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Report On:

INDUSTRIAL VISIT: Lokmat Printing Press (Butibori)

Name of the Industry: Lokmat Printing Press

Address of the Industry: LOKMAT PRESS P 192 201 INDUSTRIAL AREA
BUTIBORI BORI NAGPUR RURAL MAHARASHTRA 441122

Date & Time: 18 September 2025

Participants- BBA Students (Section - A)

Name of Faculty Incharge: Prof. Akhilesh S Ingle

Introduction:

Lokmat Printing Press, located in the Butibori Industrial Area near Nagpur, is one of the major printing units of the Lokmat Media Group, one of India's leading regional newspaper networks. The Lokmat Group was established in 1971, and over the years, it has grown to become one of the largest and most widely read Marathi and Hindi newspaper publishers in Maharashtra and beyond. The Butibori printing unit was established to cater to the growing circulation demands in the Vidarbha region. It operates as a commercial printing facility, primarily engaged in the printing and publishing of newspapers and related media materials. The plant is equipped with state-of-the-art offset printing technology, automated plate-making systems, and advanced packaging and dispatch units to ensure timely and high-quality newspaper production. The press mainly prints Lokmat (Marathi), Lokmat Times (English), and Lokmat Samachar (Hindi) editions, ensuring efficient distribution across various districts. Apart from newspapers, the unit also handles printing of advertising inserts, supplements, and special editions for events and festivals. Lokmat Printing Press, Butibori, plays a significant role in the media and communication sector by ensuring the timely dissemination of news and information to millions of readers. Its efficient operations and adoption of modern printing technologies reflect the organization's commitment to quality journalism and technological advancement within the printing industry.

Objectives of the Industrial Visit

- To understand the printing process.
- To study the organizational structure and workflow.
- To explore technological advancements in the printing industry.
- To analyze the role of Lokmat Printing Press in the media sector.

Observations and Learning

During the industrial visit to Lokmat Printing Press, Butibori, Nagpur, students were introduced to the various departments and operations that together ensure the smooth functioning of the press. The visit provided valuable insights into the end-to-end newspaper production process — from content preparation to printing and distribution.

1. Pre-Press Department

This is the initial stage of the printing process. The pre-press department is responsible for the designing, page layout, editing, and plate-making of the newspaper. Students observed how digital files received from the editorial team are processed using specialized software to prepare them for printing. The department also uses Computer-to-Plate (CTP) technology for creating aluminum printing plates that ensure high precision and quality in the final output.

2. Press Department

In this section, students witnessed the actual printing operation carried out on large offset printing machines. The department handles multi-color printing using high-speed rotary presses capable of producing thousands of copies per hour. Officials explained how the ink

and paper are calibrated, and how continuous monitoring ensures color accuracy and clarity. The noise and speed of the machines highlighted the scale and efficiency of the production process.

3. Post-Press Department

After printing, newspapers are sent to the post-press section for folding, cutting, bundling, and packaging. The department ensures that each batch is organized according to destination routes for timely dispatch. Automation in this section helps reduce manual errors and speeds up delivery operations.

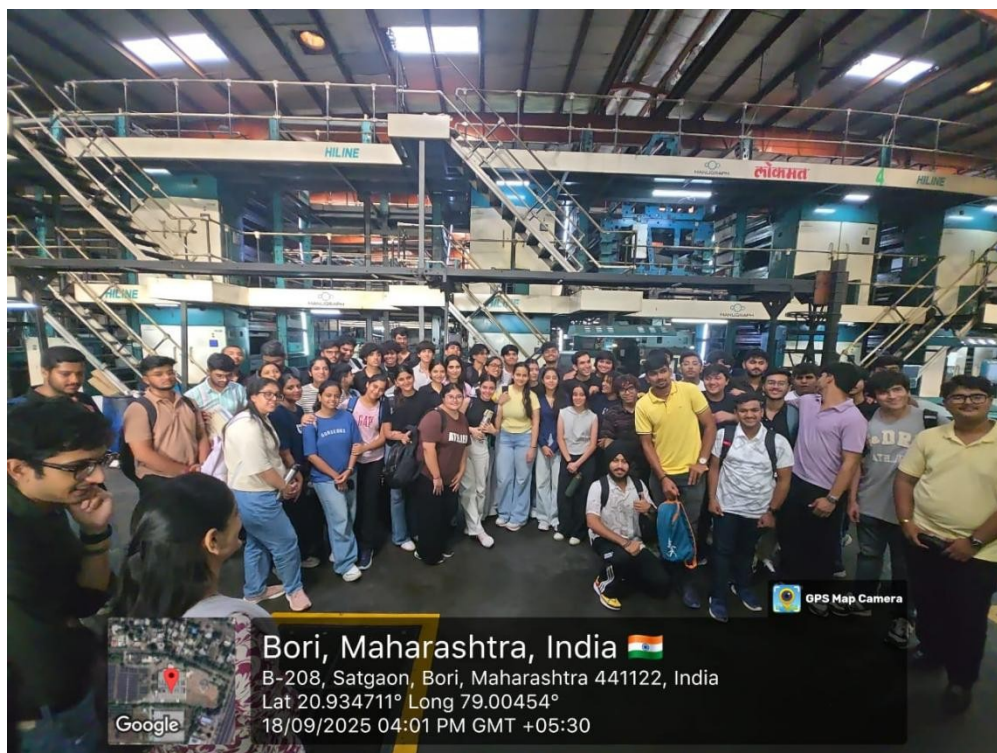
4. Dispatch and Distribution Department

This department handles the logistics and delivery of printed newspapers to various distribution points across the region. The team coordinates with local vendors and transportation partners to ensure early morning delivery. It plays a vital role in maintaining Lokmat's reputation for timely circulation.

Outcome of the Visit

The industrial visit to Lokmat Printing Press, Butibori, provided students with practical exposure to real-world industrial operations and helped bridge the gap between theoretical management concepts and actual business practices. The visit offered a comprehensive understanding of how different functions within an organization work in coordination to achieve efficiency and quality output. Overall, the visit to Lokmat Printing Press, Butibori, proved to be an enriching learning experience. It not only deepened the students' understanding of industrial and managerial processes but also enhanced their analytical and observational skills. The practical exposure will help them apply theoretical management concepts more effectively in future professional settings.

Photographs





Report Prepared By

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