



G.H.PATEL COLLEGE OF ENGINEERING & TECHNOLOGY

Vallabh Vidyanagar

Department of Electronics and Communication Engineering



INDUSTRIAL VISIT REPORT

**NAME OF THE INDUSTRY: AMUL CHOCOLATE FACTORY,
MOGAR, GUJARAT**

DATE: 4TH, OCTOBER, 2016

VENUE: At Mogar, Anand, Gujarat 388001 India.

NO. OF STUDENTS PARTICIPATED: 38 (Third Year EC Students)

FACULTY MEMBERS: 03

Prof. Rohit Parmar

Prof. Mayank Ardeshana

Prof. Geetali Saha

One day industry visit to Amul Chocolate Factory was organized by Electronics & Communication Engineering Department, GCET for their 5th semester students as a part of teaching learning activity. The visit was planned for making observations in desired framework of the course.

Due to prior communications with Amul dairy, Mr. Sudaram Public Relation officer, made special arrangements for students of GCET.

The GCMMF is the largest food products marketing organization of India. It is the apex organization of the dairy cooperatives of Gujarat. It is the exclusive marketing organization for products under the brand name of Amul and Sagar. Over the last five and a half decades, dairy cooperatives in Gujarat have created an economic network that links more than 3.1 million village milk products with millions of consumers in India. Gujarat Cooperative Milk Marketing

Federation Ltd. (GCMMF), is India's largest food product marketing organization with annual turnover (2014–15) US\$3.4 billion. Its daily milk procurement is approx. 14.85 million lit per day from 18,536 village milk cooperative societies, 17 member unions covering 33 districts, and 3.37 million milk producer members. More than 70% of the members are small or marginal farmers and landless laborers including a sizeable population of tribal folk and people belonging to the scheduled castes.

The Amul Model is a three-tier cooperative structure. This structure consists of a dairy cooperative society at the village level affiliated to a milk union at the district level which in turn is federated into a milk federation at the state level. Milk collection is done at the village dairy society, milk procurement and processing at the District Milk Union and milk products marketing at the state milk federation. The structure was evolved at Amul in Gujarat and thereafter replicated all over the country under the Operation Flood programme. It is known as the 'Amul Model' or 'Anand'.

Amul's product range includes milk powders, milk, butter, ghee, cheese, dahi, yoghurt, buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulab jamuns, flavoured milk, basundi and others. Amul PRO is a recently launched brown beverage. In January 2006, Amul launched India's first sports drink, Stamina.

Amul offers Mithai Mate which competes with Milkmaid by Nestle. In August 2007, Amul introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Amul brands are Amul Kool, a low-calorie thirst quenching drink; Masti Butter Milk; and Kool Cafe, ready to drink coffee. Amul's icecreams are made from milk fat, instead of from vegetable fat. Amul's sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007.

Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat, India formed in 1946, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. In the process Amul became the largest food brand in India and has ventured into markets overseas.

Visit

There were 38 Students in total who took fond interest and opted for the visit. Accordingly, the registrations were done for form filling by students and Gate passes were obtained individually.

The necessary information & schedule related to the trip was shared to students. The Visit was scheduled as follows:

- Journey Start time: 2:30 PM
- Visit Time: 03:00 AM to 05:00 PM

As per planned schedule, the students started gathering at GCET Foyer at 09:30 AM. Thereby n

Upon Checking the total count and required documents, the bus journey was initiated towards Amul Chocolate Factory Mogar.

The Journey was made enjoyable and entertaining by students as they begun to sing songs and play group games. There was active participation shown by most of the students.

Upon reaching, students were queued and guided to the Registration Desk by the faculty coordinators and student volunteers. Sooner, the registration process was initiated and students were granted entry to the premises.

While the show was rolling, the students were divided into two batches and were accordingly directed to proceed towards the Visit in an order along with a Faculty coordinator.

The visit comprised of Different sections of Chocolate Plant that were Roasting, hulling, and crushing the beans, making cocoa powder, Packaging process and Dispatching Process, where house

Each division of Chocolate Plant showcased:

- live processing of chocolate product,
- models of high-tech instruments and,
- Informative posters depicting some of the research activities being pursued at Amul Chocolate Plant and which are of common interest.

We are thankful to the institute & company management for providing the all facilities and generous support.

PHOTOGRAPHS



