



ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

Session:	2019-20	Semester:	IV B
Event Date:	23 rd January 2020	Event Type:	Industrial visit
Event Name/Title:	Industrial Visit to Mother Dairy		
Resource person Name	NA	Resource person Organization	Mother Dairy
Organizing Department	LAW	Organizing Student club / Society /Committee if any	NA

Event Report

Mother Dairy was commissioned in 1974 and is a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was an initiative under Operation Flood, the world's biggest dairy development program launched to make India a milk sufficient nation. Over the years, Mother Dairy has contributed significantly in achieving this objective through a series of innovations and programs. Today, Mother Dairy manufactures markets & sells milk and milk products including cultured products, ice creams, paneer and ghee under the Mother Dairy brand. The Company also has a diversified portfolio with products in edible oils, fruits & vegetables, frozen vegetables, pulses, processed food like fruit juices, jams, etc. to meet the daily requirements of every household. Safal, F&V arm of Mother Dairy was the first Company to organize the fruits and vegetables business in India. Mother Dairy is also present into edible oils segment under the brand name Dhara which was launched under the 'Operation Golden Flow' program of NDDB as a market intervention program to address a larger cause of the Indian farmers & consumers. Trust, Purity and Taste are the hallmarks of Dhara cooking oil.

At the beginning of the visit, students got the brief about the company from their executives. Then they have been taken to visit the milk processing plant followed by the testing of milk intake in the organisation by some laboratory test. Students also gathered the information about the inbound and outbound logistics of the plant. At last, students got the exposure to learn about the initiation of Mother Dairy and its journey through their corporate video after which students really enjoyed the flavored milk and ice-creams offered by them.

Total 48 students of BBA LLB – 4th Semester (Section- B) had participated in the industrial visit.

The visit was conducted under the guidance of Dr Shishma Kushwaha and Mr. Manvendra.



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Outcome of the industrial visit:

It was a learning experience for the students as it has provided the industrial exposure and makes them learned about the initiation and working culture of the company. They also learnt the various aspects about the growth of the company and various techniques and strategies to capture the market share by a new entrant.

Total number of students:48..... (M)28..... (F)..... 20.....

Name of Students Coordinators: NA

Enrollment No	Name	Enrollment No	Name

Photographs of Event



Signature of Faculty Coordinator

Signature of HOD