



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
GRADE "A" INSTITUTE

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**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**  
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**Department of Journalism and Mass Communication**

**Report on Educational cum Industrial Visit**

<b>Title of Activity*</b>	<b>Educational cum Industrial Visit to World Book Fair</b>
<b>Values</b>	Enhancing Practical Exposure and Business Understanding
<b>Learning Outcomes</b>	<ul style="list-style-type: none"><li>• Provide students with practical exposure to the publishing industry, emerging business trends, and the dynamics of book marketing and distribution.</li><li>• Help students gain insights into the publishing sector, supply chain management, and its role in the broader business ecosystem.</li><li>• Facilitate interaction with publishers, authors, and industry professionals to understand contemporary market trends and the impact of digitalization on the publishing world.</li><li>• Allow students to explore different genres, innovative publishing formats, and global publishing practices.</li><li>• Develop analytical thinking, problem-solving skills, and business acumen by observing firsthand how businesses promote and distribute their products at large-scale events.</li></ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Department of Journalism and Mass Communication
<b>Program Theme*</b>	Practical Exposure to Publishing Industry and Business Trends
<b>External Expert / Internal Expert</b>	NA
<b>Date*</b>	4 <sup>th</sup> February, 2025
<b>Time*</b>	10:00 AM onwards

*[Signature]*  
HOD  
BA(JMC)-TIA'S

Venue

Pragati Maidan, New Delhi

Poster/Flyer/Notice\*

**TECNIA**  
Institute of Advanced Studies  
ROHINI, DELHI  
Grade "A" Institute

DEPARTMENT OF  
**JOURNALISM AND MASS  
COMMUNICATION**

*Educational Visit*

**World  
Book Fair**

4th February 2025  
10:00 am Onwards  
Pragati Maidan, New Delhi

**Faculty  
Incharge:** Dr. Shivendu Kr Rai (Coordinator) Mr. Mayank Arora (Co-coordinator)

**No. of Students\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

12

**No. of Faculty\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

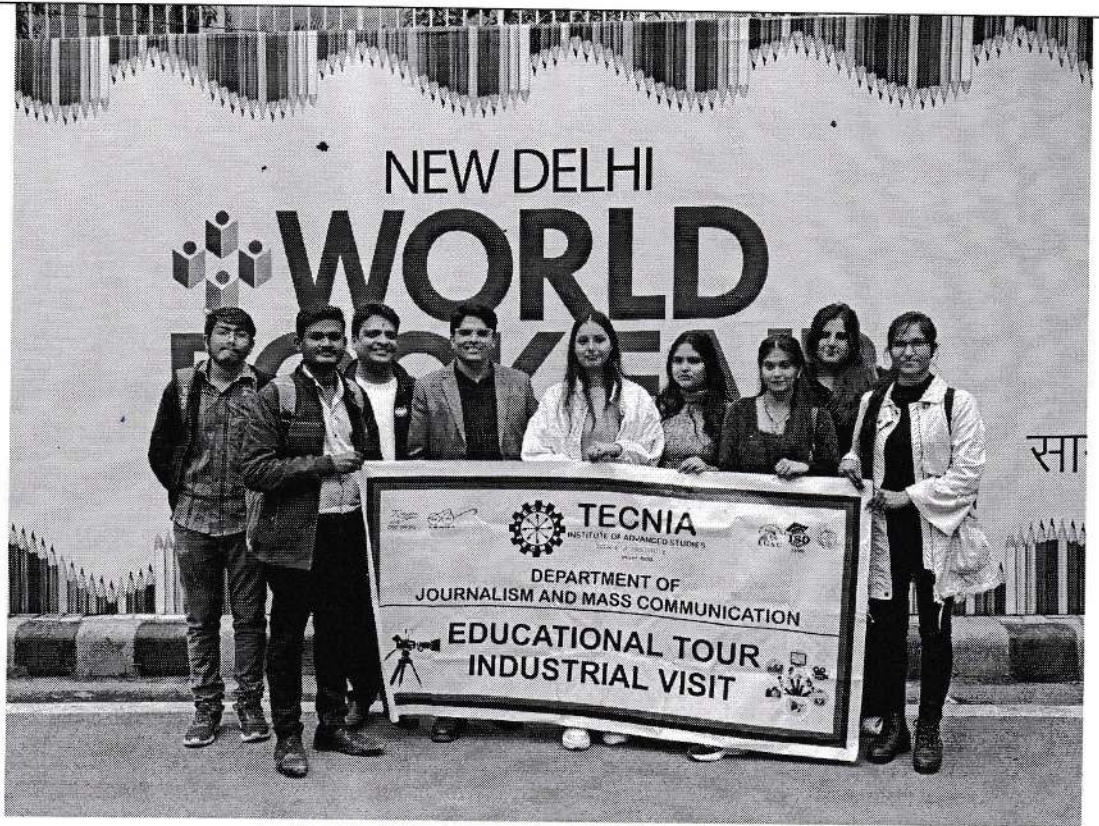
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**No. of External Participants (students + faculty)** [write NA if not applicable]

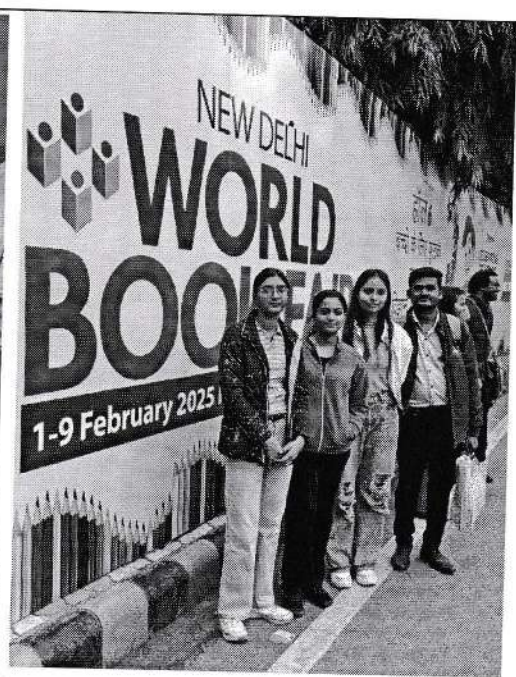
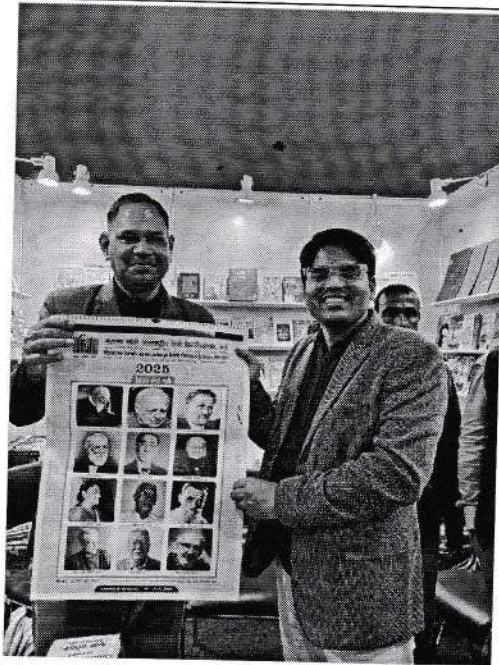
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**Photograph\***

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*[Handwritten Signature]*  
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JOURNALISM AND MASS COMMUNICATION (JAMC)-TIA'S



<p><b>Report:</b></p> <p><b>Description in (min 250 to max 800 words)</b></p>	<p>The Department of Management Sciences organized an educational cum industrial visit for BAJMC students to the World Book Fair at Pragati Maidan, New Delhi, on 4th February 2025. The objective of the visit was to provide students with practical exposure to the publishing industry and business trends in book marketing and distribution.</p> <p>Upon arrival, students were given an overview of the event and its significance in the publishing industry. They explored various stalls showcasing books from national and international publishers, gaining insights into the latest market trends, digital innovations, and publishing strategies.</p> <p>Students interacted with industry experts, authors, and exhibitors, which enriched their understanding of the publishing supply chain, marketing techniques, and the impact of technology on book distribution. They observed firsthand the marketing strategies used by different publishers and booksellers to attract audiences.</p> <p>The visit proved to be an enriching experience, fostering business acumen, analytical skills, and awareness about the importance of content creation, copyright policies, and digital publishing trends. The exposure helped students connect their theoretical knowledge with real-world industry practices, making it a valuable learning experience.</p>
<p><b>Recourse Person Profile</b></p>	<p>NA</p>

  
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<b>Attendance Sheet*</b>	<i>Attached at the end of Report</i>
<b>Report Submitted by Event Coordinator</b> <i>(write faculty coordinator name)*</i>	Dr. Shivendu Kumar Rai, Associate Professor BA (J&MC), TIAS
<b>For Office Use</b>	
<b>Signature of Event Coordinator</b>	
<b><u>List of Beneficiary</u></b>	

### List of Participants

S.NO.	Enrolment no.	Name
1	00117002423	MEHAK WASAN
2	00217002423	KARTIK
3	00317002423	JYOTI KUSHWAHA
4	00417002423	JAITSRI KAUR
5	00517002423	UDAY
6	00617002423	MOHAK SETH
7	00717002423	ABHINAV GUPTA
8	00817002423	TIWARI PRAGYANSH VILAS
9	00917002423	KAMAKSHI JOSHI
10	01017002423	MADHAV ARORA
11	01117002423	NUPUR
12	01217002423	VAIBHAV VIG

*Dr. Shivendu Kumar Rai*  
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