

INDUSTRIAL VISIT REPORT

VENUE: **Amul Plant, Manesar, Haryana**

DATE: **12th March, 2024**

NO. OF STUDENTS: **35**

DEPARTMENT: **Department of Management**

FACULTY COORDINATOR: **Mr. Amit Singh.**

OVERVIEW

Training and Placement Cell of RPS CET organized an Industrial Visit on **12th March, 2024** at **Amul Plant, Manesar (Haryana)** for the students of **BBA & MBA**. The visit was organized with prior permission and guidance of **Hon'ble Director, Dr. Mahesh K. Yadav.**

Industrial visit was carried out at Amul Plant for enhancing practical and industrial knowledge of BBA & MBA students. As a part of AICTE guidelines and directives, industrial Trips are organized by the colleges under the Educational Trip, so that the students can stay updated with latest business environment. The main objective behind the visit was to make students aware about practical skills regarding logistics and documentation and other managerial activities.

Both the faculties and 35 students visited the Amul Plant, Manesar and started the trip from RPS college campus at 9:15 AM and reached on time as per the given schedule.

Industrial visit was held at Amul Plant Manesar (Gurugram) with a motive of providing the students a practical experience about the real life corporate world. The Plant is located in the IMT Industrial Area of Manesar City. All the students of BBA & MBA along with the faculties opportune the visit to this plant which is known for its wide range of milk products & Ice Creams.



First Orientation (Introductory video about the Amul Plant)

Students were seated in an Auditorium and were shown a presentation about the Amul Products and the history of Amul from its beginning that Amul was found on 19 December 1946 as a response to the exploitation of small dairy farmers by traders and agents. At the time, milk prices were arbitrarily determined, giving Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai.

Tribhuvandas Kishibhai Patel founded the organisation in 1946 and served as its chairman until his retirement in the 1970s. He hired Verghese Kurien in 1949, initially as the general manager, where Kurien guided the technical and marketing efforts of the cooperative. Kurien briefly became the chairman of Amul following Patel's death in 1994, and is credited with the success of Amul's marketing.

The students visited the plant and acknowledged the various processes involved in the manufacturing of Amul Ice Cream & other milk/ dairy products. They learnt about the different products of Amul brand.

The Plant at manesar mainly deals with the Ice Cream & Milk Products, Butter, Ghee and other dairy products. It is a brand that is said to be the largest selling brand in milk products.





Second Plant Visit (Actual Working)

The students were shown the plant and its working from the raw material collection to the end packaging section, where students saw huge ovens and channels through which the products pass. The students were shown all these processes from a distance and on LCDs which were covering every range through CCTV cameras.

They observed the discipline and hygienic importance at an Ice Cream & Milk & Dairy products plant and thus they enjoyed visiting there.

As a sweet gesture they were given Amul Ice Creams and this trip widens their knowledge about Amul Ice Cream, Milk & Dairy Products.



Third Departure

We left at 1:30 PM and in three hours came back to campus and then students their feedback about this trip, which was very good. Students were very happy visiting there.

This trip brushed up their knowledge and they came to know that what industry is expecting from future managers. All the students enjoyed and learnt a lot from this trip.



END OF REPORT