

**JIMS ENGINEERING MANAGEMENT TECHNICAL CAMPUS
SCHOOL OF LAW**

Plot No. 48/4, Knowledge Pak III, Greater Noida

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi & Approved By Bar Council of India)

Event: Industrial Visit to Mother Dairy
Date: 21st August 2019
Venue: Patparganj, New Delhi
Report Date: 22nd August 2019
Course: BBALLB
Semester: III
No. of Students: 41

Objective of the industrial visit:

To develop the understanding the management skills and learning about the various management aspects adopted in the corporate, an industrial visit at Mother Dairy at **Patparganj, New Delhi** plant was scheduled on **21st August 2019** for BBALLB students (Semester III)

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 41 students of BBA LLB – 3rd Semester (Section- A) had participated in the industrial visit.



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

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.

Faculty Coordinator
(Dr. Shishma Kushwaha)
(Mr. Mudit Tomar)

HoD-School of Law
(Dr. Pallavi Gupta)

Encl: Students' attendance