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Sir.M.Visvesvaraya College of Engineering

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Industrial Visit-2026

Report on Industrial Visit to KSIC- Mysuru

The Department of Master of Business Administration, HKE's S. M. V. College of Engineering, Raichur, organized an industrial visit to Mysore Silk, Mysuru, Karnataka, on 31 October 2026. The visit was intended to give students practical exposure to a well-known silk brand and to connect management concepts studied in the classroom with the functioning of a traditional manufacturing and marketing enterprise.

The visit provided an opportunity to discuss the importance of product quality, skilled workmanship, brand identity, customer trust and the preservation of traditional industries.



Organisation Profile:

Mysore Silk is closely associated with Karnataka Silk Industries Corporation Limited (KSIC), a Government of Karnataka enterprise. The Mysore silk tradition is recognised for its silk fabric, distinctive designs and gold zari work. The brand has a strong association with the cultural and textile heritage of Karnataka.

The organisation offers a useful management case study in how a heritage-based product can maintain its identity through quality, craftsmanship, authenticity and consistent branding.



Objectives of the Visit:

- To understand the business and organisational context of the silk industry.
- To relate classroom concepts in production, operations, marketing and human resource management to industry.
- To appreciate the role of skilled workers and craftsmanship in product quality.
- To understand the importance of branding, product differentiation and customer confidence.
- To identify challenges and opportunities for traditional manufacturing enterprises.

Key Areas of Industrial Learning

Raw material and sourcing: The quality and consistency of silk yarn and other inputs influence the quality and cost of the finished product.

Yarn preparation and dyeing: Preparation and colour processes require technical knowledge, process control and attention to consistency.

Weaving and craftsmanship: Weaving combines skilled human effort with specialised equipment. Workmanship is central to the value of premium silk products.

Quality assurance: Inspection and quality standards help maintain product consistency, authenticity and customer confidence.

Finishing and presentation: Finishing, product presentation and packaging contribute to the perceived value of the product.

Marketing and distribution: Brand reputation, product differentiation, customer service and distribution channels support market reach and loyalty.

Major Takeaways for Students

- A strong brand is built through consistent quality and customer trust.
- Traditional industries can remain competitive by combining craftsmanship with suitable technology and professional management.
- Skilled human resources are an important source of product value and differentiation.
- Quality assurance must be integrated into business operations rather than treated only as a final inspection activity.
- Heritage and authenticity can become strategic strengths when supported by effective marketing and customer service.

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