

INDUSTRIAL VISIT - AMULFED DAIRY



Visit to Amulfed Dairy (A Unit of GCMMF Ltd., Gandhinagar)

Organized for: Semester 3

Date of Visit: 8th July, 2025

Location: Amulfed Dairy, Gandhinagar

No. of Students: 37

Faculty Coordinators: Mr. Jay Shukla, Ms. Bina Shah and Ms. Drishti Jalan

Objective of the Visit

The primary objective of this visit was to provide students with practical exposure to real-world applications of **marketing strategies, operational coordination, and managerial control systems** within a large-scale, professionally managed organization. The visit aimed to bridge the gap between classroom learning and industrial practices by demonstrating how theoretical concepts are implemented in a functional business setting.

About Amulfed Dairy

Amulfed Dairy, a state-of-the-art unit of the Gujarat Cooperative Milk Marketing Federation (GCMMF), is one of the largest liquid milk processing facilities in Asia. Known for its advanced technology, robust supply chain, and efficient quality control systems, Amulfed Dairy plays a vital role in the distribution and marketing of Amul products across India.

Key Learning Areas

1. Marketing Insights

- Students gained insights into **Amul's branding and promotion strategies**, including how consistent quality, strong rural-sourcing, and emotional branding build customer trust.
- The tour highlighted how Amul maintains its position as a market leader through **product diversification, packaging innovation**, and mass-market appeal.

2. Coordination Systems

- The visit offered a live understanding of how Amul coordinates its vast operations — from milk collection across rural cooperatives to processing, packaging, and dispatch.
- Students observed the importance of **inter-departmental coordination** between procurement, production, quality control, logistics, and marketing.

3. Control Mechanisms

- The factory tour showcased **quality control checkpoints**, hygiene standards, and process automation to ensure efficiency and product safety.
- Discussions with plant officials shed light on how **standard operating procedures (SOPs)**, inventory controls, and real-time monitoring systems contribute to smooth and compliant operations.

Student Takeaways

- Practical exposure to corporate-level event planning and execution practices in industrial environments.
- Understanding the integration of marketing strategies with operational systems in high-volume FMCG operations.
- Appreciation of discipline, teamwork, and control processes in a highly synchronized manufacturing setup.
- Through an engaging two-way question-and-answer session, students gained valuable insights into Amul's certification processes, its various subsidiaries, and the rigorous hygiene and quality standards maintained by the brand.

Conclusion

The visit to **Amulfed Dairy** proved to be highly enriching for Semester 3 students. It reinforced classroom concepts with real-life examples and enabled them to understand the **practical implications of marketing, coordination, and control** in a large-scale organization. Such industrial visits are instrumental in enhancing the professional preparedness and industry awareness of future event managers.

Instagram reel link:

<https://www.instagram.com/reel/DL-GNOexJI8/?igsh=MWZ3bWRvMG9zOHpsYQ==>



LJ INSTITUTE OF EVENT MANAGEMENT

SEMESTER - 3

DATE : 08/07/2025

Industrial Visit to AmulFed Dairy

TIMING : 08:00 AM TO 02:00 PM

ENROLLMENT NO.	STUDENT NAME	SIGNATURE	ENROLLMENT NO.	STUDENT NAME	SIGNATURE
24017113810001	AADIYA KSHATRIYA	AB	24017113810032	PARYANI PARTH JAGDISH	AB
24017113810002	AGRAWAL MEETKUMAR DILIPBHAI	AB	24017113810034	PATEL OM NILESHKUMAR	AB
24017113810003	ANCHAL PARESHKUMAR PATEL	AB	24017113810035	PATEL YASH KAMLESHBHAI	AB
24017113810004	ARAB MO MAAZ MO RIVAZBHAI	AB	24017113810036	PATEL RUSHI DILIPBHAI	AB
24017113810005	BELDAR VISHNUBHAI CHANDUBHAI	AB	24017113810037	PATOLIYA TISHA HARESHBHAI	AB
24017113810006	BELIM MOHAMMAD MAHIR BHIKHUMIYA	AB	24017113810038	PRAJAPATI BHUMI KESHAVBHAI	AB
24017113810007	BHOJANI SAHIL ABBAS ARIF ALI	AB	24017113810039	PRAJAPATI CHARMY PANKAJBHAI	AB
24017113810008	CHHABRIA VARUN VINOD	AB	24017113810040	PRAJAPATI JAY PREMAJIBHAI	AB
24017113810009	DILAN VARSANI	AB	24017113810041	PRAJAPATI MAYANKKUMAR GIRISHBHAI	AB
24017113810010	FOFANDI DIYA MAHENDRA	AB	24017113810042	RANPARA DISHAN JIGNESHBHAI	AB
24017113810011	GOJIYA SANJANA	AB	24017113810043	RAVAL RAI DEVENDRABHAI	AB
24017113810012	GURSHARN SINGH SIDHU	AB	24017113810044	RAWAL RUDRA NARESHBHAI	AB
24017113810013	HIMANI KRISH JIMIT	AB	24017113810045	SABHAYA PRINCE JAYESHBHAI	AB
24017113810014	JANYANI YASH	AB	24017113810046	SAKARIYA VARUN RAHULBHAI	AB
24017113810015	JASPREET SINGH SANDHU	AB	24017113810047	SAVALIYA MEET BHARATKUMAR	AB
24017113810016	JAYSWAL DHARM SANJAYKUMAR	AB	24017113810048	SHAH JUBEDA KHATUN TAHUWERALI	AB
24017113810017	JAYSWAL VED MANOJKUMAR	AB	24017113810049	SHAIKH M ZIDAN INAYAT HUSSAIN	AB
24017113810018	KADIA SHUBHAM AJAYKUMAR	AB	24017113810050	SHAIKH ABDULAZIM ALJAZAHMED	AB
24017113810019	KADRI MOHAMMAD MUHIB	AB	24017113810051	SINDHAV HIMESH RATILAL	AB
24017113810021	KARNAVAT PURVANSI PANKAJ	AB	24017113810052	SINGLA HIYA MUNISH	AB
24017113810022	KHATRIJI VIYA VINOD	AB	24017113810053	SONALA AKASH PRAVINBHAI	AB
24017113810023	KUNJ SHAILESHBHAI KYADA	AB	24017113810054	THAKKAR DHURVI ANKIT	AB
24017113810024	LABBEK KALIMULLAH MOHAMMED NAZIR	AB	24017113810055	VAGHELA OMKARSINH SANDIPSINH	AB
24017113810025	MAHI GAGANDEEP PALITSINGH	AB	24017113810056	VARTEJI FARHATZEHRA GULAM HAIDER	AB
24017113810026	MALI SHAILESH NARANBHAI	AB	24017113810057	VASWANI SUJAL RADHAKISHAN	AB
24017113810027	MOHNAT HONEYKUMARI HITESHBHAI	AB	24017113810058	VYAS TITHI UTTAMKUMAR	AB
24017113810028	NINAMA SURYAPRAKASH JAYESHKUMAR	AB	24017113810059	YADAV PRATHAM ANIL	AB
24017113810029	PANDEY DEV VIJAYPRAKASH	AB	24017113810060	YASH DINESH CHOUDHARY	AB
24017113810030	PANDYA ISHA CHETANKUMAR	AB	22010203510004	PATEL DAKSH	AB
24017113810031	PAREKH PRACHI TEJALKUMAR	AB	22010203510007	KARAN ACHARYA	AB

TOTAL PRESENT STUDENTS : 37

TOTAL ABSENT STUDENTS : 2

TOTAL CANCEL STUDENTS : 2

TOTAL STUDENTS : 60

FACULTY SIGNATURE : *[Signature]*

FACULTY NAME : *[Signature]*