

Rural Sensitization Drive-II

There's so much we do not know about rural India. How many of you would know that a small village in the heart of Gujarat is the place where world class sanitary wares are manufactured and exported all over the world?

The place is Thangarh...a small village 180 KMS away from Ahmedabad. This Face of Ceramics has been quite a revelation for our students, as the interactive session that they underwent was really valuable. It was worth understanding how the traders of a small town could successfully contribute for the growth of the Indian Trade and Economy from a rural set up.

The entire trip started with a visit to 'Navrang Ceramics', which is a manufacturing and exporting unit of sanitary wares in Thangadh.



Students interacting with the Trustees of Unjha Commodity Traders' Association



Students interacting with the jeera traders at the auction site at Unjha