



**A Report on Industrial Visit to "Hatsun Agro Products (HAP) Dairy Plant"**  
**Organized by School of Management**  
**on 07.10.2026**



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**Students visited the plant: I BBA**

**Mode of Conduct: Offline**

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The School of Management organized an industrial visit to Hatsun Agro Product Limited, Chittoor Plant, on 07 October 2026 for I-Year BBA (2026-29) students to bridge the gap between classroom learning and real-world industrial practices. The visit aimed to familiarize students with the functioning of a large-scale dairy processing unit and provide an understanding of the operational and managerial activities involved in the dairy industry.

During the visit, students gained practical knowledge of the different stages of dairy operations, such as milk collection, quality testing, processing, packaging, preservation, and distribution. They observed the importance of maintaining cleanliness, ensuring product quality, and following food safety procedures throughout the production process. The visit also helped them understand the role of systematic planning, coordination between departments, and efficient supply chain management in ensuring smooth industrial operations.

Hatsun Agro Product Limited is one of India's prominent dairy companies, with popular brands such as Arokyia, Arun Ice Creams, and Ibaco. The exposure provided students with an opportunity to relate management concepts to actual industrial practices, particularly in production management, quality assurance, inventory handling, and distribution. Overall, the industrial visit enhanced the students' practical understanding of dairy industry operations and offered valuable insights into the application of management principles in a real-world business environment.

**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 industrial visit to Hatsun Agro Product Limited, Chittoor Plant, provided I-Year BBA students with an opportunity to explore the practical functioning of a modern dairy processing unit. The programme focused on familiarizing students with industrial procedures, technology-enabled production systems, quality management practices, and the coordination required to operate a large-scale dairy manufacturing facility.

The programme commenced with a welcome and introductory session by Mr. Somasekhar, HR Representative of Hatsun Agro Product Limited. He introduced the students to the company's business operations, product portfolio, and role in the dairy industry. The session offered an initial understanding of how different functional departments work together to ensure the smooth functioning of the plant.

The students subsequently learned about the journey of milk from collection centres to the processing facility. The plant representatives explained the methods used to transport raw milk in insulated tankers and the preliminary tests conducted to determine its suitability for processing. Particular attention was given to parameters such as fat content, solids-not-fat (SNF), and milk purity, highlighting the role of systematic inspection in maintaining product quality.

The plant tour provided insights into the technological processes involved in converting raw milk into consumable dairy products. Students were introduced to pasteurization, which helps control harmful microorganisms through regulated heating, and homogenization, which promotes uniform fat distribution. The explanations demonstrated how modern equipment, controlled processing conditions, and standardized procedures contribute to product consistency and efficient utilization of resources.

Another important aspect of the visit was the explanation of curd production, including the use of bacterial cultures under controlled conditions. At the packaging and storage sections, students learned how suitable packaging materials and temperature-controlled storage help maintain product quality and support distribution. These observations enabled them to appreciate the importance of integrating production, preservation, and logistics activities in the dairy business.

The visit to the Quality Control Laboratory further highlighted the scientific and procedural aspects of dairy manufacturing. Students were introduced to the testing and monitoring practices followed to assess product quality and food safety. The officials emphasized that quality assurance is not limited to the final product but must be maintained throughout procurement, processing, packaging, and storage. This helped students understand the importance of consistent quality standards in building consumer confidence.

An interactive session with the Plant Manager and HR representatives provided a broader managerial perspective on the functioning of the organization. Discussions covered production planning, coordination among operational units, workforce requirements, and potential career opportunities in the dairy and fast-moving consumer goods (FMCG) sectors. Students actively participated by asking questions about manufacturing activities and the responsibilities of employees in different functional areas.

The visit also included a gesture of hospitality from the company, which presented keychains and plastic containers to the participating students. The students were served Arun Ice Creams, adding a pleasant element to the industrial learning experience.

Overall, the visit offered students an opportunity to observe how technological systems, quality procedures, human resources, and supply chain activities operate together within a dairy processing organization. It broadened their understanding of industrial management beyond theoretical concepts and helped them appreciate the importance of operational discipline, interdepartmental coordination, and quality-focused decision-making. The experience also familiarized them with the range of functional roles and career possibilities available in the dairy and FMCG industries.

## Outcome of the Visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, provided BBA students with valuable practical exposure to the functioning of a dairy processing organization. Through direct observation of industrial activities, students developed a clearer understanding of production procedures, quality assurance, packaging systems, and cold-chain management. The experience also enabled them to appreciate the importance of operational coordination and efficient resource utilization in maintaining product standards and meeting market requirements.

The interaction with plant personnel offered additional insights into the role of technology, workforce coordination, and systematic planning in dairy manufacturing. By relating their classroom knowledge to actual industrial practices, students gained a broader understanding of the managerial and operational challenges faced by manufacturing organizations. Overall, the visit strengthened their experiential learning and enhanced their awareness of business operations and career opportunities in the dairy and FMCG sectors.

## Impact analysis of the visit

The industrial visit to Hatsun Agro Product Limited, Chittoor Plant, provided the 39 participating first-year BBA students with meaningful exposure to the operational environment of the dairy industry. By observing the activities carried out within the plant, students developed a better understanding of how dairy products are processed and handled while maintaining hygiene, safety, and quality standards. The visit helped them connect theoretical concepts from their management curriculum with practical industrial procedures, particularly in procurement, production, packaging, storage, and distribution.

The programme further broadened students' knowledge of the role of technology, quality control systems, and coordinated supply chain activities in improving organizational performance. Interactions with company representatives also helped students gain an understanding of workplace expectations, managerial functions, and potential career pathways in the dairy and FMCG sectors. Overall, the visit enriched the students' learning experience, strengthened their awareness of industrial practices, and provided a practical perspective on the functioning of a manufacturing organization.

### Linking to SDG



| Sustainable Development Goal (SDG)                     | Linkage with the Industrial Visit                                                                                |
|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>SDG 4 – Quality Education</b>                       | Connected classroom concepts with practical dairy industry operations and production processes.                  |
| <b>SDG 8 – Decent Work and Economic Growth</b>         | Improved awareness of workplace practices, industry requirements, and career opportunities.                      |
| <b>SDG 9 – Industry, Innovation and Infrastructure</b> | Demonstrated the role of modern equipment, processing technology, and laboratory testing in dairy manufacturing. |
| <b>SDG 12 – Responsible Consumption and Production</b> | Emphasized food safety, proper storage, quality maintenance, and efficient use of production resources.          |