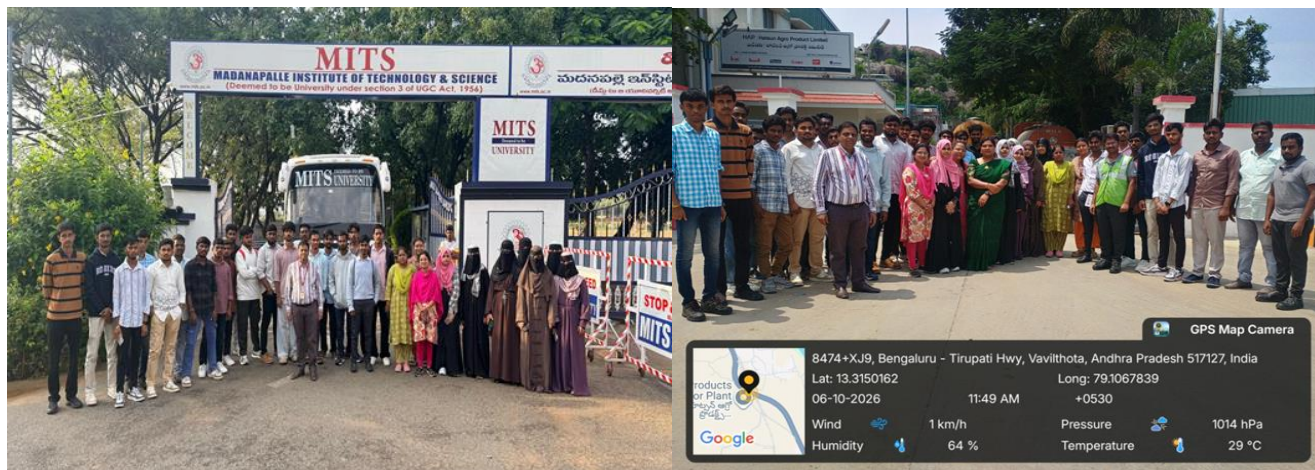


A Report on Industrial Visit to "Hatsun Agro Products (HAP) Dairy Plant" Organized by School of Management on 06.10.2026



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

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

Faculty coordinators for visit: Dr. E. Gnanaprasuna & Mr. B. Sreekanth

Mode of Conduct: Offline

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The Department of Management Studies conducted an industrial visit to Hatsun Agro Product Limited, Chittoor Plant, on 06 October 2026 for I-Year MBA – B (2026-28) students. The visit was organized to provide practical exposure to dairy industry operations and familiarize students with the production and managerial practices followed in a large-scale manufacturing organization.

The visit enabled students to understand the various operational activities involved in the dairy industry, including milk procurement, quality assessment, processing, packaging, storage, and distribution. They gained insights into the significance of maintaining hygiene, adhering to food safety standards, and implementing quality control measures at different stages of production. The students also learned how effective coordination among production and supply chain activities contributes to operational efficiency and the timely availability of products in the market.

Hatsun Agro Product Limited is a well-established dairy company in India, known for its brands, including Arokyia, Arun Ice Creams, and Ibaco. The industrial exposure helped students understand the practical application of management principles in production planning, quality assurance, supply chain coordination, and resource utilization. Overall, the visit enriched their understanding of industrial functioning and provided valuable insights into the operational and managerial aspects of the dairy sector.

Objectives of the Visit

1. To gain practical knowledge of the various stages involved in dairy production, processing, and packaging.
2. To examine the quality assurance procedures, food safety measures, and supply chain activities followed at the plant.
3. To understand the operational practices and marketing approaches adopted by Hatsun Agro Product Limited.
4. To relate theoretical management concepts to actual industrial operations and develop practical business insights.

Journey Schedule

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 well-equipped dairy processing facility that uses modern machinery and systematic production procedures. The plant's major activities include milk procurement, quality inspection, processing, packaging, cold storage, and distribution. The facility demonstrates the importance of technology, hygienic practices, temperature management, and quality assurance in ensuring the safety and consistency of dairy products.

The industrial visit began with a welcome address by Mr. Somasekhar, HR representative of Hatsun Agro Product Limited. He briefed the students on the company's profile, product range, and contribution to the dairy industry. The introductory interaction helped students understand the organizational functioning of the plant and the importance of coordinated operations in managing large-scale dairy production.

The students were introduced to the milk procurement system and the procedures followed for assessing the quality of raw milk. They learned how milk is collected from various collection centres and transported in insulated tankers to maintain its freshness. Before entering the production process, milk is tested for important quality parameters, including fat content, solids-not-fat (SNF), and purity. This explanation highlighted the significance of inspection and testing in maintaining product standards.

During the plant tour, students gained knowledge of the major milk processing techniques, including pasteurization and homogenization. The officials explained how pasteurization helps reduce harmful microorganisms through controlled heating, while homogenization ensures uniform distribution of fat in milk. The students also observed the importance of automated machinery in maintaining production consistency, improving efficiency, and supporting hygienic manufacturing practices.

The visit further introduced students to the preparation of curd using bacterial cultures under controlled conditions. At the packaging section, they learned how appropriate packaging methods help protect dairy products and preserve their quality. The cold storage facilities demonstrated the importance of maintaining suitable temperatures to retain product freshness during storage and distribution.

At the Quality Control Laboratory, students were familiarized with the testing procedures used to assess product quality and food safety. The officials emphasized the need for regular monitoring, cleanliness, and compliance with established quality standards at every stage of production. This exposure helped students recognize the contribution of quality control systems to customer safety and organizational credibility.

The interaction with the Plant Manager and HR representatives offered additional insights into production planning, supply chain coordination, and employment opportunities in the dairy and FMCG sectors. Students participated actively in the discussion and raised questions about industrial processes, workforce requirements, and management practices. The interaction helped them understand the relationship between technical operations and managerial decision-making.

As a gesture of hospitality, the company presented small gifts, including keychains and plastic containers, to the participating students. The students were also served Arun Ice Creams, making the visit a pleasant and memorable experience.

The industrial visit provided students with meaningful exposure to the operational practices of a dairy processing organization. It strengthened their understanding of production systems, quality management, supply chain activities, and the application of technology in industrial operations. The experience also enabled them to connect classroom learning with practical business situations and gain a broader perspective on managerial responsibilities and career opportunities in the dairy and FMCG industries.

Outcome of the Visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, offered MBA students an opportunity to gain firsthand knowledge of dairy manufacturing and its associated operational activities. The visit improved their understanding of milk processing, packaging, quality monitoring, storage, and distribution practices. It also helped students recognize how management principles learned in the classroom are applied in industrial settings to achieve product quality and operational effectiveness.

The interaction with company officials further enriched students' knowledge of production planning, food safety measures, and the contribution of modern technology to manufacturing processes. Overall, the visit served as a valuable experiential learning initiative, broadening students' industrial perspective and strengthening their practical understanding of management practices in the dairy and FMCG sectors.

Impact analysis of the visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, significantly contributed to the practical learning of the 36 first-year MBA B section students who participated in the programme. The visit familiarized students with the functioning of a dairy processing unit and provided insights into the procedures adopted to maintain product quality, workplace hygiene, and food safety. Their exposure to milk procurement, quality assessment, processing, packaging, storage, and distribution helped them understand the practical application of concepts covered in their management curriculum.

The programme also enhanced students' understanding of production planning, supply chain operations, quality management, and the importance of technological advancement in industrial performance. Discussions with company representatives offered valuable perspectives on workplace practices, managerial responsibilities, and employment opportunities in the dairy and FMCG industries. Overall, the visit was a meaningful experiential learning activity that strengthened students' industry awareness, practical knowledge, and readiness to understand real-world business operations.

Linking to SDG

Sustainable Development Goal (SDG)	Linkage with the Industrial Visit
SDG 4 – Quality Education	The visit enabled students to relate academic knowledge to practical dairy manufacturing and quality assurance activities
SDG 8 – Decent Work and Economic Growth	Students gained awareness of workplace expectations, operational management, and career prospects in the dairy and FMCG industries.
SDG 9 – Industry, Innovation and Infrastructure	Exposure to modern machinery, processing systems, and laboratory testing illustrated the role of technology in industrial development.
SDG 12 – Responsible Consumption and Production	Students learned about hygienic production, safe storage, quality maintenance, and responsible utilization of resources.