

CHRONICLE E-NEWSLETTER



JOSEPH SCHOOL OF BUSINESS STUDIES, SHUATS

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Volume No. 2 [January-June 2017]



DEAN'S DIARY

When I was attending the JSBS Inaugural Ceremony in the month of July 2017, the compere who was anchoring the programme referred to the Joseph School of Business Studies, as a prestigious School in India, but did not specify why she was using the term “prestigious”.

The term “prestigious” is having its own weightage and I was wondering about its impact on the audience, consisting of the faculty and students, who opted for the management programmes. Their presence in large numbers in the auditorium was a clue for understanding the use of this term.

Another important element is the introduction of the semestral continuous assessment and evaluation scheme in the School. This is a beautiful and efficient change agent that has benefitted our students in terms of their attendance and regularity in study. Its reflection can be seen in their performance. Class quizzes, Current affairs, Week's news roundup, Individual presentation, Group presentation, Debates, Group discussions, Surprise test, Pre-Announced test, Class participation, Industrial Visits, Case Studies, Role Play, Literature Review, Open Book Examination, Book Review etc. are available to the students throughout the semester.

We have also introduced industrial visits of One day in the First Semester and Three + days in the Second Semester. As a consequence, students become conscious from a closer range about the industrial scene in the State and in the Country and its impact. They prepare themselves for the visit by collecting information about the industry; they question and seek clarifications. In Gujarat, for example, the visit to Amul was so much appreciated by the HR personnel, that they offered internship to all the visiting students. All these years, we were admitting students on the basis of the University Entrance Test. Now, with effect from 2017-18 onwards, prospective candidates will have to submit results obtained in CAT or XAT or MAT tests.

The Case Study has become the dominant item in the pedagogy of Management papers, as well as models, role play, etc. The major processes involved are understanding, comprehension, analysis, interpretation, evaluation and application.

We have also conducted a Debates Festival for all the students of SHUATS which was very successful, with a large participation. The most interesting programme of the semester was a special innovative event organized by each class, each day in the afternoon, applying the principles of management absorbed in the classroom.

JSBS will be organizing a Paintings Contest for SHUATS students in the last week of November, followed by an exhibition in the City of Allahabad. In the second semester we will be organizing an Inter Management, Institutes Festival.

We expect to move forward and forward.

[Professor Newman Fernandes, Ph.D.]

Dean, Faculty of Management, Humanities and Social Sciences

Dean, Joseph School of Business Studies
SHUATS, Allahabad-211007



EDITOR'S DESK

I am extremely pleased to bring before you **Volume V No. 2** [January 2017 – June 2017] issue of JSBS, E-Newsletter, Chronicle. This edition aims to capture the academic and extracurricular activities carried out at JSBS for the second bi-annual edition i.e. January 2017 to June 2017. Joseph School of Business Studies at SHUATS aims at nurturing and building up high quality management professionals who have the flair. JSBS through its continuous efforts on research, extensive industry-academia collaborations, and exposure to the corporate world by organizing symposia, field visits, inviting eminent academicians from diverse areas of business management aims to stay abreast in the changing business environment and zest for implementing innovative ideas and practices. Chronicle aims to capture the initiatives taken at JSBS, throughout this academic session.

Volume V No. 2 of JSBS, E-Newsletter, Chronicle was made possible by the dedicated efforts of team members comprising of Mrs. Ipshita Sahoo and Ms. Regina John. I want to thank some key people who played an important role in making this endeavor successful. First of all, I would like to thank Prof. Newman Fernandes, Dean JSBS who has always been a constant support and encouragement for me, guiding me throughout and showing a lot of faith in the potential in such a magazine.

Next, I would like to thank all Programme Coordinators of BBA [H], BBA [Agribusiness], B.COM and MBA who provided timely information pertaining to the activities carried out during the academic session for their respective programmes, without whose hard work, dedication and energy this magazine would not have been possible.

Last but not the least I would like to thank Mr. Mohd. Shakil, Office Assistant, JBSB, SHUATS for his assistance and support. And all faculty members and my entire team whose creative ideas, and invigorating efforts are key in making of this E-Newsletter.

Dr. Amita Maxwell
[Editor]
Assistant Professor
JSBS, SHUATS

Blessed is the one who finds wisdom, and the one who gets understanding, for the gain from her is better than gain from silver and her profit better than gold.
Holy Bible (Proverbs 3: 13-14)

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THREE DAYS SELF- DEFENCE WORKSHOP FOR GIRL STUDENTS

Joseph School of Business Studies organized a three days self-defence workshop on the occasion of Womens' day starting from the 8th March 2017 till 10th March 2017. The special self-defence workshop was organized with the objective of providing self-defence training to girl students of BBA, B.COM and MBA of JSBS along with the faculty members. Mr. D.K. Sahoo a well trained jodo karate expert conducted three days training session with the students in order to equip them with the basic skills of self-defence. Security and safety of girls is of paramount importance in today's world, often girls and women fall prey to untoward incidents in society carried out by miscreants. Realizing the importance of basic self-defence training and skills which all girls and women in society should have, the Joseph School of Business Studies under the guidance of Mr. D.K. Sahoo and two other trainers organized the workshop. The workshop was conducted under the auspices of Dean, JSBS, Prof. Newman Fernandes. Dr. Archana Chandra was the co-ordinator for the three days self-defence workshop.



**Prof. Newman Fernandes and
Dr. Devraj Badugu at the inaugural session**



**Dr. Reena Mehta
presenting
certificate of appreciation**



**Dr. Archana Chandra
Felicitating the trainer**

TALK ON CLIMATE CHANGE AND SUSTAINABLE AGRICULTURE



A talk on Climate change and Sustainable Agriculture was organized by Joseph Institute of Business Studies, SHUATS on 28th March 2017 at 11:00 a.m. The programme started with a word of prayer lead by Mrs. Ipshita Sahoo, Assistant Professor, JSBS, SHUATS. Prof. K.N. Bhatt, Professor at G.B.Pant Institute of Social Sciences, Allahabad, an eminent speaker and nationally & internationally renowned academician and researcher in the area of environmental science was invited to deliver a lecture on the topic “Climate change and Sustainable Agriculture”. Prof. Newman Fernandes, Dean, by Joseph Institute of Business Studies, SHUATS welcomed the guest. Shalini Singh student of BBA (ABM) semester VI introduced the speaker. Tripti Srivastava, student of BBA (ABM) semester IV anchored the programme. Prof. K.N. Bhatt talked about the extreme changes in climatic conditions and its impact on sustainability in agriculture in the context of India. Prof. touched upon the different facets of climatic changes and climate compliance crops as well as nutrition and health security with respect to food. The session carried out for two hours. The students of BBA (Agribusiness management) interacted at length with Prof. Bhatt in the discussion round. Dr. Amita Maxwell, Assistant Professor, JIBS, SHUATS proposed the vote of thanks. Students of MBA were all present for the talk. Dr. Archana Chandra, Head, Department of Human Resources, Dr. Enid Masih, Dr. Sneha P. Daniel were also present on the occasion.



Dr. Archana Chandra, Prof. Newman Fernandes and
Prof. K.N. Bhatt on the dais



Prof. Newman Fernandes presenting shawl to Prof. Bhatt

NATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT THROUGH GENDER EQUALITY



The three day National Seminar starting from 26th April 2017 to 28th April 2017 on Sustainable Development through Gender Equality was successfully organized at Joseph School of Business Studies (JSBS), SHUATS, Allahabad. Gender equality is central for sustainable development. The 2030 UN agenda recognizes that growth must be both inclusive and environmentally sound, to reduce poverty and build shared prosperity for today's population and to continue to meet the needs of future generations. The seminar began with a word of prayer lead by Mr. Anugrah Singh student of MBA (IB) semester II and lightening of the lamp by the dignitaries present.

Addressing the inaugural session of the workshop, Professor Newman Fernandes, Dean JSBS & Convenor in his welcome address welcomed all the guests with a potted plant. Prof. emphasized on the global plan, agreed by leaders of all countries, to meet the challenges we face today, established Goal 5, 'Achieve Gender Equality and Empower all women and girls', which calls specifically for gender equality and the empowerment of all women and girls. This is believed will play a fundamental and deep seated role in the achievement of all the 17 sustainable Development Goals (SDGs).

Dr. Archana Chandra, Organizing Secretary of the Seminar introduced the theme of the seminar. Dr. Archana stresses that do women have the same playfield as men? If not it is a loss for society and the world. Sustainable development and women equality in intertwined and one needs to draw synergies between the two.

Mrs. Lucinda Dhavan, editor & writer was invited as the Guest of Honor, Mrs. Lucinda stated that there is a huge gap between men and women and the participation of women has fallen down. One of the indicators of women inequality is low rate of literacy among women in India. In some of the studies conducted on environment it has been found that countries like Finland and Japan, women are more environmentally aware. Research indicates that Sustainable development is high with women. Sustainable development should aim at high economic growth with reduction in poverty.

Address by the Special Guest Prof.H.K. Singh, Dept. of Commerce, Banaras Hindu University, began with a famous Sanskrit quote. Prof. Singh stressed on the need of change in mindset of the society towards women in India. He focused on how strengths and weaknesses should be changed into opportunities and strengths.

resource policies etc.Prof. A.K.A. Lawrence, Pro-Vice Chancellor (Academic Affairs), SHUATS, stated that Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision making processes will fuel sustainable economies and benefit societies and humanity at large. So, gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

NATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT THROUGH GENDER EQUALITY



Prof. Man Mohan Krishna, Head, Department of Economics, University of Allahabad, was the Chief Guest for the occasion. Prof. Man Mohan Krishna delivered the keynote address at the inaugural session. Prof. Man Mohan Krishna stressed on gender neutrality and said that empowerment should mean power for women with respect to decision making,

degree of control in matters related to professional life or family life. It should be on a rational basis with consensus of women. Prof. also discussed about the sustainability tripod which encompasses environment, economy and society.

Dr. R.P. Singh, executive secretary, IAUA, appreciated the efforts of the university, convener and organizing secretary for organizing the seminar and commented that men and women are complimentary to each other, environment makes some people more progressive. All the policies made for women should be sustainable and implementable.

At the end Seminar Proceedings were released by the dignitaries. Chief Guest and others on the dais were felicitated with a memento. Vote of thanks was proposed by Sanya Tausif, BBA (Hons) 2nd semester.

Prof. J.N. Mishra, University of Allahabad, Prof. Sangeeta Srivastava, University of Allahabad, Prof. P.K. Ghosh, University of Allahabad, Dr. R.K. Singh, University of Allahabad, Dr. Manu Bhatt, and Mrs. Jyotsana Kapoor were also present on the occasion.

The seminar is organized with an aim to deliberate with academicians, researchers, policy makers, consultants, experts and management practitioners from all over the country from various disciplines, to participate and contribute original research papers/articles on pertinent issues like; gender equality and its relationship with sustainable development goals, equal access to education, technology access and gender equality, women in agriculture, role and contributions, women and entrepreneurship, and emerging human resource policies etc.

THREE DAYS INDUSTRIAL VISIT AT AMUL FED DAIRY, GANDHINAGAR, GUJARAT



Joseph School of Business Studies organized an Industrial visit from 18th March 2017 to 20th March 2017 for the semester 6th BBA (Hons) students who were accompanied by the two faculties, Dr. Reena Mehta (Assistant Professor, JSBS) and Dr. Sebastian T. Joseph (Assistant Professor, JSBS). The visit was at AMUL situated in Gandhinagar, Gujarat. The main objective behind the visit was to make students aware about how various activities related to marketing, financing and human resource are carried out in company and give them feel of the corporate life.

On the first day of the visit, students reached the main building of AMUL where they were welcomed by the HR Manager of the Industry-Mrs. Bijal Bhatt. She introduced herself and gave a brief description about the industry. The students then moved to the first unit where the raw materials (untested milk), production and packaging unit and finally the cold storage were visited.



The next unit showed was the milk powder and ice cream production room. The productivity of the different types of ice cream and their packaging were shown to the students. The production of milk powder per day at the unit is about 1,60,000 metric tons and fifteen different types or flavors of ice-creams are prepared. At the third unit flavored milk was manufactured and packed. There are different flavors of milk like Mango, Pineapple, Elaichi, Strawberry, Almond and chocolate. The total milk handling capacity per day of the unit is 28 million liters.

THREE DAYS INDUSTRIAL VISIT AT AMUL FED DAIRY, GANDHINAGAR, GUJARAT

The next visit was at Kalpataru Power Transmission Ltd. situated in Gandhinagar, Gujarat. Mr. Sudhanshu Jha described us about the nature of industry and its general functioning. One of the motivating slogan of the company is “POWER THAT ENLIGHT LIFE” as the company also operates in areas where there is no electricity. The company is certified by ISO 9001-2001. There are 2200 permanent employees and about 4000 employees are on contractual basis. The revenue is about 4000 cr and 17.68 cr is the gross revenues.

The KPTL group also provides their services to Railways where the laying down of Railway tracks, signaling etc. are involved. They also provide their services in Infrastructure division, oiling and gas etc. They also operate in Agricultural products, there are about 140 warehouses and they use the agricultural waste for generating electricity. The company has achieved many awards. One of the them is the “Award for Export Performance, from Engineering Expert Performance at 1995-1996, 1997-1998, 1999-2000”. They also give their service abroad like in USA, Turkey etc. and they import “Zinc” as their raw materials.



Kalpataru Power Transmission Limited (KPTL)



Students at Kalpataru Power Transmission Limited (KPTL)

THREE DAYS INDUSTRIAL VISIT REPORT AT KRISHI VIGYAN KENDRA (KVK), PRATAPGARH



Joseph School of Business Studies organized a three day industrial visit starting from 29th January 2017 to 31st January 2017 for semester 2nd and 4th BBA (Hons) ABM students. The visit to KVK was co-ordinated by Dr. Debasis Tripathy (Assistant Professor, JSBS) and Mr. Manish Roy Tirkey (Assistant Professor, JSBS). Twenty seven students attended the visit. The three days visit started with inauguration by Dr. Ajay Singh, the head scientist of KVK, Kaushambi. He briefed students about how KVK system works. Apart from this there were soil scientist, animal Husbandry scientist, Home science scientist, Extension scientist, and horticulture scientist. Dr. Ajay Singh told the students about the importance of the field. The KVK was situated in 45 hectare, divided into 3 parts:-

- a. Constructed build-up Area.
- b. Light Demonstration
- c. Horticulture nursery, Bee-Keeping Unit, Seed production, Fishery.

The students were informed that about 80-90% of production is dependent upon the seeds and how the seeds are produced. Second day started with a session by Dr. M.P Singh on core activities of the KVK and its functioning. He briefed the students about how KVK got established in Kaushambi in the year 2007. There are 3 important activities conducted by the KVK. First, On Farm Trial (OFT), Secondly, conducting frontline demonstration. This activity is the problem based activity. Thirdly, training for practicing or rural based vocational training for them, the training provided by KVK is for 5 days. There is training for farmers which is held for one day in which they make farmers aware about the different methods of farming. KVK also help the farmers to upgrade their knowledge. For knowledge up gradation extension training is held. It is of two types:

1. On Campus.
2. Off Campus.

THREE DAYS INDUSTRIAL VISIT REPORT AT KRISHI VIGYAN KENDRA (KVK), PRATAPGARH



Students at the field



Students at the field

The KVK, Kaushambi has adopted five villages. In these villages the scientists apply their new technology and they observe the changes taking place during five years. In these villages they apply their new technology and then they observe all the changes that take place during the five years course. After five years they apply the same technology and methods on different clusters of land. **KVK** also works as a district knowledge and resource centre. As mentioned above, after the selection of villages, they study about the history of villages with the help of PKA. This is a tool to analyze the village with the help of a questionnaire. Then the soil is tested, and then mapping is prepared from north to south and east to west.



Dr. Ajay Singh addressing the students



Students at KVK Unit



Prof. Newman at the Valedictory session

Mr. Ashish Kumar briefed the students about how ICAR has started the KVK at Kaushambi with the aim to serve the farming community of the district and improve their economic status. Within a short span of few months KVK has started training the farmers and farm women and providing vocational trainings to the rural youths. Latest agriculture technologies are demonstrated at the farmer's field through frontline demonstration. Stress has been given to promote integrated crop management in pulses and oilseeds keeping their importance in present agriculture. Resource Conservation Technology in rice-wheat system is also been promoted, particularly direct seeding of rice, zero tillage in wheat and use of bio-fertilizers in agriculture. The technologies developed at national research institute are refined as per the needs of the farmers of the district Kaushambi under Farm Trials. They have refined the crop establishment technologies for rice and wheat, integrated pest management for major crops. Overall, the visit was indeed a good learning experience for the students. In the concluding sessions a short speech was given by the director of the KVK, Kaushambi, Mr. Amitab Garg and the Dean, JSBS, Prof. Newman Fernandez. And at last vote of thanks was proposed by Pallavi Chandra on behalf of SHUATS, to all the members and staffs of Krishi Vigyan Kendra, Kaushambi.

THREE DAYS INDUSTRIAL VISIT AT KRISHI VIGYAN KENDRA (KVK), SHUATS, ALLAHABAD



A **three days** industrial visit was organized by Joseph School of Business Studies for BBA-Agri Business Management, semester 8th students from 1st May 2017 to 3rd May 2017 at KVK, SHUATS, Allahabad. The students were accompanied by the semester coordinator Mrs. Ipsita Sahoo (Assistant Professor, JSBS). The final year students visited KVK for the first time and were very enthusiastic and eager to know the functioning and activities that were carried out in KVK. The whole KVK unit was shown to them and they were made aware of the functioning of each unit. The visit comprised five technical sessions and six scientists of KVK delivered lectures and interacted with the students. Since the students hadn't visited before any KVK, their first time exposure to such unit made them ask many interesting questions to the scientists after each session. The students were quite surprised to know the various activities that are carried out by KVK. In the first technical session, the students were introduced to KVK- mentioning the purpose, scope and activities involved. The topic covered in Technical Session II was i.Organic farming- current issues and government initiatives taken. ii.Dairy Husbandry and Dairy Technology.

On Day 2 in technical session III, the students were introduced to Modern Farming Technology. This session was very interesting since students who had farms and agricultural areas enquired on Honey bee farming, Mushroom Farming and so on. In technical IV, Mechanised Agriculture including Animal science and Horticulture were taught and practical implications were also made known to the students.

On Day 3, Agricultural Engineering was covered in technical session V and students were given feedback form.

A vote of thanks was given by Mrs. Ipsita Sahoo to all the scientists who spared their time for the students in one way or the other. All three days lunch was also provided to all the students and students had a very good time. The exposure they got would help them in the near future since many were interested in opening up new farms and were interested in entrepreneurship. The in-depth knowledge they gained from KVK would enhance their skills and I hope their contribution to the society and nation at large would be remarkable.

THREE DAYS INDUSTRIAL VISIT AT JAIPUR, RAJASTHAN



A three days Industrial visit starting from 24th April 2017 to 26th April 2017 was organized by Joseph School of Business Studies for semester 2nd and 6th B.Com students in Jaipur, Rajasthan. Forty students of B.Com attended the visit, accompanied by the Coordinators, Ms. Priyanka Saxena (Assistant Professor, JSBS) and Mr. S.A. Siddiqui (Assistant Professor, JSBS). On first day i.e. 24th April 2017 students visited Poddar Industries: Footwear unit. The students were given a close look at some of the important operations to manufacture footwear through massive and complex machine units. Students saw all the manufacturing process and also met the operations staff. Students asked questions regarding raw material, wages, leave policy and marketing etc. Besides this, they saw the layout plan of the company. After exhaustive two hours visit, snacks were served to the students.

On second day the students visited Hyundai and were briefed about the car repairing process by their technical staff. Then students were taken around various divisions and explained about the operations in each division. In all there were 5 divisions – press division, weld division, paint division, assembly division and quality check & inspection division. Few students also met the senior executives of the company and asked many questions. Students learnt the selling propositions and also tried to know the organization structure besides visiting their service centre.

On third day students were taken to Centre for development of stones (CDOS). This is an apex body which is engaged in research and development of stones. Students took keen interest regarding the new variety and testing of stones. They also asked questions regarding marketing aspects. The students reached the Industrial Area, Jaipur where they visited Centre for Development of Stones (CDOS), set up by RIICO. CDOS has emerged as a reference point for the stone industry in India and is regularly being approached by national and international organizations as representative of the Indian Stone Industry for information and co-operation. Students visited beautiful Natural Stone Park, stone display centre and R&D Centre, testing Lab. And then after having proceeded to A&A Exports, leading manufacturer and exporter of home textiles, kimono, bedspreads, curtain fabrics- woven, cushions etc.

**THREE DAYS INDUSTRIAL VISIT AT CED, NSC-NEW DELHI, YAKULT INDUSTRIES,
PARLE-G AND BRITANNIA INDUSTRIES-HARYANA**



The industrial visit to Center for Entrepreneurship Development (CED), National Science Center (NSC), New Delhi, Parle-G Industries, Sonipat Haryana and Britannia Industries-Jhajjar, Haryana was organized from 17th April 2017 to 19th April 2017 for the students of MBA semester IV of JSBS. The visit aimed to make the students aware of the real time functioning of the industry. The visit was conducted for three days. The visit was co-ordinated by Dr. Pradhyuman Singh Lakhawat (Assistant Professor, JSBS) and Mrs. Poonam Vishwakarma (Assistant Professor, Deptt. of Commerce, JSBS).

On first day the students visited the center for Entrepreneurship Development and learned various schemes to start their own business. They also visited the National Science Center to understand the role of science and technology in entrepreneurship development. On the second day, Yakult Industries was visited by students where Mr. Sharma, Chief HR manager, guided the students about the working of production practices. On the same day Parle-G industries was visited by students and there Ms. Kapoor, HR executive guided students to understand the basic working of organization, products and market scenario.

On the third day, Britannia industries was visited by students and there the students were divided into groups of 5-6 students and each group was led by one member of Britannia, who guided them through the process of manufacturing, packing, labeling and storing. The students were also told about the distribution channels of the Britannia. All the students had a list of questions that was required to be prepared by them before the industrial visit. The students asked questions and other queries regarding the processing and quality management and HR practices. The students were also taken to the quality testing lab and they were shown how the quality test is done. The students were also informed about the products that are to be launched by the company in the near future. The experience of the students at the industry was very enriching.

THREE DAYS INDUSTRIAL VISIT AT PARAG DAIRY, HINDUSTAN TIMES AND R. V. INDUSTRY, LUCKNOW



PARAG DAIRY

Industrial visits are very important for every management student as it provides a clear picture to the upcoming managers who have the zeal for a bright future. The rationale of the professional program BBA at Sam Higginbottom University of Agriculture Technology and Sciences, Allahabad is not only the theoretical learning inside the classrooms or just completion of syllabus but its sole objective is to have practical edge with all basic management aspects. An Industrial visit to PARAG Dairy, Hindustan Media Venture Ltd. and R.V. Industries Pvt Ltd., Lucknow, was organized for semester VIII BBA (Hons) and semester IV B.Com students of JSBS by the Co-ordinators, Mr. Shanti S. Chauhan (Assistant Professor, JSBS) and Ms. Regina John (Assistant Professor, JSBS) from 24th April to 26th April, 2017, during the visit; the students learned the supply management, 3PL logistics solutions, material handling and other innovative techniques adopted by PARAG for providing logistics and supply chain management solutions to their clients. The details of the operations were explained by Mr. S.U Khan, from PARAG. The students got valuable insight about this organization. PARAG milk shed is situated in the Lucknow, the capital of Uttar Pradesh. Since independence it has formed part of the traditional supply line of agriculture products from the village to the big cities. This milk union continued functioning for about a decade; in the meantime Lucknow milk scheme was established by government of India in 1959-60 to ensure cheaper milk to the local pollution of Lucknow. The scheme started operating through 12 chilling centers in Eastern Uttar Pradesh.

Students learnt about Milk Co-operative, perceived as a business organization, is simply a group of people who have willingly pooled in resources and energies to pursue a common goal out of which they derive mutual benefits, with a lot of fun & frolic activities. Mr. U. Khan said "Uttar Pradesh is the largest milk producing state of India contributing 17 % of the total milk production of India. In the year 2010-2011, the total milk production in the state was 21033.3 thousand kgs per day.

HINDUSTAN MEDIA VENTURE LTD.



Students at Hindustan Media Venture Ltd.



Students at Hindustan Media Venture Ltd.

The students next visited, HT Media where they were introduced about the various facets of the company. HT found its beginning in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi. HT Media (BSE, NSE) has today grown to become one of India's largest media companies. Produced by an editorial team known for its quality, innovation and integrity, Hindustan Times (English newspaper) and Hindustan (Hindi newspaper through a subsidiary Hindustan Media Ventures Limited), Hindustan Times is the choice for nearly 3.7 million readers across India, who turn to it daily for news, information, analysis and entertainment. Hindustan, the group's Hindi daily, continues to be the second-largest daily in the country with a total readership of 36.6 million, (based on Indian Readership Survey (IRS) for the first quarter (Q1) of 2011. Both dailies enjoy strong brand recognition among readers as well as advertisers. The company also has an education portal www.HTCampus.com aimed at students passing out of school and college to help them take the right decision about their higher education.

R. V. INDUSTRIES



Students at RV Industry



Hook Making Machine in R V Industry

The third day of the visit was made to R. V. Industries established in 2007, it is a perfect example of Small Scale Industry it is located in Chinhat, Lucknow (U.P) which is known as the Industrial area of Lucknow. R.V. Industries manufacture safety equipments like Scuffle hooks, rock climber safety belts and other such mechanical devices used for trekking. It exports 90% of its products to countries like the USA, Malaysia etc. the staff showed the students these equipments and also demonstrated how to use them, Also CNC machine and the process for mailing these equipments was shown to the students. The students got a chance to transfer their theoretical knowledge to practical implication.