

**SHAHID VIRPATNI LAXMI MAHAVIDYALAYA,
TITAVE**

Department Of BAMB

Notice

Date: 25 October 2019

Industrial Visit

All the students of Department of B.A. Mass Media are informed that department has scheduled visit on 1st November 2019 to Kolhapur. On this day we are going to visit

1. Daily Punya Nagari Office, Kolhapur and Printing Press Shirolu MIDC.
2. Public Relation Office, Shivaji University, Kolhapur.
3. Nirmiti Ad Agency, Kolhapur.

Students are requested to submit their names by class teachers on and before 27 October 2019.

Depart Date and Time: 1 November 2019 - 9:00Am

Arrival Date and Time: 1 November 2019 - 10:00Pm


H.O.D.
Head

**Department Of
Mass Media**


Principal
Principal

**Shahid Virpatni Laxmi Mahavidyalaya
Titave, Tal. Radhanagari, Dist. Kolhapur**

Shahid Virpatni Laxmi Mahavidyalaya, Titave

Tal. Radhanagari Dist. Kolhapur

Event Report

Department Of B.A. Mass Media

Industrial Visit

Daily Punya Nagari, Shivaji University P.R. Office, Printing Press, Nirmity Ad Agency, Kolhapur.

2019-2020

Friday, 1st November 2019

Name of the Event and Guest	Daily Punya Nagari, Shivaji University P.R. Office, Printing Press, Nirmiti Ad Agency, Kolhapur.
Organizing Dept./ Committee	Department of B.A. Mass Media
Name of the Teacher	Mr. Digvijay D. Kumbhar Program Coordinator
Day and Date	Friday, 1st November 2019
No. of Participants	25
Time	09:00 am to 7:00 pm

Photos –





Detail Report:

On November 1, 2019, Department of B.A. mass media was organized an Industrial Visit. On this day we visited Daily Punya Nagari, Shivaji University P.R. Office, Nirmiti Ad Agency, Kolhapur and Punya Nagari Printing Press Shirol MIDC etc.

In this industrial visit firstly we visited Daily Punya Nagari's office. With the help of editorial body and supportive staff explained process of news editing, difference between field reporting and desk work, pagination, making page layout, various departments of newspaper office, advertisement section, different bits etc.

Secondly we visited Nirmiti Ad Agency which is a most popular ad agency in Kolhapur. Related to the advertisement subject, our students learned working of ad agency, departments in ad agency, skills required to create an advertisement, graphic designing etc. Students also learned to write a copy, drafting an advertisement, creative designing and importance of creativity in advertisement sector.

Public relation officer is a very popular job nowadays. Every sector has being appointed one or more public relation officers for their organization. Education sector is also one of them. Like government, private, co-operative, media sectors educational institutes also appointing P.R.O. In consideration of this we planned our third visit to P.R.O. office, Shivaji University, Kolhapur. Dr. Alok Jatratkar is PRO of Shivaji University, Kolhapur. Dr. Jatratkar guided our students about, 'Importance of PR in education system, challenges, opportunities in PR, Responsibilities in PR etc.'

Printing of newspaper is a very challenging and interesting job in media industry. To know the printing process of newspaper we visited Daily Punya Nagar's Printing press unit which is located in Shirol MIDC industrial area. Mr. Patil who is printing incharge at that day, were explained changes in printing industry. They also explained journey of printing from Gutengberg's printing machine – offset printing - rotary press - digital printing. They also print some copies of newspaper to show how actually papers get printed.

25 college students had visited thus four places. HOD Miss. Purva Godse and Mr. Digvijay Kumbhar, Mrs. Rohini Salunkhe was present.


H.O.D.
Head

Department Of
Mass Media


Principal
Principal

Shahid Virpatri Laxmi Mahavidyalaya
Waran, Jal. Radhanagar, Dist. Kolhapur

