



## REPORT ON INDUSTRIAL VISIT

On the 30th of April, 2019, the Department of Commerce, St. Edmund's College organised an industrial visit to Nela Handloom Training Center cum Production Unit, Umroh. Over a hundred students of the graduating class took this opportunity to have a look at the practical aspects of a small enterprise.

The students accompanied by the teachers of the department headed out from the college campus at around 10:00 am in the morning. After an hour's drive, we were welcomed by Mr. James E. Dkhar, the proprietor who started this production unit.

We had a brief but informative session with Mr. Dkhar where we came to know about how and why he got started into the handloom industry and his journey throughout. He also enlightened the students about the types of machinery used and also made them aware of the dearth of local resources as well as the improvisations made to overcome these problems. The session also brought the practical aspects of starting and actually running the business into the conversation. With his honest and straightforward answers, Mr. Dkhar imparted his knowledge to a very interested audience. Towards the end of the session, various listeners also put forward a few questions related to marketing, production, financing and other business related topics which he enthusiastically answered without mincing any words. The entire session was very satisfying and gave a real glimpse into the life of an entrepreneur.

Mr. James E. Dkhar also stressed on the value of the traditional methods of weaving which produces goods of higher quality over the increasingly used power looms. He also held the idea that at least one should retain the ability to produce one's own traditional attire instead of having to depend on others to produce it. He also heavily emphasized upon the importance of quality and how one cannot afford to be lax in one's standards as well as the importance of professionalism.

At the time, the unit which employed 17 people was working on an order from Germany and the students took the opportunity to take a quick tour of the unit and inspect the handmade looms and observe a few workers.