



INSTITUTION'S INNOVATION COUNCIL (IIC)
SWARNANDHRA
COLLEGE OF ENGINEERING AND TECHNOLOGY
Seetharampuram, Narsapur.
Report of the Industrial Visit

Social Media	
Facebook	Swarnandhra Autonomous
YouTube	SCET-IQAC

Academic Year	2022-2023
Program driven by	Curriculum
Quarter	III
Activity Name	Interaction with Kalamkari Artisans and gold-plated covering
Program Type	Industrial Visit
Programme Theme	Practical Exposure
Program Stats Date	07/01/2023
Program Ending Date	07/01/2023
Number of Student Participants	42
Number of Faculty Participants	4
Number of Expert Participants, If Any	
Expenditure, If Any	14,500
Mode Delivery	Offline
Objectives	<ul style="list-style-type: none"> ● To provide students with an insight into the corporate world. ● It provides students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, Customer Service, Logistics.

Benefits in terms learning/skill/knowledge development	<ul style="list-style-type: none"> ● Build self-esteem, confidence, and leadership skills. ● Develops problem-solving skills and collaboration.
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	<ul style="list-style-type: none"> To become independent thinkers and encourage them to plan for their future.
Program Coordinator(s)	Dr. G. Grace
Faculty Coordinators	Dr. N. S. Prasad Mrs. M.V.P. Prashanti Ms. Ch. Pavani Mrs. Veenadhuri
Attachment	
Photo	Attached Below
Summary Document/Overall Report of the Activity	Attached Below

Report

Kalamkari Artisans

Pedana, a small town of Machilipatnam in Krishna District of Andhra Pradesh, has been the popular hub for this craft style. A town that was once a part of the Silk Route, Machilipatnam's origins go as far back as the 3rd century BCE. Perched on the Coromandel coast, where the Krishna River greets the Bay of Bengal, Machilipatnam is also known to be one of the earliest and busiest ports of India, which thrived on sea trade. Perhaps this may explain the textiles' early success. Machilipatnam Kalamkari gained great popularity when the Mughals ruled, during which time this style of art was practiced by the Golconda Sultanate—however, the art traces its origins to a time much earlier than the 16th century. In the year 2008, it also received the GI tag under the handicrafts section.

Pedana Kalamkari also known as Machilipatnam style of Kalamkari work which involves vegetable-dyed block-painting of a fabric. It is produced at Pedana a nearby town of Machilipatnam in Krishna district of the Indian state of Andhra Pradesh. It was registered as one of the geographical indications from Andhra Pradesh under handicraft goods by Geographical Indications of Goods (Registration and Protection) Act, 1999.

Kalamkari work is a rich and complex form of textile art that has evolved over centuries and has deep roots in India's cultural heritage. Kalamkari textiles are unique and highly valued due to their intricate designs, use of natural dyes, and traditional techniques.

Gold-plated covering

Gold plating is a method of depositing a thin layer of gold onto the surface of another metal, most often copper or silver (to make silver-gilt), by chemical or electrochemical plating. This article covers plating methods used in the modern electronics industry; for more traditional methods, often used for much larger objects, see gilding.

Gold plating of silver is used in the manufacture of jewelry. The thickness of gold plating on jewellery is noted in microns (or micrometers). The microns of thickness determines how long the gold plating lasts with usage. The jewellery industry denotes different qualities of gold plating in the following terminology

1. Gold flashed/gold washed—gold layer thickness less than 0.5 micron
2. Gold plated - gold layer thickness greater than or equal to 0.5 micron
3. Heavy gold plated / Vermeil—gold layer thickness greater than or equal to 2.5 micron

Gold plated silver jewellery can still tarnish as the silver atoms diffuse into the gold layer, causing slow gradual fading of its color and eventually causing tarnishing of the surface. This process may take months and even years, depending on the thickness of the gold layer. A barrier metal layer is used to counter this effect—these can be nickel or rhodium. Copper, which also migrates into gold, does so more slowly than silver. The copper is usually further plated with nickel. A gold-plated silver article is usually a silver substrate with layers of copper, nickel, and gold deposited on top of it.

Event Photo



Participants List

Roll list of students participated

SI No.	Roll number	Name	Dept	Year
1	21A21E0001	ACHANTA PHANI VENKATA SAI	MBA	II
2	21A21E0002	ADABALA PRADASULA VARAPRASAD	MBA	II
3	21A21E0003	SATISH ADABALA	MBA	II
4	21A21E0004	ANDEY SURYA KALA	MBA	II
5	21A21E0006	BONAGIRI SRI RAGHAVI MANVITHA	MBA	II
6	21A21E0007	CHAMAKURI NAGA JYOTHI	MBA	II
7	21A21E0008	DEVARAPU LAKSHMI SRINIVAS	MBA	II
8	21A21E0009	DEVIREDDY SATYANARAYANA	MBA	II
9	21A21E0010	DUSANAPUDI SAI DURGA PRASAD	MBA	II
10	21A21E0011	EEDA HEMA SRI	MBA	II
11	21A21E0012	GADI SREENU	MBA	II
12	21A21E0013	GADIREDDY REVATHI NAGA LAKSHMI	MBA	II
13	21A21E0014	GANNABATHULA ELISHA PRASAD	MBA	II
14	21A21E0015	GEDDAM SAI SUPREME	MBA	II
15	21A21E0016	GELLU PHANINDRA	MBA	II
16	21A21E0017	GUMMALA NAGA VENKATA DURGA PRASAD	MBA	II
17	21A21E0019	JAKKAMPUDI BOBBY	MBA	II
18	21A21E0020	KANDULAPATI DURGA SATYAVENKATA NAGA RAJU	MBA	II
19	21A21E0022	KOPPADA BHANU PRASAD	MBA	II
20	21A21E0023	KOPPADA SATYANARAYANA	MBA	II
21	21A21E0024	KOYYA SUPRIYA	MBA	II
22	21A21E0025	LAKKU KUMARA SWAMY	MBA	II
23	21A21E0026	LAKKIMSETTI PADMAVATHI	MBA	II
24	21A21E0027	LAKKU ANUBABU	MBA	II
25	21A21E0028	MALE SAISUBRAMANYAM	MBA	II
26	21A21E0029	MANEPALLI SATYANARAYANA MURTHY	MBA	II
27	21A21E0030	MARUBOINA LAKSHMI PRAVEENA	MBA	II
28	21A21E0031	MEDICHARLA RAMYA POORNIMA	MBA	II
29	21A21E0033	NAMANA SYAMYA DEVAKI	MBA	II
30	21A21E0034	NIMMANA CHANDRA KALA	MBA	II
31	21A21E0035	PECHETTI MANIKANTA	MBA	II
32	21A21E0037	RAAVI DUSRISAI	MBA	II
33	21A21E0039	RAVURI YASWANATH	MBA	II
34	21A21E0040	RUDRA SAI	MBA	II
35	21A21E0041	SIDDIREDDY DILIP SAI MANIKANTA	MBA	II
36	21A21E0042	SURISSETTI DURGA NAIDU	MBA	II
37	21A21E0045	TIRUMANI MAHALAKSHMI RAO	MBA	II
38	21A21E0046	TIRUMANI NAVEEN	MBA	II

39	21A21E0047	VEERA MADHU VENKATSAI	MBA	II
40	21A21E0049	YADLAPALLI SWAMY	MBA	II
41	21A21E0050	YATHAM VINEELA RATNA SRI	MBA	II
42	21A21E0051	DASARI KIREETI VENKATA SAI	MBA	II