



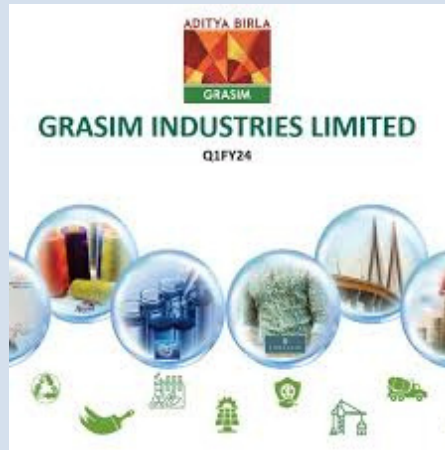
**MBA (HRM)
BATCH 2023-2025**

INDUSTRY VISIT

DATED : 15TH JANUARY , 2025

**Grasim Industries
Limited
(Unit : Jaya Shree
Textiles)**





Grasim Industries Limited, a flagship company of the Aditya Birla Group, ranks amongst the top publicly listed companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Cellulosic Fibres, Diversified Chemicals, Fashion Yarn and Fabrics producer in India. Implementing next phase of transformational growth journey, the company has entered paints business under the brand name 'Birla Opus'. Leveraging the Group synergies, Grasim has launched 'Birla Pivot', the B2B online marketplace for building materials. Through its subsidiaries, UltraTech Cement, Aditya Birla Capital and Aditya Birla Renewables, it is also India's prominent cement producer, leading diversified financial services player and clean energy solutions player. Grasim was awarded the prestigious Economic Times Conscious Corporate Award 2024, for its pioneering leadership in Environmental, Social, and Governance (ESG) practices, exemplifying the unwavering commitment to being a force for good.



Grasim ventured into the textiles industry in 1949 by setting up Jaya Shree Textiles at Rishra, West Bengal. Today, Jaya Shree Textiles is one of India's leading linen and wool manufacturers. It has four strategic business units (SBUs) i.e., linen spinning, linen fabric, wool combing and worsted spinning. All four SBUs are driven by the common goal of making the workplace a source of creativity, innovation, and self-fulfilment for all employees. It is the only integrated linen factory in the country with state-of-the-art facilities equipped with the latest spinning, weaving and finishing systems from Switzerland and Italy. Today, Jaya Shree Textiles sells its products in over 50 countries, spanning across six continents.

Jaya Shree Textiles has provided the evolving Indian fashion industry with an international edge. Finest flax is sourced from France, Belgium and other parts of Europe to make 100% pure linen. Cutting edge European technology is used to spin the fibres, weave and dye them which makes it unique and difficult to replicate. This superior technology also enables Jaya Shree Textiles to manufacture over 3000 different types of weaves, textures and blends. The company has significantly revolutionised the Indian textile market by popularising linen in India across a wide customer base with its brand 'Linen Club'.

Linen Club has expanded into ready-to-wear range with its brand, Linen Club Studio. A contemporary offering, Linen Club Studio finely blends classic styles and modern premium craftsmanship with unparalleled comfort. Linen Club also includes a blended linen range – Cavallo – targeted at a younger audience seeking to style up at affordable price points. Cavallo by Linen Club is an upcycled sustainable product with offerings in both fabrics and apparels. It is available offline and online.

Over the years, Jaya Shree Textiles has become a preferred textile company for wool tops, 100% wool and wool blended yarns, for both weaving and knitting, pure linen yarn, pure linen fabrics and linen blended fabrics – both globally as well as in the domestic markets.

MANUFACTURING PROCESSES AT JAYA SHREE TEXTILES

1. LINEN PRODUCTION:

- Raw Material Sourcing : The company sources premium flax fibers from France and Belgium, ensuring high-quality input for linen production. It holds certification from the European Confederation of Flax and Hemp (CELC), authenticating the European origin of its flax.
- Spinning : Equipped with approximately 42,000 spindles, Jaya Shree Textiles is among the largest linen yarn spinners globally, producing around 6,400 tons of linen yarn annually.
- Weaving and Finishing : The facility boasts a production capacity exceeding 10 million meters of linen fabric per year, utilizing state-of-the-art machinery for weaving and finishing to produce a diverse range of weaves, textures, and blends.

2. WOOL PRODUCTION:

- Wool Combing : The company processes raw wool into wool tops, with an annual production capacity of approximately 8,800 tons.
- Worsted Spinning : With around 38,742 spindles dedicated to worsted yarn production, Jaya Shree Textiles manufactures about 3,600 tons of worsted yarn per year, offering a variety of wool and wool-blended yarns for both weaving and knitting applications.



TECHNOLOGICAL INTEGRATION AND INNOVATION

Jaya Shree Textiles employs advanced European technology throughout its manufacturing processes, from spinning to finishing. This technological integration enables the production of over 3,000 distinct types of weaves, textures, and blends, catering to a wide customer base.

SUSTAINABILITY INITIATIVES

The company emphasizes sustainable practices, particularly in linen production, which inherently requires less water and energy compared to other fabrics. Through its Wealth-Out-Of-Waste (WOW) program, Jaya Shree Textiles upcycles flax waste to create blended yarns and linen-rich fabric blends, contributing to environmental conservation.

PRODUCT PORTFOLIO

Jaya Shree Textiles offers a comprehensive range of products, including:

- **Linen Products:** Pure linen yarns, fabrics, and ready-to-wear apparel under the brand 'Linen Club,' which has significantly popularized linen in India.
- **Wool Products:** Wool tops and worsted yarns, along with various wool blends such as wool-polyester, wool-silk, and specialty yarns like 100% cashmere and cashmere blends.



STUDENT EXPERIENCES OF INDUSTRY VISIT TO JAYA SHREE TEXTILES, RISHRA

Visiting Jaya Shree Textiles, a flagship unit of Aditya Birla Group's Grasim Industries, offered the students of MBA (HRM) a unique opportunity to gain hands-on insights into one of India's leading textile manufacturing facilities.

Students are generally welcomed by the company's representatives and given an introductory session about Jaya Shree Textiles, its history, vision, and contribution to the textile industry. A brief video or presentation helped contextualize the company's processes and products, making the visit more engaging.

One of the most enriching aspects of the visit was the guided tour of the manufacturing units. Students were divided into small groups and accompanied by experienced staff members who explained each stage of the production process.

- **Linen Manufacturing:** Students observed the transformation of raw flax into finished fabrics. They often found the spinning, weaving, and finishing processes fascinating, especially the precision of modern machinery.
- **Wool Production:** Witnessing the wool combing and worsted spinning processes provided insight into how raw wool is processed into high-quality yarn and fabrics.





The emphasis on sustainability was an eye-opener for students. Many of them found the Wealth-Out-Of-Waste (WOW) program and water-efficient processes insightful, reflecting the industry's movement towards greener practices.

Students recognized the importance of reducing the carbon footprint and viewed Jaya Shree Textiles as a benchmark for sustainable operations in the textile sector. The interactions with company executives and technical experts was the most rewarding part of the visit.

In conclusion, an industrial visit to Jaya Shree Textiles was an enlightening experience that provided students with a comprehensive understanding of modern textile manufacturing, sustainability initiatives, and the role of technology in production. It inspired many students to explore careers in the textile industry and equips them with knowledge that bridges academic learning and industry practices. Students left the visit with a better understanding of how theory translates into practical application in a real-world industrial setting.