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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

Sri A.S.N.M. Government College (A), Palakol W.G.Dt. 534260
Affiliated to Adikavi Nannaya University, Rajamahendravaram
(NAAC Re-accredited with 'B+' Grade at 2.67 CGPA)



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Department of Economics and Commerce
INDUSTRIAL FIELD VISIT TO LACE INDUSTRY, NARSPUR
22nd February 2025
ACTIVITIES FOR THE YEAR 2024-25

S.No	1
Name of the activity	INDUSTRIAL FIELD VISIT TO LACE INDUSTRY, NARSPUR (Micro, Small & Medium Enterprise (MSME))
Date of conducting the activity	22-02-2025
Organised by Dept./Committee	Department of Commerce
Objective or nature of the activity curricular/Extension to community	To provide students with practical exposure to the lace-making industry, understand the significance of MSMEs in economic growth, and explore the skill-based employment opportunities in the handicrafts sector.
Level of the activity College/Mandal/district/university	College Level
Name of the Resource Person	Dr T.Raja Rajeswari., Principal
No. Of Participants	56
Skills achieved	1. Understanding Traditional Handicrafts and Entrepreneurship: ➤ Students gained valuable insights into the intricate process of lace-making, including design, weaving, and finishing. ➤ Exposure to the economic significance of MSMEs and how they contribute to rural employment and self-sustainability. 2. Technical Knowledge & Hands-on Learning: ➤ Students observed different stages of lace-making, from raw material selection to final product development. ➤ Learned about the use of handlooms and semi-automated machines in lace weaving. 3. Business and Market Awareness: ➤ Understanding the supply chain process, from

	manufacturing to export. ➤ Insights into quality control, packaging, and branding for international markets.
Values achieved	1. Promotion of Traditional Handicrafts: ➤ Students developed an appreciation for the cultural heritage and craftsmanship of lace-making. ➤ Recognized the importance of preserving and promoting local handicraft industries. 2. Entrepreneurial Inspiration & Economic Awareness: ➤ The trip inspired students to explore entrepreneurship in the MSME sector. ➤ Awareness of government schemes and financial support available for small-scale industries.

Brief Report

The Department of Economics and Commerce of Sri A.S.N.M. Government College (A), Palakol, organized an educational field visit to the renowned Lace Industry in Narsapur, West Godavari District. The visit aimed to provide students with practical insights into the lace-making process, its Economic significance, Marketing skills and the challenges faced by artisans. The objective of this visit was to provide students with firsthand knowledge of the lace-making process, its economic significance, and its impact on the local economy. The visit was attended by the Principal, faculty members, and students. The **Principal Dr. T. Raja Rajeswari** addressed the gathering, emphasizing the importance of industrial visits in bridging academic learning with practical exposure.

The Director of the Lace Industry also addressed the students, highlighting the industry's growth, challenges, and future prospects. Students observed the various stages of lace production, including raw material selection, design, weaving, and final finishing. Interactive sessions with artisans and industry experts provided valuable insights into employment opportunities and market trends.

Key Observations:

- Narsapur is a hub for lace manufacturing, known for its intricate hand-made designs.
- The industry predominantly employs women, contributing to their economic empowerment.
- Students observed various stages of lace production, from raw material procurement to the final product.
- Discussions with artisans and entrepreneurs provided a deeper understanding of the industry's contribution to local and global markets.

Outcome of the Visit:

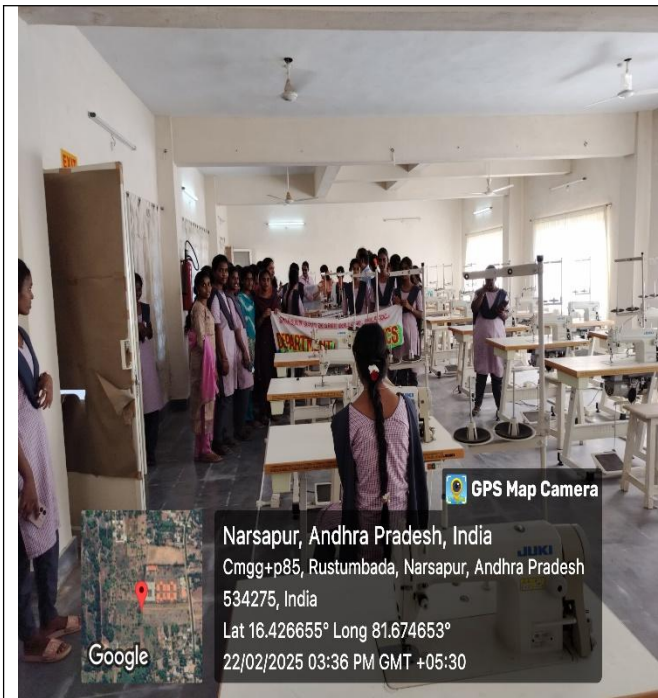
- Enhanced students' understanding of the socio-economic aspects of the lace industry.
- Insights into employment opportunities and entrepreneurship in the handicrafts sector.
- Awareness of the challenges, including low wages, market fluctuations, and competition from machine-made products.

- Encouragement for students to explore research and business opportunities in the traditional craft sector.
- Encouragement for students to explore research and business possibilities in traditional industries.

Conclusion

The visit was highly informative and provided valuable real-world exposure to students, complementing their academic knowledge with practical experience. The visit was also a highly informative experience, enriching students' knowledge of the socio-economic aspects of the lace industry. Overall, the field visit was a significant learning experience that successfully bridged academic concepts with industry practices, offering valuable insights into the lace industry and its role in the local Economy.

Staff and Students Visited the Lace Industry



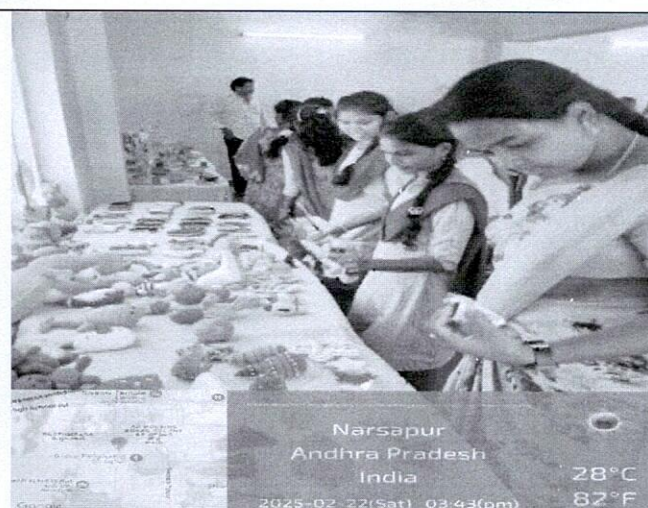
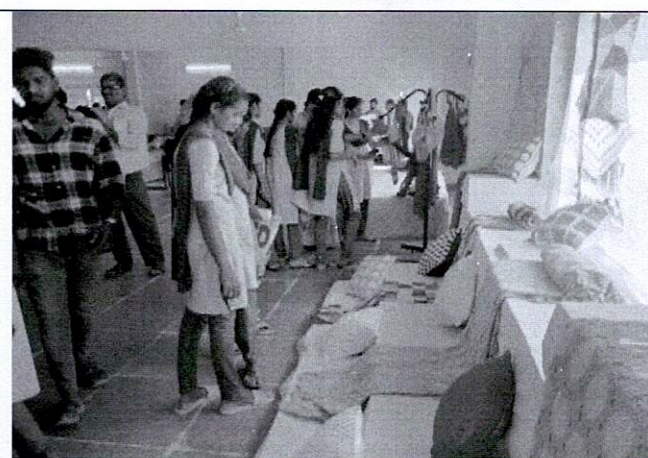
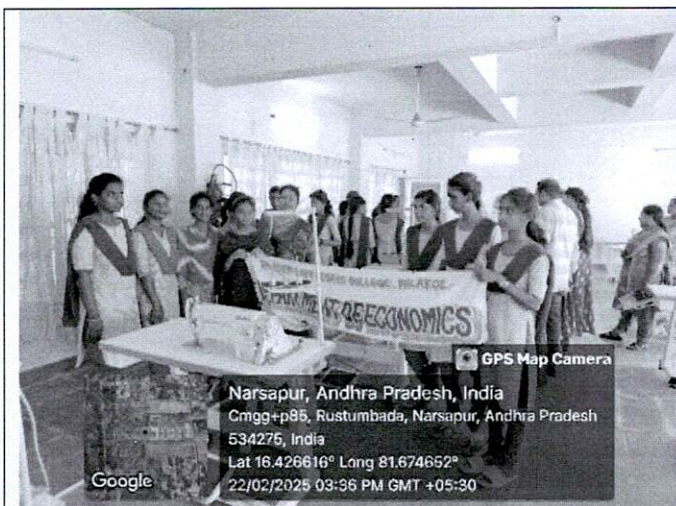
PHOTOS



International Lace Park Director Interaction with Principal, staff and Students



Staff and Students Visited the Lace Products



Staff and Students Visited the Lace Products

28/2/2025
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