INDUSTRIAL VISIT



On 10th May 2024, the First Year MBA students of VBTMCA-MBA had the privilege of visiting the Amul Dairy Plant in Anand and the Amul Chocolate Plant in Mogar. The visit was aimed at providing students with practical insights into the operations of one of India's largest and most renowned dairy cooperatives. The Amul brand, managed by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), is a celebrated name in the dairy industry, known for its wide range of dairy products and chocolates.

Objectives of the Visit :

- To understand the operational processes at the Amul Dairy Plant and Chocolate Plant.
- To observe the implementation of quality control measures in dairy and chocolate production.
- To gain insights into the supply chain and logistics management of Amul.
- To learn about the marketing strategies employed by Amul to maintain its market leadership.

Amul Dairy Plant Tour, Anand

- **Milk Reception and Testing**: The tour began at the milk reception dock where milk from various cooperatives is collected and tested for quality. Students observed the

stringent quality checks and tests conducted to ensure only high-quality milk is processed.

- **Processing and Packaging**: The group was taken through the various stages of milk processing including pasteurization, homogenization, and packaging. The plant employs advanced machinery and automation to maintain hygiene and efficiency.
- **Quality Control**: A significant part of the visit was dedicated to understanding the quality control measures. The plant has a state-of-the-art laboratory where regular tests are conducted to ensure product safety and quality.
- **Cold Storage and Logistics**: The tour concluded with a visit to the cold storage facilities where dairy products are stored before distribution. The logistics team explained the supply chain processes ensuring timely delivery across the country.





Amul Chocolate Plant Tour, Mogar

- **Raw Material Sourcing**: The visit started with an introduction to the sourcing of raw materials like cocoa, sugar, and milk powder. Amul ensures the quality of its raw materials through rigorous supplier audits.
- **Production Process**: Students were guided through the chocolate production process, which includes roasting, grinding, conching, tempering, molding, and packaging. The plant uses modern technology to maintain the quality and consistency of its chocolate products.

- **Quality Assurance**: The plant has a robust quality assurance system in place. Each batch of chocolate undergoes thorough testing to ensure it meets the high standards set by Amul.
- **Innovations and R&D**: The visit also highlighted the innovations and R&D efforts at the plant. Amul continuously works on new product development and improving existing products to meet consumer demands.

Learning Outcomes:

- Understanding the scale and complexity of operations in a large dairy cooperative.
- Observing the integration of technology in manufacturing and quality control.
- Gaining insights into supply chain management and logistics in the dairy industry.
- Learning about the importance of continuous innovation and product development.





Conclusion

The visit to the Amul Dairy Plant in Anand and the Amul Chocolate Plant in Mogar was highly educational and provided valuable practical knowledge to the students. It enhanced their understanding of the dairy and chocolate manufacturing processes and the business strategies employed by a leading cooperative. Such industrial visits are instrumental in bridging the gap between theoretical knowledge and real-world applications, preparing students for future managerial roles in the industry.

Vidyabharti Trust College of Master in Computer Application (MCA & MBA), Umrakh

Approved by AICTE, New Delhi and Affiliated to GTU, Ahmedabad.





E-Mail: admin@vbtmca.ac.in | Web : www.vbtmca.ac.in | Ph : 02622-224581 | Fax : 02622-227481,225458
Vidyabharti Campus, At & Po. Baben, Taluka : Bardoli, District : Surat, Pin code : 394601, Gujarat, India