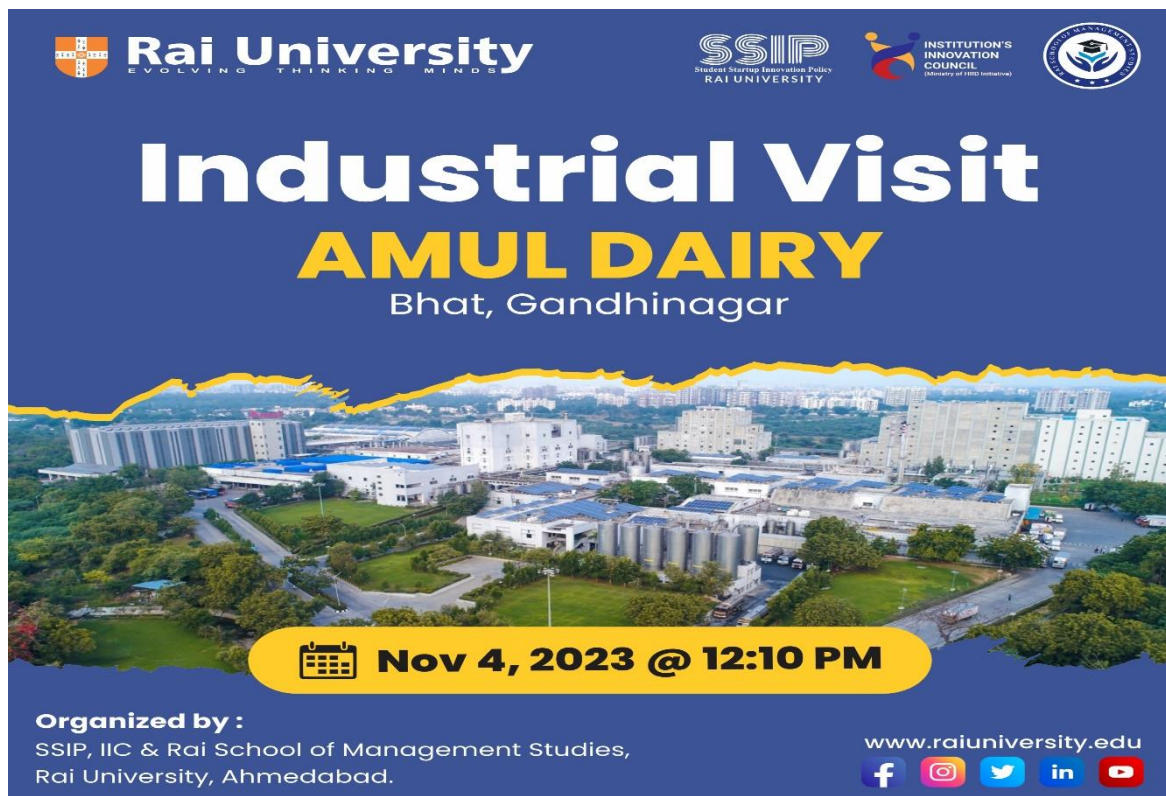



Rai University Ahmedabad Organized


Industrial Visit
To
"Amul Dairy"
Bhat, Gandhinagar


4th November, 2023




The poster features a blue background with a white and yellow jagged border at the top. It includes logos for Rai University, SSIP, and the Institution's Innovation Council. The main text is in white and yellow, with an aerial photograph of the Amul Dairy facility. A yellow banner at the bottom contains the date and time. Social media icons and the university website are also present.

 **Rai University**
EVOLVING THINKING MINDS

 **SSIP**
Student Startup Innovation Policy
RAI UNIVERSITY


 **INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Industrial Visit






AMUL DAIRY

Bhat, Gandhinagar

 **Nov 4, 2023 @ 12:10 PM**

Organized by :
SSIP, IIC & Rai School of Management Studies,
Rai University, Ahmedabad.

www.raiuniversity.edu

Conducted by
IIC, SSIP &
Rai School of Management Studies
Rai University, Ahmedabad

Date: 04/11/2023

Mode of Visit: Offline

The theme of Day: “Exposure and Field Visit to Amul Dairy”

Visit scheduled time: 12:00 pm – 05:00 pm

No. of students participated: 50

No. of faculties participated: 01

Objective

The objective of Industrial Visit to **Amul Dairy**, one of India's leading dairy cooperatives, can vary depending on the specific goals and interests of the visiting group (Student of BBA, MBA, B.Com). Some common objectives for an industrial visit to Amul Dairy:

- ❖ Learning about Dairy Operations,
- ❖ Technology and Innovation,
- ❖ Quality Control and Assurance,
- ❖ Supply Chain Management,
- ❖ Sustainability and Environmental Practices,
- ❖ Cooperative Model,
- ❖ Product Portfolio etc.

About the Visit

- ❖ Anand Milk Union Limited (AMUL) is a cooperative dairy enterprise headquartered in the small town of Anand in the Indian state of Gujarat. Amul is India's leading manufacturer of milk and milk products. Amul was founded by Tribhuvandas Patel under the direction of Sardar Vallabhbhai Patel, the first deputy prime minister of India. The Kaira District Milk Union Limited was then conceived in 1946. Tribhuvandas headed the organization until his death in the 70s. Amul dairy has been a lifeline for millions of farmers associated with it since last 76 years. It is an apt example of how cooperatives also can be a role model for development adopting technological interventions and out-of-the box strategies.
- ❖ Rai University organized an Industrial visit on 4th November 2023, the students of Rai School of Management Studies, Rai University, Ahmedabad, accompanied by Prof. Mr. Sayan Mandal visited **Amul Dairy**, Bhat, Gandhinagar. The Students and faculty left for the plant at 12.15 pm. and took about 1 hour 45 minutes to cover the distance.
- ❖ After arrived there, they were given a warm welcome by Ms. Kriti (Admin Dept. Amul dairy, Bhat) and briefed about Amul’s journey and enjoyed various consumer and farmer AV feedback with a soft drinks of Amul.

Highlights of the Visit:

An industrial visit to Amul Dairy, one of India's most renowned and largest dairy cooperatives, can be an enlightening experience as well as Ms. Kriti was very thorough in explaining the bellow key features of Amul Dairy as:

- ❖ Heritage and Legacy: Amul Dairy is known for its rich heritage and history. Visitors can learn about the inception of the cooperative movement led by Dr. Verghese Kurien, who played a pivotal role in transforming the dairy industry in India.

- ❖ Dairy Farm Tour: The visit usually begins with a tour of a dairy farm where you can witness the rearing of cows and buffalo, and learn about the management of livestock and the importance of maintaining the quality of the milk.
- ❖ Milk Processing Unit: A visit to the milk processing unit showcases the various stages of milk collection, testing, and processing. You'll witness modern machinery and technology in action, including milk separation, pasteurization, and packaging.
- ❖ Quality Control: Quality is paramount at Amul Dairy. Visitors often get a glimpse of the stringent quality control measures and testing procedures in place to ensure the safety and purity of the dairy products.
- ❖ Dairy Product Manufacturing: Amul is known for its wide range of dairy products. The visit may include a tour of the manufacturing units for products like butter, cheese, yogurt, and ice cream. You'll see the production process and the maintenance of hygiene standards.
- ❖ Automation and Technology: Amul Dairy is at the forefront of adopting technology and automation in its processes. You can observe how automation and advanced machinery have improved efficiency and quality.
- ❖ Packaging and Distribution: Understanding the packaging and distribution of dairy products is another interesting aspect of the visit. You'll learn about the packaging materials used, storage facilities, and distribution channels.
- ❖ Marketing and Branding: Amul's iconic advertising and branding campaigns are well-known. The visit may include insights into Amul's marketing strategies and how it has built a strong brand presence.
- ❖ Cooperative Model: Amul Dairy operates as a cooperative, which means it is owned and managed by the farmers themselves. Visitors often get a chance to understand the cooperative model and its impact on the lives of farmers.
- ❖ Tasting Sessions: No visit to Amul Dairy is complete without a tasting session. You can sample various dairy products and experience their quality first hand.
- ❖ Interaction with Experts: Visitors may have the opportunity to interact with experts and professionals who can provide in-depth knowledge about the dairy industry and the cooperative's functioning.
- ❖ Social Impact: Amul Dairy's impact on the socio-economic development of the region is significant. Visitors may learn about the cooperative's efforts in empowering local communities and improving the livelihoods of farmers.

Ms. Kriti was answered various questions asked by students regarding the duty shifts, number of employees, job scope, hiring process etc. Overall, an industrial visit to Amul Dairy offers a holistic understanding of the dairy industry, cooperative business models, and the role of technology and quality control in ensuring the production of high-quality dairy products. It is an educational and informative experience for students, professionals, and anyone interested in the dairy sector.

Benefits of attending the Visit:

Some benefits of visiting **Amul Dairy** for an Industrial Visit:

1. **Educational Insights**: Gain practical knowledge and insights into the functioning of one of India's largest and most successful dairy cooperatives.

2. **Hands-On Learning:** Experience the dairy production process first hand, from farm to packaging, which can enhance your understanding of the industry.
3. **Quality Control:** Learn about the stringent quality control measures in place to ensure the safety and purity of dairy products.
4. **Technology and Automation:** Witness the use of modern machinery and automation in dairy processing, highlighting efficiency and technological advancements.
5. **Product Diversification:** Understand how a dairy cooperative can diversify its product range, from milk to butter, cheese, yogurt, and ice cream.
6. **Marketing and Branding:** Discover the effective marketing and branding strategies employed by Amul, which have made it an iconic brand in India.
7. **Cooperative Model:** Gain knowledge about the cooperative business model, which benefits both farmers and consumers by ensuring fair practices and quality products.
8. **Local Impact:** Learn about the socio-economic impact of Amul Dairy on the local community, including how it has improved the livelihoods of farmers.
9. **Taste Testing:** Enjoy the opportunity to taste a variety of dairy products and appreciate their quality.
10. **Networking:** Connect with experts and professionals in the dairy industry, potentially opening up networking opportunities.
11. **Career Opportunities:** Explore potential career paths within the dairy industry or cooperative sector.
12. **Inspirational Experience:** Get inspired by the success story of Amul Dairy and its role in the White Revolution, which transformed India's dairy industry.
13. **Experiential Learning:** Enhance your practical knowledge and skills, which can be valuable for students and professionals in related fields.
14. **Appreciation of Agriculture:** Develop a deeper appreciation for the importance of agriculture and dairy farming in India's economy.
15. **Cultural Experience:** Immerse yourself in the rich cultural and historical background of the cooperative movement in India.
16. **Sustainable Practices:** Learn about sustainable agricultural and dairy farming practices that prioritize environmental and social responsibility.

