



**SIES**

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

College of Arts,  
Science &  
Commerce (Autonomous)

### Department of Mass Media

- **Title:** Industrial Visit to Lokmat Printing Press, Pune and Mahabaleshwar
- **Aims:**
  - To engage students actively with the Printing Press staff, to gain insight, and to show a keen interest in the printing process at Lokmat.
  - Students will gain a comprehensive understanding of the print media industry, linking theoretical knowledge with practical applications.
- **Background:**

The Department of Mass Media of SIES College organized an Industrial Visit to Lokmat Printing Press and Mahabaleshwar for the FYBAMMC batch of 2023-2024 students. The IV was scheduled on the 20<sup>th</sup>, 21<sup>st</sup>, and 22<sup>nd</sup> of December.

#### ➤ Day 1

The accommodation was arranged by Ms. Amanjeet Kaur at Ivy Resort in Panchgani.

The morning of the 21st saw the students checking out of the resort and heading to Mapro Garden. The students tried some delicacies like strawberry and cream and cheese masti khakra. They made smart use of the tasting counter before deciding with regards to what they wanted to buy. They sampled a varied range of crushes and mocktails available and then went ahead with their purchase.

The day was spent basking in the glory of nature by visiting points with great views of the valley.

Then at the end, the students were taken to the Pure Gold cheese factory where they received a highly informative explanation and a peek at the equipment used in the preparation of cheese. The employee elaborated more on how cheese is classified based on the animal milk used, the texture of the cheese, etc.

The most basic classification is a) Processed Cheese and b) Unprocessed cheese. The students also got to taste the different types of cheese available there for retail purposes. They also offered discounts on a varied range of products. The visit to Pure Gold Cheese Factory proved to be high on infotainment with the students absorbing knowledge and having fun too.

#### ➤ Day 2

The whole batch called it a day by visiting the Lokmat Printing Press in Panchgani on their way back home. They were welcomed by the head of the production unit of the Lokmat Printing Press based in Panchgani who kind was enough to throw light on the history of Lokmat and how it is the largest-selling Marathi Newspaper in the whole of Maharashtra.

- **Location:** Lokmat Printing Press,Pune and Mahabaleshwar
- **Participants:** 45 students (33 girls and 12 boys)
- **Date of the Industrial Visit:**20, 21, 22<sup>nd</sup> December 2023
- **Name of Resource Persons:** Amanjeet Ma'am and Satish Sir Kurup under the guidance of Department staff Ms. Mansi Mudaliar
- **Outcome:** In conclusion, the industrial visit to Lokmat Printing Press and Mahabaleshwar was a success, achieving its educational objectives while providing students with a memorable and holistic learning experience. The standard of infotainment was set high and maintained throughout the IV.
- **Fair Collected:** 4700/- per head

## ii. Photographs (Geotagged)



Figure 1 Gold Cheese Factory



Figure 2 Mapro Garden, Mahabaleshwar



Figure 3 Lokmat Printing Press, Panchgani

*Mudaliar*  
Report by



*Vaughan*  
Program Coordinator

*Sanjay*  
PRINCIPAL  
SIES College of Arts, Science &  
Commerce (Autonomous)  
Sion (West), Mumbai - 400 022.