

SRIMCA-MBA, Uka Tarsadia University Organized an Industrial Visit to “Amul Dairy & Chocolate Factory at Anand”

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Designation/ Affiliation: Assistant Professor- SRIMCA – MBA; UTU

Participants: FYMBA, Sem I (42) SYMBA (58) Male- 42 (21+21), Female- 58 (37+21)

Date: 11/10/2023

Faculty Members: Ms. Nikee Mehta & Ms. Heta Shukla

SRIMCA-MBA organized an Industrial Visit to Amul Dairy and Amul Chocolate factory for SYMBA and FYMBA students on 11/10/2023 to nurture practical applicability of the subjects pertaining to business management specifically productions and operations management. The schedule comprised of a detailed visit to the Amul Dairy producing a wide variety of dairy products including pasteurized milk, butter, lassi, butter milk etc. followed by museum visit showcasing white revolution through a vivid short film. Visit to the chocolate factory gave the students insights about various varieties of chocolates its sourcing and production process of broad categories of chocolates. The visit ended with doubt clearing session with the company guide and a pit stop at Amul's discounted retail outlet. It was an enriching learning experience for students as well as faculty members.

