



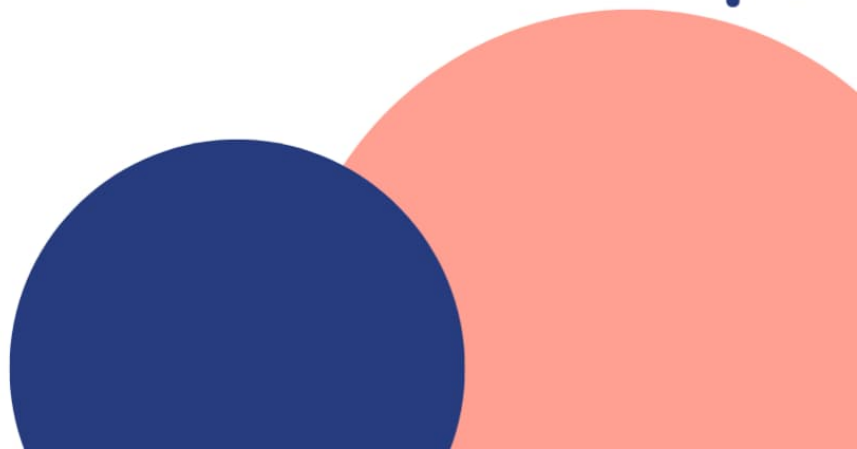
**ACUMEN
CONNECT**



**Acumen Connect
and
St Joseph's Degree and PG College
Dept of BBA and
BCOM
Industry Connect Program
Report**

3rd November 2022

POCHAMPALLY





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**ACUMEN
CONNECT**



Sumitra Poojari ma'am facilitated the
Industry Connect Program.

Sri Latha ma'am is the HOD of the
department.

Sumitra Poojari ma'am, Prashanti ma'am
and Geeta ma'am accompanied the students
for the visit.




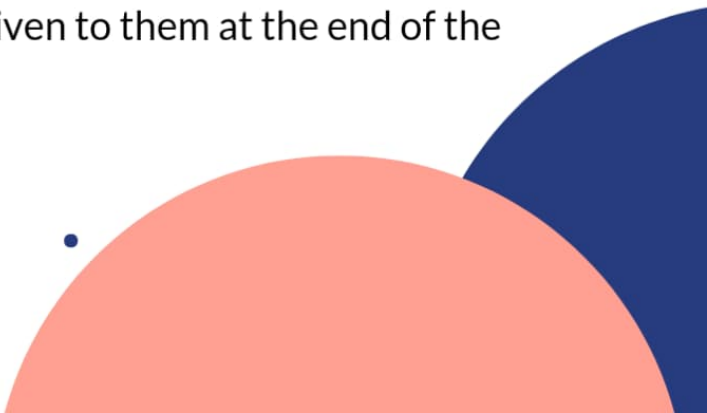
ACUMEN CONNECT'S INDUSTRY CONNECT PROGRAM

Program Objectives

The objective of the Industry Connect Program is to provide Industry Exposure to students through local industry visits. Using experiential learning methodologies, the program aims at helping students gain practical knowledge and exposure into sectors and industries; their processes, operations and HR. Through pre and post visit sessions and interaction with employees of the organization, the program intends to promote informed career choices.

Program Outcomes

Industry Connect Program is a certified one day visit which achieves the following outcomes:

1. Students will be able to recognize and articulate the production process of the industry through a 'journey map'.
 2. Students will be able to note the layout, operations management, HR, waste management and best case practices of the industry during the industry immersion session.
 3. Students will answer a case study given to them at the end of the Industry Connect Program.
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NAAC CRITERIA


- **(1.3) Curriculum Enrichment:**

- (1.3.1) The industrial visits has given students insight into work culture and professionalism along with an understanding of the professional ethics followed by Pochampally.
- (1.3.2 and 1.3.3) The Industry Connect program is an experiential learning program which has provided industry exposure to students through field visits. Students understand the practical usage of the subjects and concepts learnt in the classroom through the Industry Visits.

- **(2.3) Teaching Learning Process:**

- (2.3.1) **Experiential Learning methodologies** such as journey mapping, what, how, why and 5 why's were used during the program during industry immersion.

- **(7.2) Best Case Practices**

- (7.2.1) The Industry Connect Program is a best case practice followed by St Joseph's Degree College. ICP integrates industry exposure and employee engagement along with case studies that enriches student's worldview.
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INDUSTRY EXPOSURE

Pochampally

The students visited Pochampally on 3rd November 2022.

Bhoodan Pochampally is known for its Pochampally Sarees. The Industry Visit has given students insight into the industry in terms of its layout, operations, human resource, best case practices and waste management.

A **learning kit** was shared with the students prior to the industry visit that provided them information regarding the company. A **pre industry session** was organized where students were engaged with the history and future plans of the company. They interacted with the employees of the organization who answered their questions and helped them understand the sector and company better. The **production process** were explained in detail by the Industry Guru's of Acumen Connect. A **post industry session** was conducted to clarify further doubts and queries. Student's are **certified** of their learning experience post the Industry Connect Program.



CASE STUDY

1. Make a detailed journey map of the 11 steps that are involved in making a Pochampally Saree.
2. Write 200 words about your experience during the visit.

SOLUTIONS BY STUDENTS

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Report writing

Pochampally IKAT Sarees

Pochampally, A village about 45 – 50 kms from Hyderabad, is famous for its handloom silk and cotton fabrics. The colours of Pochampally IKAT fabrics are mesmerizing and even more astonishing and exciting the simple methods they use to create those complex geometrical designs.

The technique of IKAT weaving, which requires true precision and accurate skill set is the main center of attraction of the village and the people living there. The IKAT was developed overtime around the world picking its origin from Indonesia, travelling to other countries through merchants and traders. The following are the different steps involved in making the iconic IKAT silk sarees;

1. Procurement of Raw Material

- Fine silk is brought from mysore and bangalore for the beginning of this marvelous process.

2. Degumming of Silk yarn

- It is the step where the cocoons are boiled and treated to remove gum and sericin.

3. Winding the Yarn from Hank to Bobbin

- The silk is then tied onto bobbin from hanks for further use.

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CASE STUDY

POCHAMPALLY SILK FABRICS AND THE INDUSTRY

The Pochampally, well known for its silk products, is a village located in Nalgonda dist. of Telangana which is about 45 to 50 kms from Hyderabad. It was formerly known as Gajula Pochampally where "Gajula" means bangles was renamed as Bhoodan pochampally after the Bhoodan movement of 1951.

The industrial visit to Pochampally has been an exciting, mesmerizing and on the hand an informative trip for me. I have experienced the making of a famous and premium product, the IKAT sarees. I have gained knowledge about the cycle of industry and the way products are produced and marketed.

Firstly, we arrived at the museum and were taught regarding the making of silk sarees and the origin and diversity of this art of IKAT. We got to know about the machines and tools involved in the making of this fabric like the AASU machine, yarn spinner, yarn drool, etc.

we then headed to the village to find people involved in the making of the saree. I came to know about the hardships the workers face in this total cycle. I noticed that these workers are getting only meager amounts where as the product is sold for huge amounts in the market. Old workers are prominently found there because none of them wants their children to be engaged in this work due to its incapability to generate sufficient income.

The old guys face problems due to continuous paddling, pulling and keen observance for designing. They are paid according to their

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4. Preparation of Frame

- The design frame is made to mark points and designs on the silk yarn.

5. Tying of Yarns

- The yarns are tied in a systematic manner for proper designing and dyeing for symmetrical and geometrical designs.

6. Dyeing

- The tied yarns are then dyed to provide proper designing and color.

7. Yarn Drying

- The yarn is then dried to make it ready for weaving and other processing

8. Warping and Wefting of the loom

- The warp and weft takes place which provides proper structure and design to the saree.

9. Weaving

- The Final step is weaving to bind the warp and weft designs together.

These are the major steps in the making of the saree, but to get a little informative each step is done by different people and not just by one person. I.e a saree must involve for 4 to 5 different houses of workmen or workshops to make a finished product.

These are then packed and sent to marketing in the market hall or are bought by other agents in as middle agents. The final price of this finished product ranges between RS.7000 and goes to an overwhelming Rs.3-4 lakhs.

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output i.e., as per no. of pieces produced not on no. of hours, they invest in making that saree because even one saree takes around a week time to be woven.

Then next we visited the market complex nearby where we were let to roam through the shops there. We came to know that there is little sale and huge competition due to the rates of the sarees.

We then headed back to our college without visiting the cooperative society but we really wanted to visit a cooperative society and see how they maintain their records and accounts and what they actually do during their daily operations.

At the end I felt good by visiting the village, meeting new people, enjoying with my friends and most importantly got to know about the village and the art of silk weaving in detail but I hope that this could be more informative and thrilling of enjoyment if there is a proper control of time management.

- MOHAMMED MOHIUDDIN

THE EXPERIENCE

