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

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Report on Industrial Visit (FYMBA)

On October 7, 2024, a group of 47 students from the First Year MBA program at Vidyabharti Trust College embarked on an educational industrial visit to the Amul Dairy Plant in Anand and the Amul Chocolate Plant in Mogar. This visit was aimed at providing students with insights into the operations of one of India's largest dairy cooperatives and chocolate manufacturing processes.



Objectives of the Visit:

- To understand the operational processes of dairy and chocolate production.
- To learn about the quality control measures implemented in food production.
- To gain insights into marketing strategies employed by Amul.
- To explore the supply chain management practices followed by a leading cooperative.

Amul Dairy Plant Tour, Anand

- **Overview Presentation:** The visit began with a presentation on the history and mission of Amul. The cooperative model was highlighted, showcasing how it benefits farmers and promotes quality.
- **Production Process Tour:** Students were taken through various stages of milk processing, including pasteurization, homogenization, and packaging. They observed the high standards of hygiene and quality control.

- **Technological Integration:** The use of technology in monitoring quality and production efficiency was demonstrated. Students learned about automated systems that ensure product consistency.
- **Interaction with Staff:** Students engaged in a Q&A session with the plant manager, who discussed challenges faced in production and the importance of sustainable practices.

Amul Chocolate Plant Tour, Mogar

- **Chocolate Production Process**: The group toured the chocolate production area, witnessing the transformation of raw ingredients into finished products. The focus was on the meticulous process of quality assurance at every stage.
- **Marketing Strategies:** Students were briefed on the branding strategies that have made Amul a household name. The importance of customer engagement and product innovation was emphasized.
- **Sustainability Practices:** The plant's efforts in sustainable sourcing and environmentally friendly practices were discussed, highlighting Amul's commitment to corporate social responsibility.



Learning Outcomes:

The industrial visit provided students with valuable hands-on experience and insights into the operational intricacies of a major player in the dairy and chocolate industry. Key takeaways included:

- Understanding the significance of quality control in food production.

- Gaining knowledge about the cooperative model and its impact on local farmers.
- Learning about the integration of technology in manufacturing processes.
- Recognizing the importance of effective marketing strategies in consumer goods.





Conclusion

The industrial visit to Amul Dairy Plant and Amul Chocolate Plant was an enriching experience for the FYMBA students. It not only enhanced their understanding of the theoretical concepts learned in class but also provided practical exposure to the dynamics of the food industry. Such visits are crucial in bridging the gap between academic knowledge and real-world applications.