunity to gain insights into the internal workings of companies. They bridge the gap between theoretical knowledge and practical applications, which is crucial for building a successful professional career.

The primary objective of the industrial visit to **Norbulingka Institute** was to provide students with a deeper understanding of how a Media unit works. The visit aimed to offer a hands-on perspective of workplace dynamics through interactions, demonstrations, and discussions on real-time projects and processes. Students observed how modern Media and management practices are implemented, helping them connect academic knowledge to industry standards.

This visit provided exposure to current industry practices in contrast to the theoretical knowledge taught in the classroom. Students were able to interact with professionals at Norbulingka Institute, gaining insights into Media management, Advertising development, Sales promotions, digital marketing strategies, and how teams collaborate to deliver impactful solutions. It served as an excellent opportunity to understand the industrial environment and the fast-paced nature of the technology sector.

Norbulingka Institute demonstrated the end-to-end processes involved in Content generation process, including client interaction, project ideation, and final delivery. Students also learned about the tools, frameworks, and platforms used to create dynamic relationships and also different management practices at their cognitive level. This interaction helped them better understand workplace expectations, the importance of teamwork, and the technical skills required to thrive in the media and TV industry.

The management of **Tecnia Institute of Advanced Studies (TIAS)** actively encourages such industrial visits for BA(JMC) students to ensure they stay updated with the latest technological and management advancements. Visits like these open the doors to real-world experiences and provide students with valuable insights into the workings of a professional Media Management company.

During the visit, students had the opportunity to interact with experienced professionals and team members from Norbulingka Institute. These professionals shared their knowledge about content development, the role of creativity in digital marketing, and technical problem-solving in a competitive market. This interaction allowed students to gain first-hand insights and clear their doubts regarding industry-specific tools and processes.

Industrial visits, such as this one to Norbulingka Institute, help students combine theoretical knowledge with practical understanding. They offer a platform for students to explore industrial realities, learn about modern technologies, and understand how companies adapt to the ever-changing demands of the digital world.

The BA(JMC) students from TIAS gained an in-depth understanding of professional work culture and the organizational hierarchy of a media agency. This visit inspired them to think critically, innovate, and align their academic learning with industry expectations.

Such initiatives by TIAS demonstrate a commitment to nurturing future-ready professionals by exposing students to real-world environments. By combining academic rigor with industry exposure, these visits prepare students for successful careers in the field of Management Industry.

The industrial visit to Norbulingka Institute was a significant learning milestone for the BA(JMC) students, equipping them with the knowledge and confidence to pursue their career aspirations in the Media and management domain.

Student Feedback:

It was a great learning and practical experience that increased the confidence level by leaps and bounds. Such tour helps for relating the implementation of theoretical approach in practical way by understanding the Media system, storage system and TV and also controlling of the advertising and promotion.

Experts from those who accompanied the students during the visit:

Mr. Himanshu Arora: The motive of the Industrial tour was to excel. It gave students an exposure to know the different functions of industrial unit - 1. The students should be encouraged & motivated for such type of industrial tour in future. Such tour is very helpful for the implementation of theoretical approach in practical way which is part of Curriculum.

Educational tour is very beneficial as it is an exposure for the students how to apply and understand theoretical knowledge into practice and various aspects of company&industryas well. The services provided by tour operator in terms of hotel rooms, food and during the way were good.

List of Students:

S.NO.	NAME	ENROLLMENT NUMBER	GENDER	STUDENT CONTACT NO.	PROGRAMME
1	MANYA SARABHAI	7017002422	FEMALE	8630187070	BA(JMC)
2	JAYA JAIN	3217002422	FEMALE	8700598449	BA(JMC)
3	SANYA CHADHA	2117002422	FEMALE	7428267565	BA(JMC)
4	GARIMA GUPTA	9217002422	FEMALE	8409210177	BA(JMC)
5	ANURAG BANGWAL	35921302422	MALE	7678415932	BA(JMC)
6	DIVA CHAWLA	35621302423	FEMALE	8800548094	BA(JMC)
7	SHRISHTI VASHISHT	04521302422	FEMALE	9311562169	BA(JMC)
8	RISHABH SONI	01121302422	MALE	9818362292	BA(JMC)
9	KASHISH CHAURASIA	03717002422	FEMALE	9899879565	BA(JMC)
10	KASHISH VERMA	12817002422	FEMALE	8307119685	BA(JMC)
11	BHOOMI GARG	35317002422	FEMALE	9205604957	BA(JMC)
12	ANSHIKA KAROTIYA	00321302423	FEMALE	9311528857	BA(JMC)
13	SANGINI GHOSH	03317002423	FEMALE	9650202058	BA(JMC)
14	PRIYANSHU THAKUR	3221302422	MALE	8882863271	BA(JMC)
15	MEGHNA THAKUR	2217002422	FEMALE	8130713099	BA(JMC)
16	HARSHITA JAIN	01317002422	FEMALE	9310277301	BA(JMC)
17	ANIRUDH SHARMA	09017002422	MALE	9319350485	BA(JMC)
18	VIDHI SIKKA	35521302423	FEMALE	9315447507	BA(JMC)

19	MEHAK JAIN	35417002423	FEMALE	8826003112	BA(JMC)
20	MANYA KHURANA	71117002423	FEMALE	8810276567	BA(JMC)
21	DHRUV YADAV	36221302423	MALE	9811197573	BA(JMC)
22	ISHAAN SIROHI	70917002423	MALE	9990029420	BA(JMC)
23	SUHANI GOEL	6517002422	FEMALE	7701876326	BA(JMC)
24	MUSKAN JAIN	05517002422	FEMALE	9210293855	BA(JMC)
25	AAISHA WALIA	03817002422	FEMALE	8810469457	BA(JMC)
26	BHUMIKA SHARMA	00221302423	FEMALE	9871760111	BA(JMC)
27	VANSHIKA ROHIRA	70817002423	FEMALE	8585963040	BA(JMC)
28	GUNN ARORA	04017002423	FEMALE	9311757769	BA(JMC)
29	PALAK OBEROI	70517002423	FEMALE	9555480490	BA(JMC)
30	SAMEER MAKHIJA	11417002422	MALE	8588854634	BA(JMC)
31	SHRISHTI SACHDEVA	06617002422	FEMALE	9711369505	BA(JMC)
32	DEVANSH MUNJAL	01017002422	FEMALE	9711780223	BA(JMC)
33	MANANJYOT SINGH	05117002422	MALE	9354905855	BA(JMC)
34	AMOGH SHARMA	02517002422	MALE	9711781106	BA(JMC)
35	MEHAK GOYAL	6017002422	FEMALE	9310611068	BA(JMC)
36	JAANASHEEN	3517002423	FEMALE	8588807879	BA(JMC)
37	HARSHIT SAGAR	10117002422	MALE	8076857145	BA(JMC)
38	GAGANDEEP SINGH	35421302422	MALE	8377851779	BA(JMC)
39	SARTHAK ARORA	2521302422	MALE	8168333633	BA(JMC)
40	MUKUL ARORA	102117002422	MALE	9891246678	BA(JMC)
41	ANANYA KAPOOR	11717002422	FEMALE	8750555266	BA(JMC)
42	PRATHAM SETHI	35917002423	MALE	9811639111	BA(JMC)
43	KRISH KHATRI	36021302423	MALE	9818177148	BA(JMC)
44	HARSHUL WASAN	1021302422	MALE	9625413341	BA(JMC)
45	PARTHIK KUMAR	13717002422	MALE	8595609293	BA(JMC)
46	GAURAV PRASHAR	3117002722	MALE	9991118839	BA(JMC)
47	SHREYA DEV KAURA	12517002722	FEMALE	9988589115	BA(JMC)
48	MANVI TYAGI	12417002422	FEMALE	9818718812	BA(JMC)
49	SIMRAN SHARMA	6417002422	FEMALE	7428693862	BA(JMC)
50	VANSH SHUKLA	14217002422	MALE	9650883774	BA(JMC)
51	NIHARIKA KAKKAR	4817002422	FEMALE	9205505909	BA(JMC)
52	MEHAK WASAN	117002423	FEMALE	9289629141	BA(JMC)
53	RACHIT AGGARWAL	2417002422	MALE	9315335121	BA(JMC)
54	DHRUV GOEL	11917002422	MALE	9990077621	BA(JMC)

55	GAURISH SETHI	35717002422	MALE	9212994825	BA(JMC)
56	OJASWI DOONGA	10017002422	FEMALE	8010401307	BA(JMC)
57	KUNAL SINGH RAJPUT	3821302422	MALE	7303492699	BA(JMC)
58	ARYAN BHATI	35621302422	MALE	9310636481	BA(JMC)
59	SHLOK SHARMA	00221302422	MALE	8130903288	BA(JMC)