

**AMUL DAIRY PLANT  
DHARUHERA  
EDUCATIONAL VISIT  
REPORT**



**APPLIED  
SCIENCES**



शिक्षा के क्षेत्र में सबसे आगे...  
**RPS**  
GROUP OF INSTITUTIONS  
ISO 9001:2008 CERTIFIED INSTITUTIONS

**Date of Visit: 27/02/2024**

## **EDUCATIONAL VISIT TO AMUL DAIRY PLANT DHARUHERA**

Department of Training & Placement of RPS Group of Institutions organised industrial visit on a date of 27 Feb, 2024 for 39 students of B Tech-1st Year (CSAI and CE) @ AMUL Dairy Dudhmotisagar Dairy, Plot No. 17 Huda Industrial Area, Dharuhera Dist: Rewari- Haryana to understand actual industrial application. The Plant visit was conducted under guidance of Mr. Vijay Singh, Manager, AMUL Plant. He explained the details regarding plant before actually visiting the plant. He also showed the students milk receiving section, operation section- milk section, curd section & ice cream section, dispatch section, automation and control room, etc. After the visit students were shown documentary regarding milk production. The students also had question – answer round. The students were also offered Ice Cream produced in the plant. The details of milk production in the plant as explained by Mr. Singh are given below:

- The AMUL Plant at Manesar is owned by Mehsana District Cooperative Milk Producer's Union Ltd. The Plant is located at Plot No. 26-B, Sector – 3, Manesar, Haryana. Plant is also known by name Dudhsagar Dairy Plant.
- The Plant has capacity of 11.5 lakhs liters per day. The main products of the plant are Packaged milk, curd and ice cream.
- The AMUL brand is very powerful and hence marketing of products is not difficult task. The motto of the AMUL Plant is “To improve socio economic condition of farmers who are members of milk cooperative”.
- The farmers are paid price of the milk on weekly basis in their villages. Moreover they are also offered dividend annually.
- The special feature of plant is that it is a fully automatic, well maintained plant having very good work culture. The employees working in the plant rarely leave the jobs.
- Quality standards are well maintained. Milk has minimum fat content of 6.2% and SNF (Solid Not FAT) content of 9.2%.
- Milk supply utilizes continuous cold chain with maximum temperature of 2-3 degree Centigrade.

## **HISTORY OF AMUL DAIRY**

It was formally registered on December 14, 1946. Its objective was to provide proper marketing facilities for the milk producers of the district. The Union began pasteurizing milk in June 1948, for the Bombay Milk Scheme – just a handful of farmers in two village cooperative societies producing about 250 liters a day. As a result, Kaira District Milk Union Limited was born in 1946. Tribhuvandas became the Founding Chairman of the organization which he led till his last day of his life. He hired Dr. Kurien three years after the white revolution. He convinced Dr. Kurien to stay and help with the mission rest was history in the dairying industry. AMUL's unique invention and rapid expansion across Gujarat inspired political leaders to replicate the successful business model in other parts of India. Thus, AMUL Dairy became instrumental in bringing about the White Revolution in India, also called the Operation Flood. AMUL business model also played a key role to transform India from a milk deficient country to one of the largest producers of milk in the world.

## **DETAILS OF VISIT**

Product Range:-

- AMUL's product range includes milk powders, milk, butter, ghee, cheese, MastiDahi, Yoghurt, Buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulabjamuns, flavoured milk, basundi, AMUL Pro brand and others. AMUL PRO is a recently launched brown beverage just like bournvita and horlicks offering whey protein, DHA and essential nutrients.
- AMUL launched India's first sports drink, Stamina, which competes with Coca Cola's Powerade and PepsiCo's Gatorade. AMUL offers mithaimate which competes with Milkmaid by Nestle by offering more fat at lower price.
- 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 icecreams are made from milk fat and thus are ice-creams in real sense of the word, while many brands in India sell frozen desserts made from vegetable fat.
- AMUL's sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007.

### **SUMMARY OF VISIT:**

We arrived at AMUL at 10:00 AM. After that we gathered at the front gate and visited various sections of AMUL .we started with the animation movie for showing glimpse of AMUL dairy from its beginning at Anand district at auditorium of dairy memorial. It also gave introduction of company profile and its present functioning in dairy industry for different milk products. The technical team has explained automation of dairy through presentation containing many functional block diagrams and existing computerized controlled machineries. After that the students visited 4 different sections of AMUL Dairy Plant:

- 1) Butter plant, where the students were informed of butter production in AMUL.
  - 2) Milk powder plant, where the students visited manufacturing as well as packing and dispatching functions of AMUL
  - 3) Refrigeration Unit, where student were getting knowledge about refrigeration system.
  - 4) Milk process unit, where the students were informed of pasteurized milk production Process
- In Overall observed AMUL factory where one can see machineries at work and how AMUL products are processed and packed. On the way to the factory, you are captivated by the sight of huge milk silo units which quickly become the best feature of our entire visit. After completion of visit we came back to bus at 3:00 PM. The plant visit has benefitted both students and faculty members.

### **GLIMPSES OF INDUSTRIAL VISIT**





