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INDIAN INSTITUTE OF
SOCIAL WELFARE AND
BUSINESS MANAGEMENT

Field Visit to Jaishree Textiles

On 13th February, 2026, students of the Energy Management specialization of the MBA-PS program at IISWBM had the privilege of visiting Jayashree Textiles in Rishra, West Bengal, a distinguished unit of the Aditya Birla Group. This experiential learning opportunity allowed the cohort to bridge classroom theory with large-scale industrial operations. The visit served as a modest yet highly instructive look into how a heritage manufacturing facility harmonizes intensive production demands with modern energy conservation frameworks.

During the visit, the students observed the complexities of linen and wool production, focusing on the facility's extensive utility management. The plant's technical team generously shared insights regarding the operations of high-capacity boilers, compressed air systems, and effluent treatment plants (ETP). For the aspiring energy professionals, the opportunity to analyze heat recovery systems and automation protocols designed to minimize transmission losses provided invaluable practical context, emphasizing the vital role energy auditors play in steering traditional industries toward eco-friendly competitiveness.





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Field Visit to Aditya Birla Insulators

On the same day, the cohort also had the opportunity to visit Aditya Birla Insulators in Rishra, an establishment globally recognized for high-voltage ceramic manufacturing. The visit offered a grounded perspective on managing an energy-intensive heavy industrial setup. The experience provided a clear look at manufacturing processes where precise thermal control is absolutely paramount to product integrity.

The student team focused heavily on studying the facility's kiln operations, observing how rigid temperature profiles are maintained within tunnel kilns. Engaging directly with the plant's technical staff, the students discussed practical methodologies for energy monitoring, waste heat recovery from cooling zones, and the potential integration of renewable energy sources. This academic exposure quietly but effectively underscored how strategic energy management directly influences cost-competitiveness and carbon footprint reduction within the global electrical infrastructure sector.

