

# **LJ Institute of Media & Communications**



## **Report on visit to Navjivan Press**

**Date: 5th August, 2025**

**Time: 12:00 to 14:00**

**Venue: Navjivan Trust, Ahmedabad**

**Participants: BMC and MMC 1 students**

**Faculty Incharge: Rishank Joshi**

## **Introduction**

On August 5, 2025, the students of BMC Semester 1 and MMC Semester 1 visited Navjivan Trust, a historic printing house in Ahmedabad renowned for its association with Mahatma Gandhi and the publication of the Navjivan articles and books. The visit aimed to provide practical insights into the world of journalism and publishing.

During the visit, students had the opportunity to observe modern printing operations, explore the preservation of historical archives, and learn about the press's evolution over the years. This educational experience offered a valuable glimpse into the world of print media, enriching students with both technical knowledge and historical understanding.

## **Objectives**

- To gain practical exposure in the field of journalism
- To connect theoretical classroom learning about media and communication with real-world printing operations.
- To understand the step-by-step printing process from pre-press to final product.
- To interact with the staff and gain insights into the challenges and changes in the printing industry over the years.

## **Process**

- The visit to Navjivan Press began at 12:00 p.m., when students first entered Rangjyot, a division of Navjivan founded by Mr. Himanshu, which is an in-house fine art printing studio under the Navajivan Trust in Ahmedabad. It specializes in the digitization, scanning, cataloguing, and archival-grade fine-art printing for artworks, historical documents, and photographs. He began by explaining their work in digitizing old content, including materials dating back to 1919. The division specializes in printing archives with top-quality standards, and he stressed that colour accuracy is a crucial aspect of digitization. Currently, they mostly use high-resolution cameras for the process.
- Mr. Himanshu shared that their primary clients are artists and museums who require accurate reproduction of artworks and archival materials. He also spoke about how Navjivan has adapted to technological changes over the years, ensuring they remain relevant in the modern printing industry. Additionally, he offered career advice, stating that anyone entering the field of publishing should have

complete knowledge of the genre of the book they wish to publish. He encouraged students to make mistakes and learn from them, as mistakes are an essential part of the learning process.

- Next, the students visited the printing division, where they were guided by Mr. Apoorva Ashar. He took them through the history of Navjivan Press and explained Mahatma Gandhi's vision behind establishing it. He also spoke about their current printing operations and showed students samples of high-quality prints. Mr. Ashar described the printing process, which includes proofreading and the use of OCR (Optical Character Recognition) before final printing. OCR plays a vital role in enabling printing in multiple languages. He also emphasized the importance of skills and subject expertise in achieving good results even with minimal equipment.
- The student's final stop was the Editing and News Room, where they met Mr. Jayesh. He explained the reporting and editing process of news stories. He mentioned that YouTube has become a major platform for news, alongside various niche platforms that still have potential for growth. According to him, a person in the newsroom today needs to be multi-skilled — capable of writing headlines, shooting videos, editing content, appearing on-air, and circulating stories on social media. He also described how editors decide which stories should be covered, with crime and politics being their main focus areas.

## **Outcomes**

- Gained practical understanding of printing processes, digitization, and real-world news production workflows.
- Developed awareness of journalistic accuracy and ethics, emphasizing the importance of credibility in media.
- Explored the use of modern technology in preserving historical archives and managing media resources.
- Strengthened the link between theoretical knowledge and practical application in the fields of journalism and publishing.

## **Conclusion**

The visit to Navjivan Trust concluded at 14:00, providing students with a deeper understanding of how printing, digitization, and news production function in real-life settings. They gained insights into the importance of accuracy, the role of technology in preserving archives, and the essential skills required in modern media. The experience effectively bridged the gap between their classroom learning and practical knowledge.

## **Annexures:**

1. Social media post was created by the BMC sem1 students (Ayush).

<https://www.instagram.com/reel/DNDUsxetdfb/?igsh=MXhpaXM1N25neHZnaQ==>



BMC/MMC SEM-1

05/08/2025

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