



GRADUATE SCHOOL OF MANAGEMENT STUDIES

GUJARAT TECHNOLOGICAL UNIVERSITY

(Accredited with A+ Grade by NAAC)

Industrial Visit at “Anand Milk Union Limited (abbreviated as Amul)” Date: 12th and 23rd May, 2023

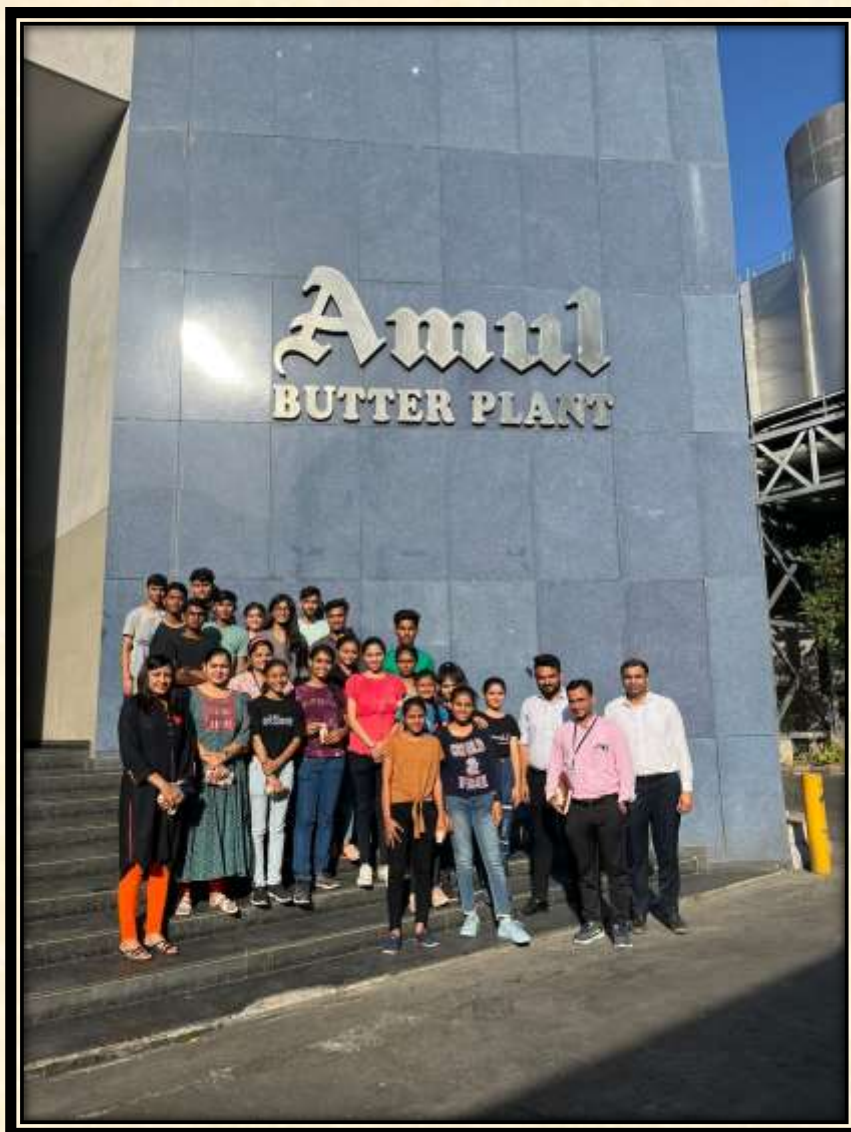
The Graduate School of Management Studies organised an industrial visit for the 2nd semester BBA students as a part of their curriculum. The visit was planned at three Amul plants, one in Gandhinagar on May 12, 2023, and two at Anand on May 23, 2023, and was accompanied by the faculties of GSMS-GTU.

Amul Plant, Gandhinagar



The first visit was planned on May 12, 2023, in the evening from the GTU campus in Ahmedabad. The staff of Amul welcomed the faculty and students. For a brief introduction to Amul and its memorable history, a short movie was shown. Further, students were directed towards the plant, where the process of checking milk quality and converting it into various products was shown and explained.

Each product made in the plant was shown, and the packaging process was described to the students. Also, the quality-checking process was explained to students by the staff. Overall, it was a very nice and informative visit.



Amul Headquarters, Anand

Then, on May 23, 2023, another industrial visit was organised by GSMS for the students of BBA at the headquarters of Anand Milk Union Limited, Anand. There, the Amul staff extended a warm welcome to all of the students and faculty members. Amul Company officers gave a brief introduction of the journey of Amul through the portraits and articles hanging on the wall for the visitors and officials, which show the whole history of Amul.



After that, students were guided to the plant, where they were shown and acknowledged by several different products made and packed in that plant, which allowed them to learn about floor work that can be beneficial for them.

Amul Chocolate Factory, Anand

After the visit to the headquarters of Amul in Anand, the next visit was to the chocolate factory of Amul, located in Anand itself. Here, students experienced and learned about management functions in practical aspects and they were more energised for this third visit to the chocolate factory of Amul.

All were explained about varieties chocolates, fast food, wheat, etc. produced and distributed by Amul. All the students enthusiastically understood and asked questions related to the whole process of manufacturing and packaging of chocolates.



The entire visit was extremely informative and beneficial for the students, who learned the fundamentals of managerial functions. GSMS GTU is grateful to Amul for allowing us to visit their numerous facilities and for their courtesy throughout the plant tour.