



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**Date: 28-10-2023**

**Industrial Visit at Amul Dairy, Anand**

**Objective of Industrial Visit**

The objective of this visit was to provide students with a realistic understanding of management, manufacturing processes, and corporate operations.

It aimed to facilitate interaction with personnel from various departments such as HR, Marketing, Production, Logistics, Stores, Operations, and Administration.

**Outcomes of Industrial Visit**

At the end of visit student able to understand manufacturing and role of each department personnel.

Date of the Field Trip:	28-10-2023
Name of the organization:	AMUL Ltd. – Dairy Plant & AMUL Chocolate Plant – Mogar
Total students:	60 students of SYBBA
Coordinators:	Mr. Parvez Malek and Ms. Peenal Sankhala
Club	Industrial Visit

**History of AMUL Model**

The Amul Model is a three-tier cooperative structure. This structure consists of a dairy cooperative society at the village level affiliated to a milk union at the district level which in turn is federated into a milk federation at the state level. Milk collection is done at the village dairy society, milk procurement and processing at the District Milk Union and milk products marketing at the state milk federation. The structure was evolved at Amul in Gujarat and thereafter replicated all over the country under the Operation Flood programme .It is known as the 'Amul Model- Anand.

**Products**

Amul's product range includes milk powders, milk, butter, ghee, cheese, Dahi, yoghurt, buttermilk, chocolate, ice cream, cream, Shrikhand, Paneer, Gulab Jamuns, flavoured milk,

Basundi, chocolates, Bread and Toast. Amul Branded Rice, Atta , Ketchup & Amul Noodles are the latest products launched in the SKU.

In August 2007, Amul introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Amul brands are Amul Kool, a low-calorie thirst-quenching drink; Masti Butter Milk; and Kool Cafe, ready to drink coffee. Amul's ice creams are made from milk fat, instead of from vegetable fat.

Amul's sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007. The companies GCCMF – The marketing wing of AMUL LTD is the fastest growing FMCG Company within the country and has been exporting to more than 55 countries round the globe.

### **1<sup>st</sup> Plant visit at Amul Dairy plant- Anand city:-**

The students were escorted to the Amul Auditorium where they were oriented about the history of AMUL and live documentary was shown about AMUL and then they were taken to the plant for visit by dividing in 2 teams.

The plant executives explained in detail to both the teams the manufacturing process right from raw material procurement to the finished products lines for BUTTER, MILK, and CHESSES AND MILK POWDER.

The visit included several departments like manufacturing, quality control, packaging ,R&D, training centre and

### **Amul Auditorium.**

Our students also had a very good practical learning on the job at AMUL Dairy – Anand plant.

Shri A A Bhatt Head of OSD – Public Relations had made field trip quite practical and even at plant 1 first inside the Auditorium a documentary for 45 minutes was shown to the students on the Co-operative Movement which started right from the pre independence days and the Entire Growth phase of AMUL LTD was shown to students .

### **2<sup>nd</sup> plant visit at Amul Chocolate plant – Mogar town.**

Post lunch our students were welcomed by the Shri A A Bhatt , Head of OSD – public relations and his team at AMUL Chocolate plant – Mogar Town and first 40 minutes was induction, motivation and guidance given by Shri A. A. Bhatt Sir

Shri Bhatt sir shared with students on the strategies to be innovative at work place and also shared his life journey experience with the students.

Mr Manish Patel Sir escorted the students inside the chocolate plant and showed the entire process of manufacturing right from raw material sourcing to despatch of the various brands of chocolates. The trip concluded with a question answer session with the management.

Our faculty member Mr Parvez Malek had also appreciated and gave a vote of thanks to Shri A A Bhatt Sir- Head of OSD & public relations and his team for the excellent industry visit which had made our students knowledgeable and there by improved the Attitude, Skills and Knowledge base of our BBA Students.

As a token of appreciations 2 mementoes were given to the designated team members at AMUL LTD both at Dairy Plant and Chocolate Plant.

