

## TRANSDISCIPLINARY IDEA

**DATE:** 19 November, 2018

**Places Visited:** Divya Bhaskar Editorial Office and Dainik Bhaskar Press.

**Objective:** To understand Media Business and Operations

**Participants:** 24 students and 2 faculty members.

### **Brief Note:**

A group of 24 students of Mass Communication Department of PDPU were taken for a field visit on transdisciplinary idea at Divya Bhaskar on the 19<sup>th</sup> of November, 2018. The tour was accompanied by two faculty members Mr. Mukund Shukla and Ms. Amrita Chakraborty. It was a day long visit which included lots of practical learning, exposure to newspaper editorial and publishing industry, lectures by industry experts, followed by Question and Answer Sessions. Their day started at the Bhaskar House with an insightful session by the Chief Operating Officer, Mr. Amit Doshi, who talked about his experiences, management style, work in media business sector, Audiences Insight (from Psychological insight) and the likes. He has also inspired the students with his wise words.

In the next session, the group was joined by Mr. Alok Chaitransi, Product Manager of the Editorial Department of Divya Bhaskar. He informed the students about how products are designed, how marketing takes place, his job role in the industry and even the software used for content management and finally shed light on the management perspective.

Later they visited Divya Bhaskar's Radio FM station and met Radio Jockey (RJ) Archana who motivated the students to take up Radio communication as future career prospects along with the income opportunities.

This was followed by Dainik Bhaskar press visit where we were guided by the Production Head of Dainik Bhaskar. He gave a demonstration on the various stages of a newspaper printing process such as how the machines work, what kind of ink is used, how page layouts are designed and step by step procedure of printing and publishing a newspaper. After the press tour, all were taken to a conference room where another Bhaskar production representative talked to the students regarding production economics and production innovation. He also talked about the functioning of a press from the Media and Economics perspective. The day was concluded by the question and answer session.

