

INDUSTRIAL VISIT TO KULLU SHAWL FACTORY MANALI

17th APRIL, 2022



The present report is an educational trip to Kullu Manali with the aim to aid the students acquire basic knowledge of the shawl industry in Kullu Manali and equip them with a refreshing experience in the state of Himachal Pradesh.

A group of 36 students of MBA & MBA (IB) final year went on a 3-days long educational trip to Kullu Manali, Himachal Pradesh along with Dr. B.K. Yadav & Dr. Deepika S. Joshi from 17th April 2022 till April 2022.

The students reached Manali in the afternoon of 17th April, 2022 and took rest in the Hotel Manali View. Later in the evening, the group went to visit the Vashishtha Temple and Hadimba Devi Temple.

On 18th April, 2022 they started their journey towards the Rohtang Pass. It offered a beautiful view of glaciers and snow-capped mountains. All the students enjoyed the alluring view of the valley. On returning back to the hotel, the group explored the famous Mall road of Kullu Manali and visited the Mandi market.

On 19th April, 2022 the group went to Kullu Shawl Factory where handmade woolen garments as well as machine made were being sold there. Women empowerment was clearly visible in the factory as it had more than 60% women employees. Students learnt about shawl manufacturing process and techniques for framing designs. They learnt that Kullu shawls were woven by tapestry technique of weaving using pure wool only creating intricate multi-color strong geometrical patterns. They were also informed about how to identify a genuine Kullu shawl against a fake one. The same day, the tour returned back to Delhi by evening 6:30pm giving the students a refreshing, enlightening, adventurous, nostalgic and tremendous learning experience through visits to some of the prominent places in Kullu.