

**An Appraisal of Value Chain of Khavda Pottery,  
Artisanal Products and Economic Conditions of  
Artisans**

**in  
Kachchh District, Gujarat**

Internship Report Submitted to



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By

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## **Table of Contents**

|                                                                                    |                                     |
|------------------------------------------------------------------------------------|-------------------------------------|
| <b>Table of Contents:</b> .....                                                    | <b>Error! Bookmark not defined.</b> |
| <b>Chapter 1: Introduction about organization</b> .....                            | <b>3</b>                            |
| <b>Chapter 2: Organization profile</b> .....                                       | <b>5</b>                            |
| <b>Chapter 3: Objective of Internship</b> .....                                    | <b>6</b>                            |
| <b>Chapter 4: Services provided by Organization</b> .....                          | <b>7</b>                            |
| <b>Chapter 5: Key Activates /Projects undertaken other than Dissertation</b> ..... | <b>8</b>                            |
| <b>Chapter 6: Key Learnings from Internship</b> .....                              | <b>10</b>                           |

## **Chapter 1: Introduction about organization**

Agrocel Chemical Industries is a prime example of how company expansion and corporate responsibility may coexist harmoniously. Agrocel, which was established with the goal of enhancing the quality of life for the inhabitants of Kachchh, has developed into a market leader in the marine chemicals sector, with annual revenue of more than USD 126 million. The company has corporate offices in Gurgaon, Mumbai, and Bhuj, and it has manufacturing plants in Kachchh and Avania (between Ghogha and Bhavnagar). With the purchase of Solaris Chemtech in 2018, Agrocel was able to increase production at its Gujarati Khavda factory. Agrocel, which employs more than 1,200 people and has demonstrated experience in marine chemicals since 1996, is the leading bromine and bromine derivatives company in India and the fourth largest producer of bromine worldwide.

Agrocel is a leading Indian Minerals, Specialty Chemicals and Plant Nutrition Company. They operate with a unique, integrated business model. They extract raw materials by utilizing sophisticated processing and product formulation technologies to add value to Their customers in the industrial and agricultural markets.

Leaders in India's bromine-based marine chemical industry and fourth largest bromine manufacturer in the world, Their corporate identity bears testimony to the team's determination, commitment, and perseverance. The driving philosophy behind all our actions has been to strictly adhere to codes of corporate responsibility, ensuring welfare of the communities that They live in, and generating wealth that benefits our stakeholders.

Agrocel is an inspired result of its Founder's wish to uplift the lives and enhance the livelihoods of the people of Kachchh.

This wish to "put humanity first" quite naturally evolved to become the company's very DNA as the group strode ahead.

Much before governments took an aggressive stance towards responsible action and the corporate world christened it 'ESG', Agrocel was already in the loop of doing good work right, and then making it better. Agrocel's resources of bromine and potash are amongst the world's most sustainable, renewable, and self-replenishing. They are the only company globally that manufactures Bromine in two locations with two different processes, lending us a competitive edge. Our

corporate identity bears testimony to the team's determination, commitment and perseverance that has allowed us to build strength using untapped resources in seemingly impossible locations. The driving philosophy behind all our actions has been to remain a responsible company ensuring welfare of the society while benefiting the shareholders.

## Chapter 2: Organization profile

Agrocel Industries Pvt. Ltd. is a renowned company based in Bhuj, Gujarat, specializing in the production of agrochemicals and specialty chemicals. With a commitment to sustainable agriculture and environmental stewardship, Agrocel has established itself as a leader in the agrochemical industry, offering high-quality products that enhance crop productivity while minimizing environmental impact. The company's dedication to innovation, quality, and community development sets it apart in the industry.

**Mission:** Our mission is to evolve our business by further exploring the potential of sea bittorn and to become a reliable supplier complying with the best manufacturing standards.

**Vision:** Since the very beginning of our journey, our vision has been to produce healthy returns, satisfy our customers, deliver sustained excellence and most pivotal of all, do our part for society.

**Core Values:** Values are the set of principles and beliefs that guide and drive actions and decisions in different context. In organizational context, these are the principles that drive our business decisions and culture.

### **Chapter 3: Objective of Internship**

1. To map the value chain of multiple artisan products.
2. To examine the economic situation of artisans.
3. To identify the primary difficulties that craftsmen encounter along the value chain.
4. To assess how market dynamics affect the sustainability of Khavda ceramics.
5. To make business proposals plan for enhancing the value chain so that craftsmen can live better lives.

## **Chapter 4: Services provided by Organization**

**1. Agrochemical Solutions:** Agrocel Industries Pvt. Ltd. specializes in providing a wide range of agrochemical products designed to enhance crop productivity and protect crops from pests, diseases, and weeds. The product portfolio includes:

**Pesticides:** Formulations to control a variety of pests affecting different crops.

**Herbicides:** Solutions for effective weed management.

**Fungicides:** Products to prevent and control fungal diseases.

**Fertilizers:** Nutrient-rich fertilizers to promote healthy crop growth.

**2. Specialty Chemicals:** Specialty chemicals are also produced by Agrocel Industries for a range of industrial uses. These substances are designed to be highly effective and efficient, meeting the unique requirements of various sectors.

**3. Agronomic Advisory Services:** The company provides consultancy services to farmers, offering expert advice on:

**Crop Management:** Strategies for optimal crop growth and yield.

**Pest and Disease Management:** Integrated Pest Management (IPM) techniques.

**Soil Health:** Soil testing and recommendations for soil fertility improvement.

**Water Management:** Efficient irrigation practices to conserve water and enhance crop productivity.

**4. Sustainable Farming Practices:** Agrocel Industries is committed to promoting sustainable agricultural practices. The company offers services that encourage environmentally friendly farming techniques, including:

**Organic Farming:** Guidance on transitioning to and maintaining organic farming practices.

**Conservation Agriculture:** Techniques to improve soil health and reduce environmental impact.

**5. CSR Initiatives:** As part of its Corporate Social Responsibility (CSR) efforts, Agrocel Industries undertakes various community development projects, including:

**Education Support:** Scholarships, financial aid, and infrastructure development for local schools.

**Healthcare Services:** Medical camps, health awareness programs, and support for local healthcare facilities.

**Environmental Projects:** Afforestation drives, soil and water conservation projects, and promotion of organic farming.

**Livelihood Programs:** Training and support for alternative livelihoods, skill development programs, and women empowerment initiatives.

**Infrastructure Development:** Development of rural infrastructure, including roads, community centers, and sanitation facilities.

**6. Research and Development:** Agrocel Industries invests in R&D to develop innovative products and solutions that address the evolving needs of the agricultural sector. The company's R&D efforts focus on:

**Product Development:** Creating new formulations and improving existing products.

**Sustainability Research:** Exploring sustainable practices and products that minimize environmental impact.

**Technology Integration:** Incorporating modern technology into farming practices to improve efficiency and productivity.

**7. Training and Capacity Building:** The company conducts training programs and workshops for farmers and local communities to build their capacity in various aspects of agriculture and business management. This includes:

**Design and Marketing Training:** Enhancing skills in product design and marketability.

**Financial Literacy:** Training in accounting and financial management.

**Legal Awareness:** Providing information on legal rights and government schemes for artisans and farmers.

**Health and Sanitation:** Promoting health and sanitation practices within communities.

## **Chapter 5: Key Activates /Projects undertaken other than Dissertation**

**Corporate Social Responsibility (CSR):** Agrocel Industries Pvt. Ltd. has a robust CSR program focused on sustainable development and community welfare. The company's CSR initiatives are designed to improve the quality of life of the local communities and foster long-term socio-economic development. Key areas of focus include:

**1. Education (Sanskar):**

Scholarships and financial aid for underprivileged students.

Infrastructure support to local schools.

Vocational training programs for skill development.

**2. Healthcare (Seva):**

Medical camps and health awareness programs.

Support for local healthcare facilities.

Initiatives to improve maternal and child health.

**3. Environmental Sustainability:**

Ø Afforestation and tree plantation drives.

Ø Soil and water conservation projects.

Ø Promotion of organic farming practices.

**4. Livelihood Enhancement (Samruddhi):**

Training programs for farmers on sustainable agricultural practices.

Support for alternative livelihood projects.

Women empowerment through self-help groups and micro-enterprises.

**5. Infrastructure Development:**

Development of rural infrastructure like roads, community centers, and sanitation facilities.

Safe drinking water projects.

## **Chapter 6: Key Learnings from Internship**

### **1. Understanding the Importance of Traditional Crafts:**

Gained deep insights into the cultural and historical significance of traditional crafts in the Kutch district, such as Bela Print art, Rogan Art, Namda Art, Lacquer Art, copper bell art, leather art, Kharad weaving, pottery art, wood carving, and Mushroo weaving.

Recognized the vital role these crafts play in preserving cultural heritage and providing livelihoods to local communities.

### **2. Challenges Faced by Artisans:**

Identified key challenges impacting artisans, including limited market access, lack of modern business skills, inadequate financial resources, and competition from mass-produced goods.

Observed the effects of these challenges on the sustainability and resilience of traditional crafts.

### **3. Developing a Fellowship Program:**

Learned the intricacies of designing a fellowship program tailored to the needs of young artisans, focusing on endangered crafts.

Understood the importance of a holistic approach that integrates traditional techniques with modern skills to enhance artisans' craftsmanship and marketability.

### **4. Comprehensive Training Modules:**

Gained knowledge in creating training modules covering various essential areas:

**Design:** Techniques for innovating and improving traditional crafts.

**Accounting and Financial Management:** Basics of financial literacy to help artisans manage their finances effectively.

**Marketing Management:** Strategies for promoting and selling traditional crafts in local and global markets.

**Organizational Behavior:** Understanding group dynamics and improving teamwork among artisans.

**Health and Sanitation:** Ensuring a safe and healthy working environment.

Legal Awareness: Informing artisans about their legal rights and available government schemes.

Basic Computer Skills: Enhancing digital literacy to improve efficiency and connectivity.

### **5. Engaging with the Community:**

Developed skills in engaging with local communities to understand their needs, challenges, and aspirations.

Fostered relationships with artisans, gaining trust and insights into their daily lives and work processes.

### **6. Strategic Interventions for Sustainability:**

Identified effective strategies for ensuring the long-term viability of traditional crafts, such as market linkages, product diversification, and quality improvements.

Learned how to implement strategic interventions that empower artisans and foster sustainable livelihoods.

### **7. Project Management and Coordination:**

Enhanced organizational and leadership skills by working closely with different stakeholders, including government bodies, NGOs, and local communities.