



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell
Placement and Career Guidance Cell (Gamyा)
Report of the Event Conducted
(One form to be filled for each event)

Department*:MBA

Date of Report: 29/08/2025

Sl. No.	Particulars	Event related Details		
1.	Event*	Industrial Visit		
2.	Title of the Event	Industrial Visit to Vijayavani		
3.	Date of Conduction	08/08/2025	4.	Time: 3:00PM to 7:30PM
5.	Venue	Vijayavani, 192, Phase 3, Peenya, Bengaluru, 560058		
6.	Resource Person 1 Details (Profile to be enclosed)	Yatheendra		
7.	Topics Covered	Introduction of the company, Printing process		
8.	Resource Person 2 Details (Profile to be enclosed)	NA		
9.	Topics Covered	NA		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	2	External:
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	31	External:
12.	Faculty Coordinator/s	Full Name Department Designation	Muralidhara K S and Vaibhav Patil MBA-BU Assistant Professor	
13.	Student Coordinator/s	Manish G Manasi K S	C Section CSection	
14.	Total Expenditure (Details to be enclosed)	NA	15.	Sponsors and Amount (if any)
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	No	19.	Report sent to Newspapers? If yes, provide cuttings/images:
20.	Certificates Printed? (Attach a copy**)	No	21.	Feedback Collected? (Attach a copy**)
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)
24.	Summary of the Event (Around 100 words)	Vijayavani is the Number 1 news paper in Karnataka published in Kannada Language. During our visit, our students were shown the complete process of receiving the content from the editorial department till the printing of the newspapers. The following processes were witnessed by our students. 1) Checking the content, 2) Separating the colours to suit cyak scale, 3) creation of plates 4) fitting the plates on printer 5) mass printing of the newspaper. This session was interactive and lot of questions were asked by our students and they were answered by Vijayavani Staff also		

Event Coordinator

Director

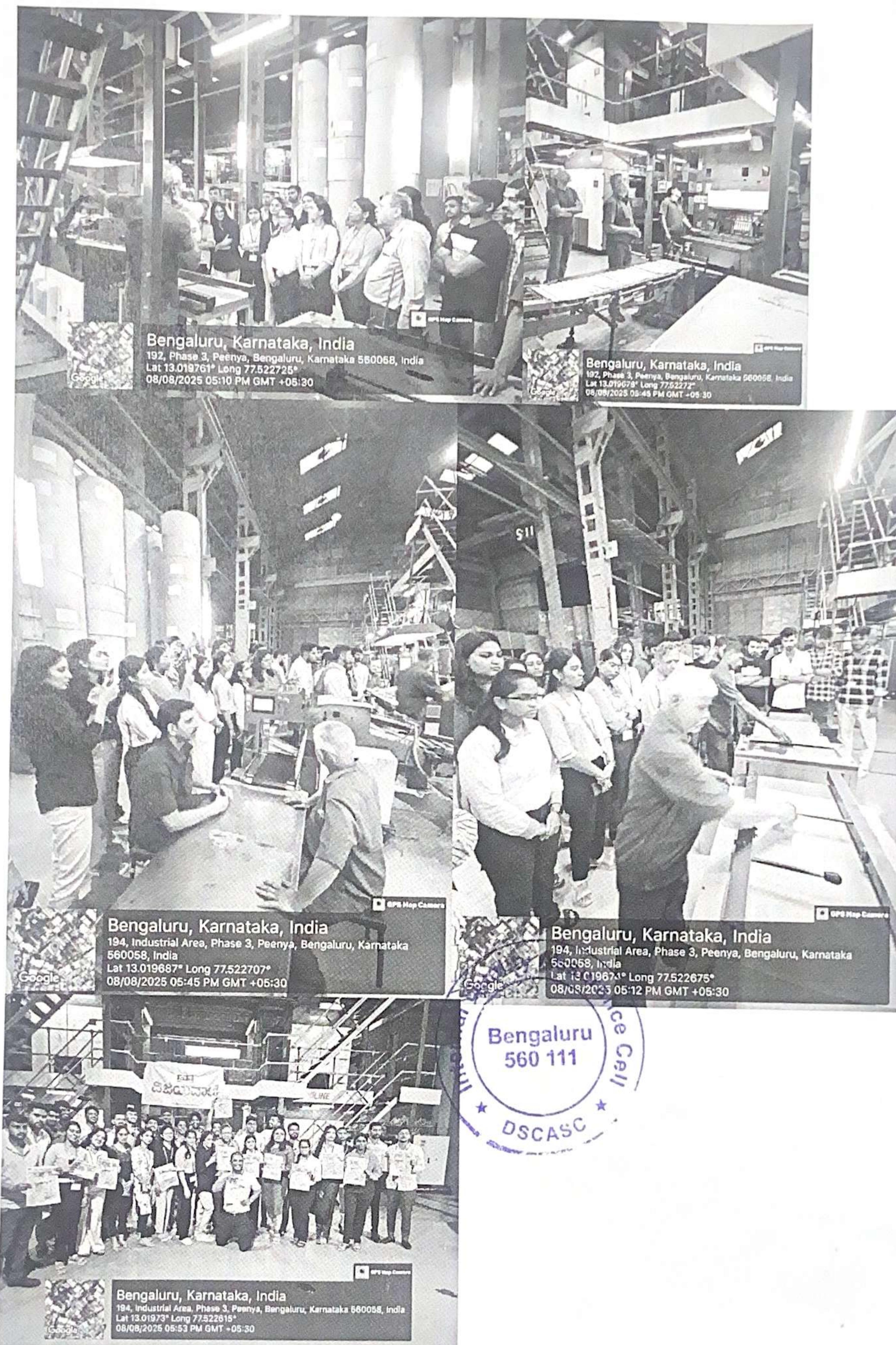
IQAC Coordinator

Principal

IQAC Co-ordinator
Dayananda Sagar College of Arts.
Science & Commerce
Kumara Colony Layout, Bengaluru - 560 111



Photos of the Event



ಹೀಂದ್ರಾದಳ್ಳಿನ ಘಟಕಕ್ಕೆ ವಿದ್ಯಾರ್ಥಿಗಳ ಶ್ರೇಷ್ಠಿತರೆ ಪ್ರಮಾಣ | ಪೂರಕ ಮಾಹಿತಿ ನೀಡಿದ ತಜ್ಜಿವ್ಯಂದಿ
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• *W. H. G. Smith*



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Shrinivas Raddi
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Manish
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Adithi.C
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Sanjana Raj.M
Mohitha.R
Nishchitha K.C.

VINITHA B.R

Yashwant Thekaravc
Amit Naik

Vivek Srikar

Pranjwal A shetty

SUJITH

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Darshan Gouda.R

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Darshan S 7899835949
Soojya H B 76765444216
Suprakash P 9663205692
Vaibhav P 9964438600
Muralidhara IES 9481425367

*Thank
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Industrial Visit Experience

Date: 8th Aug 2025

Place: Vijayavani Newspaper, Peenya,
Bangalore.

Sandhyashree M. M
MBA 2nd Sem '24



On 8th August 2025, we visited 'Vijayavani Newspaper'; as part of our MBA industrial visit. The experience was eye-opening, giving us a close look at how a newspaper is produced from start to finish.

We began with a brief introduction to the organization, its reach, and its role in delivering news. The highlight of the visit was when they took us to the CTP (Computer-to-plate) room, where we learned how digital news pages are transferred onto printing plates with precision.

From there, we moved to the 'printing section', where massive high-speed printing machines were in action. We saw how the freshly printed sheets are sent for 'final folding and bundling' before distribution.

This visit helped me understand the behind-the-scenes effort, teamwork, and technology that go into producing a daily newspaper.



INDUSTRIAL VISIT — VIJAYAVANI

The Industrial visit to Vijayavani Press (Peenya) which commenced on 08 August 2025 to the MBA students of Dayananda Sagar college of Arts, Science and commerce was very informative and fruitful, especially to the management students, as it demonstrated the production of everyday newspapers in large scale. We, as students witnessed the steps in printing of newspaper. The efficient use of materials such as (ink colours, tower machines, printing plates) and manpower, technology, and resources helped us to analyze and interpret the manufacturing industry in a practical experience to enhance our knowledge. This Industrial visit has also motivated and encouraged us to deeply understand about the newspaper industry. Thanking the staff, team and officials of Vijayavani, as well as DSCASC for giving such an important and progressive opportunity for the betterment of student learning and experience. We would appreciate further initiatives like this and look forward to it.

Thank you,
Manasi