

A Report on Industrial Visit to "Hatsun Agro Products (HAP) Dairy Plant"
Organized by School of Management
on 07.05.2026 & 08.05.2026.



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

Faculty coordinators for visit:

Day 1 (07.05.2026): Dr.E. Gnana Prasuna, Assistant Professor & Dr. K Yeliyya, Assistant Professor, School of Management

Day 2: (08.05.2026): Dr. K. Sireesha, Assistant Professor & Mr.B. Roja Kiran, Assistant Professor, School of Management

Report Received on 13.05.2026

Mode of Conduct: Offline

The Department of Management Studies successfully organized an Industrial Visit to Hatsun Agro Product Limited, Chittoor Plant, on 07th and 08th May 2026 for I-Year MBA students in two batches. The visit was arranged to give students practical exposure to industrial operations and to help them understand how a large dairy company functions in real-time.

Hatsun Agro Product Limited is one of India's leading dairy companies and is well known for products sold under brands such as Arokya, Arun Ice Creams, and Ibaco. The company is recognized for maintaining high standards in production, hygiene, and quality management in the dairy industry.

The visit helped students understand different stages involved in dairy production such as milk collection, testing, processing, packaging, storage, and distribution. Students also learned about quality control measures, food safety standards, and business operations followed at the plant.

Objectives of the Visit

- To understand the process of dairy product manufacturing and packaging.
- To study the supply chain and quality control practices followed at the plant.
- To understand the business and marketing strategies of Hatsun Agro Products Ltd.
- To connect classroom learning with practical industrial exposure.
- To learn about food safety standards and production quality in the dairy industry.

Journey Schedule

Time	Activity
9:00 AM	Journey starts from University campus
11:00 AM	Arrival at Hatsun Dairy Plant, Chittoor
11:10 AM	Welcome Address and Safety Instructions
11:30 AM	Plant Tour and Explanation of Production Units
12:30 PM	Quality Control Lab Visit
12:45 PM	Interaction with Plant Manager and HR Officer
1:00 PM – 1:30 PM	Question and Answer Session
1:45 PM	Departure from Plant
4:30 PM	Arrival back to campus

Overview of the Plant

The Chittoor Plant of Hatsun Agro Products Ltd. is a modern dairy processing unit with advanced technology and infrastructure. The plant handles the complete dairy process starting from milk collection to processing, packaging, storage, and distribution. It produces different dairy products such as milk, curd, butter, ghee, and ice creams.

Key Features of the Plant

- Automated production systems for better efficiency and hygiene.
- Modern cold storage facilities to maintain product freshness.
- Strict quality and food safety standards during production.
- Sustainable practices like water conservation and recycling.
- Advanced packaging systems to ensure product safety and quality.



The industrial visit started with a warm welcome by Mr. Jainson Garu, HR representative of Hatsun Agro Product Limited. He explained about the company, its products, and its importance in the dairy industry. Students were given an introduction about the plant and its day-to-day operations. The session helped students understand how the company maintains quality and manages large-scale dairy production.

Students then observed the milk collection and testing process. They learned how milk is collected from different collection centers and brought to the plant in special insulated tankers to keep it fresh. Before processing, the milk is tested for quality by checking fat content, SNF levels, and purity. This helped students understand the importance of quality checking in dairy production.

During the plant tour, students visited the milk processing section where they observed the pasteurization process. Officials explained how milk is heated at a controlled temperature to remove harmful bacteria while keeping its nutrients safe. Students also learned about homogenization, which helps maintain the smooth texture and consistency of milk products. The automated machines and equipment showed how technology helps improve efficiency and hygiene in production. The students were also introduced to the curd manufacturing process. They learned how curd is prepared using bacterial cultures under controlled temperature conditions. The packaging section showed how products are packed carefully using automated systems to maintain cleanliness and product quality. Students also visited the cold storage area where dairy products are stored at low temperatures to keep them fresh.

At the Quality Control Laboratory, students learned about different testing methods used to maintain food safety and product quality. The officials explained the safety measures followed in the plant and the importance of hygiene standards in the dairy industry.

An interaction session with the Plant Manager and HR officials gave students an opportunity to learn about production management, supply chain activities, and career opportunities in the dairy and FMCG sectors. Students actively participated in the Question-and-Answer session and clarified their doubts regarding industrial operations and management practices. To make the visit more enjoyable, Hatsun Agro Product Limited presented small gift items such as a keychain and plastic container to all the students. Students were also treated with tasty Arun Ice Creams, which made the visit more memorable and enjoyable.

Outcome of the Visit

The industrial visit to Hatsun Dairy, Chittoor, was a very useful learning experience for the MBA students. It helped them gain practical knowledge about dairy production, quality control, packaging, and supply chain management. Students were able to understand how the concepts learned in classrooms are applied in real industrial situations.

The visit also improved students' understanding of industrial operations, food safety standards, and the use of technology in production processes. Overall, the visit provided valuable practical exposure and enhanced the students' learning experience and industry knowledge.

Impact analysis of the visit

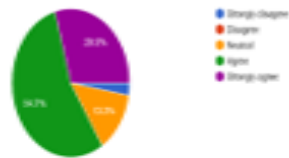
The industrial visit to Hatsun Agro Product Limited, Chittoor, created a significant impact on the academic and practical learning of the 93 I year MBA students who participated in the visit. The exposure to real-time industrial operations helped students gain a deeper understanding of how large-scale dairy industries function efficiently while maintaining high standards of quality, hygiene, and food safety. By observing the complete production cycle—from milk procurement and testing to processing, packaging, storage, and distribution—students were able to relate their classroom knowledge to actual industrial practices. The visit enhanced their understanding of production management, supply chain operations, quality control systems, and the role of technology and automation in improving operational efficiency. Interactions with plant officials and HR representatives provided valuable insights into industry expectations, managerial practices, and career opportunities in the FMCG and dairy sectors. The experience also improved students' analytical thinking, practical awareness, and understanding of professional work environments. Overall, the visit served as a meaningful experiential learning opportunity that enriched the students' academic knowledge, strengthened their industry exposure, and contributed positively to their professional development.

Linking to SDG

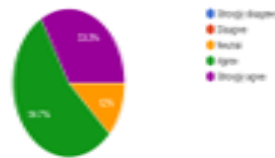
Sustainable Development Goal (SDG)	Linkage with the Industrial Visit
SDG 4 – Quality Education	The industrial visit provided strong experiential learning opportunities by helping students understand real-time industrial operations, dairy production processes, quality management systems, and practical applications of management concepts beyond classroom learning.
SDG 8 – Decent Work and Economic Growth	The visit exposed students to professional industrial practices, operational efficiency, and employment opportunities in the FMCG and dairy sectors, thereby improving their industry awareness and career readiness.
SDG 9 – Industry, Innovation and Infrastructure	Students observed advanced production technologies, automated processing systems, modern cold storage facilities, and innovative quality control mechanisms that support efficient and sustainable industrial infrastructure.
SDG 12 – Responsible Consumption and Production	The plant demonstrated responsible manufacturing practices through efficient resource utilization, food safety standards, waste management practices, hygienic production methods, and sustainable operational processes.

Feedback Analysis:

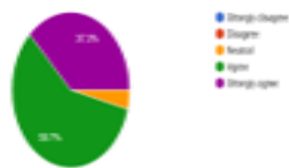
The visit was relevant to my MBA specialization and coursework.
75 responses



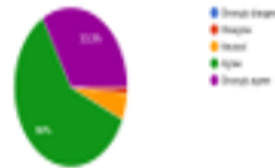
The interaction and Q&A sessions with company representatives were informative.
75 responses



The visit was well-organized in terms of travel, coordination, and scheduling.
75 responses



The visit provided clear understanding of different business functions (Operations, Marketing, HR, Finance, etc.)
75 responses



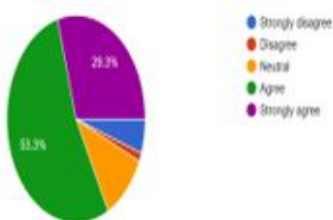
The duration of the visit was appropriate for learning and interaction.
75 responses



The visit provided some practical insights that complement classroom learning!
75 responses



I observed innovative business practices and new technologies during the visit.
75 responses



I would recommend this visit for future MBA batches
75 responses

