



Maharaja Agrasen Institute of Technology

Department of Management, MBA

Dossier

On

Industrial Visit to Mother Dairy

Held On

02nd May 2023

The cover features a light blue background with orange wavy borders at the top and bottom. On the left is the MAIT logo. The main text is centered and reads: 'Maharaja Agrasen Institute of Technology', 'Approved by AICTE & Affiliated to GGSIPU, New Delhi', 'Maharaja Agarsen Chowk, Sector-22, Rohini, Delhi-110086', 'Industrial Visit to Mother Dairy Plant', 'Pandav Nagar, New Delhi - 110092', 'Faculty Coordinators: Dr. Sukhvinder Singh & Mr. Nishant Gaur', and 'Organized By Department of Management'.

Maharaja Agrasen Institute of Technology
Approved by AICTE & Affiliated to GGSIPU, New Delhi
Maharaja Agarsen Chowk, Sector-22, Rohini, Delhi-110086

Industrial Visit
to

Mother Dairy Plant
Pandav Nagar, New Delhi - 110092

Faculty Coordinators: Dr. Sukhvinder Singh & Mr. Nishant Gaur

— Organized By —
Department of Management

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Event Incharge:

Dr. Sukhvinder Singh : Assistant Professor

Mr Nishant Gaur : Assistant Professor

Dr. Amit Gupta

HOD, Department of Management, MBA

FORM A

Proposal:

Name of the Event: Industrial Visit to Mother Dairy Plant , New Delhi

Location : Mother Dairy , Vinod Nagar , New Delhi

Date : 02nd May 20223

Time : 9:30 AM – 2:30 PM

Organized By : Department of Management, MBA, MAIT

Motivational Objective of the Guest Lecture

The objectives of the industrial visit to Mother Dairy were

- 1) To understand the importance of milk production in India
- 2) To understand operations involved in milk production vis –a -vis Mother Dairy
- 3) To understand practical aspects of management such supply chain , logistics , sales , marketing and customer relations

Form B

Part 1

Aim of the event:

The aim of the visit was to sensitize students on the importance and working of milk processing set up such as Mother Dairy, The objective was make students aware of the entire supply chain process of milk production, starting from sourcing milk from the local villages, checking adulterants at common collection centres, ,bringing them to the plant, processing , packaging and finally dispatching them to end consumer. It also aimed to understand practical aspects of milk production such supply chain , logistics , sales , marketing and customer relations.

Part 2

Abstract:

Maharaja Agrasen Institute of Technology Department of Management organize visit to Securities and Exchange Board of India on 02nd May 2023 for MBA – IV semester students. Faculty members Dr Sukhvinder Singh and Mr Nishant Gaur accompanied 36 students on the visit to Mother Dairy Plant , Vinod Nagar New Delhi.

Upon arrival students were give welcome drink as flavored milk. The event started with the presentation on the Mother Dairy as an organisation. . Later ,Plant Manager engaged students in conversation and gave a brief explanation of the importance of milk , its components, white revolution in India and various advantages.

Through the presentation that was both informative and fascinating, the operations of the Mother Dairy plant were also explained to the students of MBA.Students were also shown Mother Dairy's processing facility and were given live demonstrations of many test used to determine the purity of milk. The students were also explained about the supply chain and logistics involved in collecting and distributing milk .

Part 3

Conclusion

At the end of the visit students were given ice creams to treat themselves. The visit was a great source of learning as the operations of Mother Dairy covers various practical aspects of management such supply chain , logistics , sales , marketing and customer relations .

Snap Shot:

