

**Promoting Resilience and Preserving Sustainability: Strategies
for Empowering Young Artists in Kutch District, Gujarat's Craft
Industries**

Internship Report Submitted to



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1.Introduction about organisation

Agrocel Industries Pvt. Ltd., headquartered in Bhuj, Gujarat, is a leading name in the agrochemical and specialty chemical industry. Established with a mission to advance sustainable agriculture and environmental protection, Agrocel has carved out a significant niche by offering high-quality, innovative products that enhance crop productivity while maintaining ecological balance. The company's diverse product portfolio includes pesticides, herbicides, fungicides, and fertilizers designed to meet the needs of modern agriculture. In addition to agrochemicals, Agrocel also produces specialty chemicals tailored for various industrial applications, demonstrating a broad expertise and commitment to quality.

Beyond its commercial ventures, Agrocel is deeply committed to corporate social responsibility (CSR), actively contributing to the socio-economic development of local communities. The company's CSR initiatives span education, healthcare, environmental sustainability, livelihood enhancement, and infrastructure development. Agrocel's efforts in promoting organic farming, conservation agriculture, and sustainable farming practices have significantly benefited the communities they serve. They offer comprehensive training programs to equip farmers with the necessary skills to improve their productivity and income, thereby fostering a culture of continuous improvement and resilience among local artisans and farmers.

Agrocel's approach integrates traditional agricultural knowledge with modern techniques, ensuring a balance between productivity and sustainability. Their robust research and development (R&D) efforts focus on creating innovative solutions to address the evolving challenges of the agricultural sector. This dedication to R&D not only enhances their product offerings but also drives industry standards forward.

The company's vision of fostering a sustainable future for agriculture is supported by its core values of sustainability, innovation, quality, and community development. Agrocel's operations are underpinned by a strong ethical framework, ensuring that all business practices are conducted with integrity and a commitment to the greater good. Through its various initiatives and operations, Agrocel Industries Pvt. Ltd. continues to make significant strides in transforming the agricultural landscape, contributing to food security, environmental health, and improved livelihoods for farmers and communities across Gujarat and beyond.

2.Objectives of Internship

- Assess the specific needs, aspirations, and skillsets of young artisans.
- Explore the potential of traditional craft practices in fostering resilience and promoting sustainable livelihoods for youth artisans.
- Develop a framework for resilience-focused interventions addressing the socio-economic, cultural, and environmental dimensions of empowering youth in Kutch's craft sector.
- Generate actionable recommendations for policymakers, NGOs, CSRs, and stakeholders to support the long-term resilience and well-being of youth artisans.

3.Organizational Prefile

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.

Vision and Mission

Vision: Agrocel envisions a world where sustainable agricultural practices ensure food security, environmental protection, and improved livelihoods for farmers and communities.

Mission: The mission of Agrocel is to develop and deliver innovative agrochemical solutions that support sustainable agriculture, promote environmental health, and enhance the socio-economic well-being of farming communities.

Core Values

- **Sustainability:** Agrocel is committed to promoting sustainable agricultural practices that conserve resources and protect the environment.
- **Innovation:** The company continuously invests in research and development to create innovative products and solutions that meet the evolving needs of the agricultural sector.
- **Quality:** Agrocel maintains high standards of quality in all its products and services, ensuring reliability and effectiveness.
- **Community Development:** The company actively engages in corporate social responsibility (CSR) initiatives aimed at improving the quality of life in local communities.

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.

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:

- Afforestation and tree plantation drives.
- Soil and water conservation projects.
- 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.

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.