

INDUSTRIAL VISIT REPORT

Date of visit: 25/08/2025

Place : Siri Gramodyoga Samsthe

Introduction:

An industrial visit to Siri gramodyoga samsthe belthangady. we all students went to siri gramodyoga samsthe. reached venue 10:00 am. given a briefing of rules and guidelines to be followed by every one inside the industry. Sri Dharmasthala Siri Gramodyoga Samsthe is an unlisted public company incorporated on 27 February, 2004. It is classified as a public limited company and is located in Belthangady Taluk, Karnataka. It's authorized share capital is INR 50.00 lac and the total paid-up capital is INR 20.97 lac.



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1.company profile:Dr. D. Veerendra Hegde, Dharmadhikari, has taken a number of initiatives to address the problem of poverty & unemployment amongst the youth, which resulted in the establishment of RUDSET Institutes providing free training to unemployed youth, and Sri Kshetra Dharmas Thala Rural Development Project (SKDRDP), empowering rural youth, especially women, through the formation of self-help groups and providing financing for various income-generating activities. However, when these rural women from SHGs started producing various products, they faced difficulties in pricing, packaging, and marketing, leading to a decrease in their motivation to continue their activities.

To address this problem and provide a platform for rural entrepreneurs, especially women, to sell their products, Dr. promoted a 'Not-for-Profit' Company known as 'Shri Dharmas Thala SIRI Gramodyoga Samsthe' (SIRI) in 2004 at Belthangady Taluk, Dakshina Kannada District. Over the last 17 years, SIRI has been engaged in promoting products produced by over 3,000 Women Self Help Groups in various districts of Karnataka State.

Currently, SIRI offers a wide range of product categories such as Garments, Agarbattis, Millets, Bakery products, Food products, Chemical products, and Rexine Bags. These manufacturing units are located in 50 interior locations across Dakshina Kannada, Haveri, and Dharwad Districts. SIRI achieves an annual turnover of approximately Rs. 25 Crore through its own 13 outlets, 13-line sales, and around 300 active franchise shops across Karnataka.

Please note that SIRI being a non-profit organization falls under section 80G of the Income Tax Act. "Instead of writing someone else's account through wage employment, after three to five years of collegiate education, it is more meaningful to write one's own account by embarking upon some self-employment" Dr. D. VEERENDRA HEGGADE PRESIDENT, RUDSET Institute.

2.objectives:

- 1) Encourage rural women belonging to weaker and neglected sections of the Society, Minorities, SC & ST to take up income generating activities locally
- 2) Help prevent migration of villagers to cities in search of jobs by creating congenial atmosphere for taking up self-employment actives in the village itself.
- 3) Establish production centers equip with all the required infrastructure and machinery and manned by women which helps in boosting the self-confidence of women besides opening new job opportunities to them.

- 4) Continuous improvement in the marketing to achieve a better return on investment.
- 5) Extend the required support in making incremental improvements in the quality of products produced and also the processes adopted to achieve a greater degree of success and a higher level of customer satisfaction.
- 6) Constantly assess the changing customer preferences / requirements and meet them to gain market share and leadership position.
- 7) Produce high quality products at effective costs that are far supreme compared to competitors.

3.vission :Encourage rural women belonging to weaker and neglected sections of the Society, Minorities, SC & ST to take up income generating activities locally. Produce high quality products at effective costs that are far supreme compared to competitors.

4.mission:SIRI Encourage rural women belonging to weaker and neglected sections of the Society, Minorities, SC & ST to take up income generating activities locally. Help prevent migration of villagers to cities in search of jobs by creating congenial atmosphere for taking up self-employment actives in the village itself.

5.goals:Extend the required support in making incremental improvements in the quality of products produced and also the processes adopted to achieve a greater degree of success and a higher level of customer satisfaction. Produce high quality products at effective costs that are far supreme compared to competitors.

6.awards:The company has received numerous awards for performance as a manufacturing unit, dynamic workplace culture, safety standard, contributions to the community and environment. Here are some of the Recognitions and achievements.



MAJOR BUSINESS DIVISIONS

1. cutting division: Cutting division in the textile industry refers to the stage of production where fabric is cut into specific shapes and sizes according to patterns before being assembled into garments or other textile products. This division is crucial as it determines the efficiency and accuracy of the subsequent sewing and assembly processes.



2. stitching division: In the textile industry, a stitching division typically refers to the department or section within a textile manufacturing company where fabrics or garments are sewn together. This

division plays a crucial role in the production process, as it involves assembling various components to create finished products such as apparel, home textiles, or other fabric-based items.



3.buttoning division: In the textile industry, "buttoning division" typically refers to a specific department or section within a textile manufacturing or garment production company that is responsible for attaching buttons to clothing items. This division plays a crucial role in the final assembly of garments, ensuring that buttons are securely and neatly attached according to the design specifications.



4.ironing division: Ironing in the textile industry is a critical process that ensures finished garments have a smooth and crisp appearance before they reach consumers.



5.packaging: In the textile industry, the packaging division plays a crucial role in ensuring that finished textile products are properly prepared for distribution and retail.



Products:

1.clothes

2.agarabatti

3.phinel

4.pickle

5.pusti

6.millet cookies

7.honey

8.soap etc.



Conclusion:

The industrial visit to Siri Gramodyoga Samste provided a comprehensive understanding of sustainable agriculture and rural development initiatives in practice. The visit highlighted several key aspects:

1. **Sustainable Practices:** Siri Gramodyoga Samste exemplifies sustainable agricultural practices through its emphasis on organic farming methods, water conservation techniques, and renewable energy integration. This approach not only ensures environmental sustainability but also promotes economic viability for local farmers.
2. **Technological Integration:** The use of innovative technologies such as drip irrigation systems, solar-powered equipment, and biogas plants showcased the organization's commitment to leveraging modern advancements while maintaining ecological balance.
3. **Community Impact:** The visit underscored the significant impact of Siri Gramodyoga Samste on the local community. By providing training programs, market linkages, and financial support to farmers, the organization empowers rural populations and contributes to poverty alleviation.

4. **Educational Value:** For students like us, the visit was an educational experience that bridged theoretical knowledge with practical applications. Witnessing firsthand the challenges and solutions in sustainable agriculture reinforced our understanding of the subject.
5. **Future Implications:** The insights gained from this visit are invaluable for future endeavors in agriculture and rural development. They inspire us to explore innovative solutions and contribute positively to sustainable practices in our careers.



Draw the workflow for each identified division using the Lucidchart tool

