



Gujarat Technological University

Graduate School of Management Studies

A Report on the visit to AMULFED DAIRY

- Title** : An Industrial visit to AmulFed Dairy
- Type of Event** : Industrial Visit
- Date** : 27 December, 2024
- Time** : 2:00 PM to 4:00 PM
- Venue** : AmulFed Dairy, Bhat, Ahmedabad 382428
- Description** : The purpose of this visit was to gain a practical understanding of large-scale dairy operations, including production, quality control, and distribution processes. Additionally, it aimed to understand how the cooperative model helps farmers and supports communities
- Participants** : MBA-IB Semester 1 students and Faculty Members

On 27st December 2024, Friday, the visit on AmulFed Dairy at Bhat was organized. It was a remarkable opportunity to understand the inner workings of one of Asia's largest Dairy producing facility. AmulFed, a unit of the Gujarat Cooperative Milk Marketing Federation (GCMMF), serves as a model of excellence in the dairy industry, combining advanced technology, sustainability, and a cooperative framework. The purpose of this visit was to gain practical insights into dairy production, packaging, and distribution, and to observe how the cooperative model benefits both producers and consumers.



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Upon arrival, we were warmly welcomed by the AmulFed Dairy team and briefed on the history and operations of the facility. The visit commenced with a tour of the milk reception area, where milk from various cooperative societies is brought in for processing. It was fascinating to witness the extremely thorough and careful quality testing procedures employed to ensure that the milk meets the highest standards. The capacity of the particular plant we visited was 60 lakh liter per day.

The next stage of the visit took us to the production units, where the processes of quality control and packaging were explained. The scale of operations was truly impressive, with automated systems ensuring efficiency and precision. The powdered milk and cheese production lines stood out as examples of cutting-edge technology at work, seamlessly integrating automation and human oversight.

We also observed the packaging and distribution processes, which highlighted AmulFed Dairy's distribution network which ensures that Amul products reach consumers promptly and in perfect condition.

The plant processes milk at 5°C for 20 seconds, while 150 metric tons ghee is produced by heating. Buttermilk is produced at a rate of 12 lakh liters per day in Ahmedabad and Gandhinagar. The milk powder plant produces one bag of 25 kg bags in just 5 seconds, with a total capacity of 310 metric tons per day across two plants. The creamer plant processes 1.2 lakh liters of milk at -18°C for ice cream production. For Tetra pack, 11.5 lakh liters of milk are processed daily. AmulFed Dairy achieves an annual turnover of **13 thousand crore**.

Amul follows the 7S model to maintain efficiency and productivity. It focuses on organizing, cleaning, and standardizing processes, while ensuring sustainability and self-discipline. The model also prioritizes safety and fosters teamwork, contributing to a positive and well-structured work environment. The 7S includes - sort, set in order, shine, standardize, sustain, self-discipline, safety and spirit.

Another key aspect of the visit was learning about the cooperative model that defines Amul's operations. The model not only guarantees fair prices for farmers but also empowers rural communities, particularly women. Training programs and development initiatives provided by Amul have significantly contributed to the socio-economic upliftment of these communities.



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Photograph of the Event:





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Conclusion:

The visit to AmulFed Dairy was an enriching experience that showcased the perfect blend of technology, sustainability, and community welfare. It underscored the importance of innovation and cooperative efforts in achieving business success and societal impact. This experience was truly inspiring and provided valuable insights into the operations of a globally recognized brand.

Acknowledgment:

Industrial visit to AmulFed Dairy at Bhat, organized by the Graduate School of Management Studies, GTU, on December 27, 2024 was an informative and valuable experience which gave us an excellent learning opportunity. We would like to express our gratitude to the management and staff of AmulFed Dairy for their hospitality and for providing us with this opportunity to learn about their operations. Their commitment to excellence and community welfare is truly commendable.