

PG DEPARTMENT OF BUSINESS ADMINISTRATION



INDUSTRIAL STUDY VISIT REPORT

Name of the Industries : SANGAM DAIRY PVT. LTD

VADLAMUDI, TENALI

Class : I MBA – II SEMESTER

Department : MASTER OF BUSINESS ADMINISTRATION

Day of Visit : 06th August 2022

OBJECTIVES OF INDUSTRIAL STUDY VISIT:

SANGAM DAIRY PVT LTD (VADLAMUDI)

- ❖ To provide awareness on Manufacturing Process of Milk in the factory.
- ❖ To know how to Manufacture by – Products of Sangam dairy Milk.
- ❖ To know the latest HR policies & Financial policies implementing in the Factory.
- ❖ To know various welfare facilities provided to the employees in the Factory.
- ❖ To know the different marketing strategies implemented for marketing of Sangam Milk Products.
- ❖ To show the latest trends & Technologies used in the factory.

PG DEPARTMENT OF BUSINESS ADMINISTRATION

INDUSTRIAL STUDY TOUR

AUGUST- 2022

SANGAM DAIRY, VADLAMUDI, TENALI

The PG Department of Commerce and Business Administration (MBA Programme) organised industrial study visit to Sangam Dairy Pvt Ltd, Guntur on 06th August 2022. Total 71 Students participated and 3 faculty members accompanied with the students. They started on 06th August 2022 at 8.30 am in the college premises. They reached Sangam Dairy at 10.00 am.



Our Vice Principals Sri. P. L. Ramesh and Sri. Dr.M.Venkateswara rao and PG Director Sri. S.Venkatesh inaugurated the industrial study visit.

After reaching the company the students are divided into 2 smaller groups. The Industry co-ordinators Mr.Ramakrishna ,Production Manager & Mr. Rajesh ,Asst.HR accompanied with the students for Dairy visit. They explained the process of how Raw Milk is Gathered From the farmers and How to Bring that Milk to Compnay through Milk Tankers.

After that they took the students to In- House of dairy Plant and Explained Different Concepts relating to the Milk Production and other activities taken place in the Diary Unit.The Companay Co- ordinators has shown all production Machinery & Other related machinery for making Milk ready for Consumption.They have also shown the Packing Unit.

After the main Plant the Industry Co-ordinators have taken the students into Milk By Products Unit ,Where the By-Products such as Cova, Doodh-Peda, Butter - Milk, Lassi , Basundi Etc. are manufactured.

Then the Assistant-HR explains various concepts related to the industry. He explained about their HR policies and marketing strategies and how they maintain financial related things to the students. He also clarified the doubts of students regarding HR, Finance & marketing Concepts of Sangam Dairy Unit.



Photo Gallery of Students Visit to Sangam Dairy, Vadlamudi, Tenali