

## Industrial Visit to Amul Plant

On 26<sup>th</sup> September 2024, the Faculty of Management & Commerce at Baba Mastnath University organized an industrial visit to the Amul plant for students from the Commerce Department. The visit, led by Dr. Abhishek, Convener, and co-convener by Dr. Monika and Dr. Saveen, was aimed at providing students with practical insights into the operations of one of the largest dairy cooperatives in India. This educational trip allowed 40 participants to observe and learn about the production processes, quality control, and distribution mechanisms that make Amul a household name.



The day began with a detailed briefing by Amul's plant representatives, who explained the various stages involved in dairy production, from milk collection to the manufacturing of processed products. Students were shown the advanced machinery used for milk pasteurization, cheese making, and packaging. The visit also included demonstrations of quality control procedures that ensure Amul's products maintain high standards. The students were encouraged to ask questions, which led to enriching discussions on the significance of maintaining quality and the challenges faced by the dairy industry.



Throughout the visit, the convener, Dr. Abhishek, and co-convener, Dr. Monika and Dr. Saveen, facilitated interactive sessions, engaging students with the operational strategies employed by Amul, such as supply chain management, marketing, and consumer engagement.

The industrial visit to the Amul plant was an eye-opening experience for students, offering them a firsthand understanding of large-scale operations in the dairy industry. In a society that is increasingly looking towards sustainable and ethical business practices, Amul stands as a model for cooperative governance, rural development, and sustainable farming. This visit provided students with insights into the importance of the dairy sector in India's economy and its role in enhancing rural livelihoods by creating employment opportunities.

From a societal perspective, this event is significant because it highlighted the role of cooperatives in empowering local farmers and contributing to food security. The Amul model promotes inclusive growth and supports smallholder farmers, which directly aligns with the United Nations Sustainable Development Goal (SDG) 1: *No Poverty* and SDG 8: *Decent Work and Economic Growth*. By promoting sustainable agriculture practices and ensuring fair wages for farmers, Amul contributes to economic development in rural areas, fostering resilience and reducing inequalities.

The event witnessed active participation from 40 students, who were able to enhance their theoretical knowledge by observing real-time applications in the dairy industry. The industrial visit helped students understand the complexities of production and distribution in a major corporation, making the learning experience more practical and engaging. Many students expressed their intent to apply the knowledge gained from the visit to their academic projects and future careers in business and management.

The industrial visit to the Amul plant was an enriching experience that not only deepened students' understanding of the dairy industry but also emphasized the importance of cooperatives in fostering inclusive economic growth and rural development. The visit successfully aligned with Baba Mastnath University's mission to provide students with valuable learning opportunities that extend beyond the classroom. This initiative supports the university's commitment to nurturing future leaders who are well-versed in the principles of sustainable business practices, contributing to the achievement of global sustainability goals.