



A Report on Industrial Visit to "Hatsun Agro Products (HAP) Dairy Plant"
Organized by School of Management
on 05.10.2026



Report Submitted by: Dr. K. Venkateshwarlu, Assistant Professor, School of Management.

Students visited the plant: I MBA Sec A(2026-28) Batch

Faculty coordinators for visit: Dr. Gangisetty N, Professor, School of Management & Ms. Shabeen Taj

Mode of Conduct: Offline

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The School of Management organized an industrial visit to **Hatsun Agro Products Limited, Chittoor Plant, on 05 October 2026** for I-Year MBA – A(2026-28) students. The visit aimed to bridge the gap between classroom learning and industrial practices by providing students with first-hand exposure to the functioning of a large-scale dairy processing unit.

During the visit, students gained insights into the company's operational processes, production systems, and supply chain activities. They observed the importance of systematic milk procurement, quality testing, processing, packaging, and distribution in ensuring the timely delivery of dairy products to consumers. The visit also highlighted the role of quality assurance, hygiene practices, food safety, and efficient resource management in maintaining product standards.

Hatsun Agro Product Limited is a prominent player in India's dairy industry, with popular brands such as Arokya, Arun Ice Creams, and Ibaco. The industrial visit enabled students to relate management concepts such as operations management, quality management, supply chain management, and organizational efficiency to real-world business practices.

Objectives of the Visit

1. To understand dairy product manufacturing, processing, and packaging operations.
2. To study supply chain management, quality control, and food safety practices followed at the plant.
3. To gain insights into the business operations and marketing strategies of Hatsun Agro Product Limited.
4. To connect classroom learning with practical industrial exposure and real-world management practices.

Journey Schedule

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Time	Activity
7:00 AM	Journey starts from university campus
10:00 AM	Arrival at Hatsun Dairy Plant, Chittoor
10:15 AM	Welcome Address and Safety Instructions
11:00 AM	Plant Tour and Explanation of Production Units
12:00 PM	Quality Control Lab Visit
12:30 PM	Interaction with Plant Manager and HR Officer
12:30 PM – 1:00 PM	Question and Answer Session
1:15 PM	Departure from Plant
4:00 PM	Arrival back to campus

Overview of the Plant

The Chittoor Plant of Hatsun Agro Product Limited is a modern dairy processing facility equipped with advanced technology and infrastructure. The plant's operations include milk procurement, quality testing, processing, packaging, storage, and distribution. Its functioning highlights the importance of automated production systems, hygienic processing, cold storage facilities, and quality assurance in maintaining the safety and freshness of dairy products.

The industrial visit commenced with a warm welcome by Mr. Somasekhar, HR representative of Hatsun Agro Product Limited. He introduced the students to the company's background, major products, and significance in the Indian dairy industry. The introductory session provided an overview of the plant's daily operations and helped students understand how systematic procedures and quality management practices contribute to efficient dairy production.

During the visit, students learned about milk procurement and testing procedures. They were informed about how milk is collected from different collection centres and transported to the plant in insulated tankers to preserve its freshness. Before processing, the milk undergoes quality testing to assess parameters such as fat content, solids-not-fat (SNF), and purity. This explanation helped students understand the importance of quality verification in ensuring the safety and standardization of dairy products.

The students gained insights into milk processing techniques, particularly pasteurization and homogenization. The officials explained how pasteurization involves heating milk under controlled conditions to eliminate harmful microorganisms and how homogenization helps achieve uniform consistency. The automated machinery and equipment demonstrated the role of technology in improving production efficiency, maintaining hygiene, and ensuring consistent product quality.

The students were also introduced to the curd manufacturing process, which involves the use of bacterial cultures under controlled temperature conditions. At the packaging section, they learned about the importance of hygienic packaging systems in protecting products from contamination and maintaining quality. The visit to the cold storage area helped them understand the role of temperature control in preserving dairy products during storage and distribution.

At the Quality Control Laboratory, students gained an understanding of the testing procedures used to monitor product quality and food safety. The officials explained the importance of maintaining cleanliness, following quality standards, and implementing appropriate safety measures throughout the production process. These observations helped students appreciate the role of quality management in the dairy industry.

An interactive session with the Plant Manager and HR representatives provided students with additional insights into production management, supply chain activities, and career opportunities in the dairy and fast-moving consumer goods (FMCG) sectors. Students actively participated in the question-and-answer session and clarified their doubts regarding industrial operations and managerial practices.

As part of the company's hospitality, Hatsun Agro Product Limited presented small gift items, including keychains and plastic containers, to the students. They were also served Arun Ice Creams, making the visit an enjoyable and memorable experience. Overall, the industrial visit provided valuable practical exposure to dairy processing operations and helped students relate classroom concepts to real-world industrial practices. It enhanced their understanding of production management, quality assurance, supply chain coordination, and the importance of technology in improving operational efficiency. The visit also offered useful insights into managerial practices and career opportunities in the dairy and FMCG industries.

Outcome of the Visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, provided MBA students with valuable practical exposure to dairy industry operations. It enhanced their understanding of milk processing, quality assurance, packaging, storage, and supply chain management. The visit enabled students to relate theoretical concepts studied in the classroom to actual industrial practices and understand the importance of maintaining quality and operational efficiency.

Furthermore, the interaction with company representatives helped students gain insights into production management, food safety practices, and the role of technology in modern manufacturing. Overall, the visit was an enriching educational experience that strengthened students' industry awareness and practical understanding of management concepts.

Impact analysis of the visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, had a positive impact on the academic and practical learning of the 45 first-year MBA – A section students who participated in the programme. The visit provided firsthand exposure to dairy industry operations and helped students understand how large-scale production activities are carried out while maintaining quality, hygiene, and food safety standards. By learning about the various stages of dairy processing, including milk procurement, quality testing, processing, packaging, storage, and distribution, students were able to connect theoretical concepts with practical industrial applications.

The visit strengthened students' understanding of production management, supply chain coordination, quality control, and the application of technology in improving operational efficiency. Interactions with company representatives also provided insights into managerial practices, industry expectations, and career opportunities in the dairy and FMCG sectors. Overall, the industrial visit served as an effective experiential learning initiative, enhancing students' practical knowledge, industrial awareness, and understanding of professional work environments while supporting their academic and career development.

Linking to SDG



Sustainable Development Goal (SDG)	Linkage with the Industrial Visit
SDG 4 – Quality Education	Provided practical learning about dairy production and management practices
SDG 8 – Decent Work and Economic Growth	Created awareness of industrial practices, employment opportunities, and career prospects
SDG 9 – Industry, Innovation and Infrastructure	Exposed students to modern machinery, automated processing, and quality control systems
SDG 12 – Responsible Consumption and Production	Highlighted hygienic production, efficient resource utilization, and responsible manufacturing practices