



Northern India Engineering College,

MBA Department

INDUSTRIAL VISIT: AMUL MANESAR, HARYANA DUDHSAGAR DAIRY

MBA First semester students went for the Industry visit on 31th October, 2017 to “AMUL MANESAR, DUDHSAGAR DAIRY”

Types: Dairy Products Plants

Area: Haryana

Products: Milk, Dairy products

Owners: Dudhmansagar dairy

Shareholders: Mehsana District Cooperative, Milk Producer Union



The plant visit was conducted under the guidance of Mr. S.K Singh, Sales 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 questions –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 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 litres 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 tasks. The motto of the Amul Plant is”To improve socio economic conditions 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 features of plant are 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 content of 9.2%.
- Milk supply utilizes continuous cold chain with maximum temperature of 2-3 degree Centigrade.

The visit was accompanied by Head of the Department Dr.Divya Gangwar and faculty members, Mr.Asim Sahore, Mr.Jugesh Chandra and Ms.Ekta Gupta .Students enjoyed the visit and learned new aspects of practical applications followed in MNC.



STUDENTS OPINION:

I am very thankful to my college NIEC that they had given us a very wonderful chance to have a industry visit in between a very busy schedule of the semester. It was a very good experience that I came to know visually some production process and grained a lot of knowledge. —

Harjot Kaur

NIEC gave me the golden opportunity to visit the AMUL DUSHSAGAR DAIRY; Haryana. It was a great experience to know the industry internally. They are successful enough to balance between business excellence and individual dignity. Their main focus is health “TASTE OF INDIA” and “AMUL DUDH PITA H INDIA”. Which I like most and the taste of the amul products, which is useful for all age groups people.

Tanisha