

**J.C. Bose University of Science and Technology, YMCA, Faridabad**

**Department of Management Studies**

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**Industrial Visit Report to Amul Plant, IMT Faridabad**

The Department of Management Studies organized an industrial visit to the Amul Plant, IMT Faridabad, on 5th & 6th March 2025 for MBA students in two groups. This visit provided valuable insights into manufacturing, supply chain management, and marketing strategies of Amul, a leader in the dairy industry. Students witnessed live production processes, quality control measures, and logistics operations, enhancing their practical understanding. An interactive session with company officials allowed students to explore business expansion, branding, and sustainability initiatives. The visit commenced with an introductory session conducted by Amul officials Mr. Vipin Dalal & Mr. Ajay Sharma, who provided a detailed overview of Amul and Banas Dairy's operations, its role within the Amul cooperative, and the significance of its contribution to the dairy industry.

The Amul Plant at IMT Faridabad is one of the brand's significant production facilities in northern India. Students observed the automated processes of producing milk and milk products, including pasteurization, homogenization, and packaging. Insights were provided on the handling and storing raw materials and finished goods. A total of 82 MBA students in two separate groups participated in this industrial visit. Students found the visit to be insightful and engaging. Dr. Neha Goyal, Dr. Renu Aggarwal, Dr. Parveen Bharat and Mr. Vikas Kumar accompanied students on the visit. This visit was coordinated by Mr. Vikas Kumar.













