

A
REPORT ON
RANG MUDRA VISIT



HELD ON
9th September 2024

ORGANIZED
BY

DEPARTMENT OF MBA

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**#15, Near Vajarahalli, Mallasandra,
Kanakapura Road, Bengaluru-560109**



KSSEM

Kammavari Sangham (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-5279601, New Delhi Affiliated to VTU, Belagavi

Accredited by NAAC

Department of MBA

ORGANIZATION VISIT



BATCH 2023 - 2025

TO

“RANGMUDRA - BLOCK PRINTING WORKSPACE”



09/09/2024

10.30 AM - 12.30 PM

Prof. Meghana C
Coordinator

Prof. Manjunatha S
HOD- MBA

Dr. K Rama Narasimha K
Principal/ Director

Title of the Event: “Rang Mudra Visit – Block Printing Workspace “

Introduction:

The Department of MBA, KS School of Engineering and Management organized “Rang Mudra Visit – Block Printing Workspace “on 9th September 2024 for 2nd semester MBA students.

Rang Mudra is a vibrant block printing shop dedicated to preserving the traditional art of textile printing. Located in **Doddakallsandra kanakapura road, Bengaluru**. It showcases intricate designs created using hand carved wooden blocks and natural dyes. The shop serves as both a retail space and a cultural hub, where artisans share their skills and stories with visitors. By combining artistry with sustainable practices, Rang Mudra not only supports local craftsmen but also promotes eco-friendly fashion. The shop plays a crucial role in fostering community engagement and cultural awareness, ensuring that this cherished craft continues to thrive for future generations.

Activities:

- The visit began with a tour of the shop, showcasing a variety of products including scarves, shirts, and home textiles.
- Observed the vibrant colors and patterns that reflect the rich cultural heritage of the region.
- Artisans demonstrated the block printing process, from carving the blocks to applying dye.
- Detailed explanations were provided on how colors are mixed and the importance of natural dyes.
- Participants had the opportunity to try block printing themselves, using pre-carved blocks and fabric.
- Gained firsthand experience of the precision required to achieve the desired patterns.
- Engaged with the artisans about their techniques, challenges, and the importance of keeping the craft alive.
- Discussed how modern trends are influencing traditional designs and the balance between authenticity and contemporary appeal.

Objectives of the Visit:

- Students will learn the traditional techniques of block printing, including carving blocks, mixing colors, and printing on fabric.
- Understand the cultural significance of block printing and its historical context in the art of textile design.
- Encourage self-expression through designing unique patterns and experimenting with color combinations.
- Gain insight into running a small business, including marketing, customer service, and managing finances.
- Foster teamwork by working on group projects, sharing ideas, and learning from peers.

Expected Outcomes of the Visit:

- Students will be able to demonstrate proficiency in block printing techniques and create their own printed fabrics.
- Create a portfolio of original designs and finished products that showcases their skills and creativity.
- Develop a deeper understanding of the history and cultural relevance of block printing, connecting it to broader art forms.
- Gain practical knowledge about entrepreneurship, including the basics of product pricing, marketing strategies, and customer engagement.
- Build confidence in their artistic abilities and enhance their capacity for self-expression through art.



Ms.Padmashree Palavalli briefing about Rang mudra



Artisans demonstrating the block printing process, from carving the blocks to applying dye



Group photo with Rang mudra team

Social Media Links	
Instagram	https://www.instagram.com/p/C_sosEjyxaf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA

S. No	Particulars	Details
1	Name of the resource person	Ms. Padmashree Pallavalli
2	Designation	Women Entrepreneur
3	Contact Details - Mobile	9845190256
4	Contact Details – e-mail id	Rangmudrabengaluru@gmail.com
5	Date of event(If more than 1 day, mention from and to date)	9-9-2024
6	Duration in mins	10:30 – 12:30 Pm (120 mins)
7	Number of student participations	48
8	Number of faculty participations	7

Meghna C
Signature of Co-Ordinator

M. Srinivas
Signature of Department Head

K. Rama Narasimha
Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
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