



Manasa Trust (R.)

**Kateel Ashok Pai
Memorial College**

(Affiliated to Kuvempu University and Recognized by the Government of Karnataka)

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ಸ್ಮಾರಕ ಕಾಲೇಜು**

DEPARTMENT OF COMMERCE

AVINYA Club

Industry Visit (Vijayavani press)

Date:20-02-2026

Time:2.00PM to 5.00PM

Venue : Vijayavani Press, Shivamogga

Resource Person: vijayavani press marketing head shivamogga

An industry visit to Vijayavani Press, Shivamogga was organized by the Department of Commerce on 20/02/2026 from 2:00 pm to 4:30 pm for B.Com students. The visit aimed to provide practical exposure to the media and printing industry and enhance students' understanding of journalism, communication, and marketing. During the 2.5-hour visit, students observed the complete newspaper production process, from news collection and editing to layout design, printing, and distribution. Press officials explained the workflow, printing technology, quality control measures, and deadlines followed in daily newspaper operations. Students gained insights into how media houses manage content, circulation, and advertising. The visit significantly improved students' practical knowledge and career awareness. It helped them understand roles in media, journalism, content writing, and marketing. Interaction with professionals improved their communication skills and confidence. Faculty members highlighted how such industry exposure bridges the gap between theory and real-world business practices. Overall, the Vijayavani Press visit was extremely valuable. It inspired students to explore careers in media and marketing while appreciating the importance of timely, accurate information in journalism.



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