



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)



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Department of Management Studies

Report on Industrial Visit to Hatsun Agro Products (HAP) Dairy Plant

Event Organized and Coordinated by : Dr.K.Venkateswarlu, Assistant Professor, Department of Management Studies

Faculty coordinators for visit:

Day 1 (11.12.2024) : Dr.K.Venkateswarlu, Assistant Professor
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Day 2: (12.12.2024) : Dr. Nagarajan G, Professor & Dr. Akhilesh Kumar, Assistant Professor
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Day 3: (14.12.2024) : Mr.B.Roja Kiran, Assistant Professor
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Day 4 : (16.12.2024) : Dr.B.Rajesh Kumar, Assistant Professor

The Department of Management studies successfully organised an Industrial Visit to **Hatsun Agro Products dairy, (Chittoor plant)** on **11.12.2024, 12.12.2024, 14.12.2024 & 16.12.2024** for II-year MBA students in 4 batches.

HATSUN Agro Products Limited is one of India's leading dairy companies, renowned for its wide range of high-quality dairy products. The industrial visit to the HATSUN Dairy Plant in Chittoor aimed to provide MBA students with practical exposure to the functioning of the dairy industry, supply chain management, production processes, and quality control systems.

Objectives of the visit:

The visit is aimed to understand the end-to-end process of dairy product manufacturing and its alignment with industry standards along with food safety standards and norms wrt quality of production. The visit also focussed on analysing business strategies and marketing approaches adopted by HATSUN dairy plant

Schedule of visit (for all the four days)

Time	Activity
7.00AM	plant visit journey starts from college
9:30AM	Arrival at HATSUN Dairy Plant, Chittoor
9:45 AM	Welcome Address and Safety Briefing by Plant Safety officer
10.15AM	Plant Tour – Production Units explanation by production in-charge
11.15	Quality Control Lab Visit
11:30 AM	Interaction with Plant Manager and HR officer
12:00 PM - 12:30 PM	Q&A Session
12:30 PM	Departure
4.00PM	Reaching back college

The Chittoor Plant of HATSUN Dairy is a state-of-the-art facility equipped with advanced machinery and technology. It handles a wide array of operations, including milk collection, pasteurization, homogenization, packaging, and dispatch. The plant also produces various dairy products such as milk, curd, butter, ghee, and ice cream under popular brands like “Arokya,” “Hatsun,” and “Ibaco.”. Some of the key features of Chittoor plant are

- Fully automated production lines with high operational efficiency.
- Robust cold storage and distribution systems to maintain product freshness.
- Compliance with international quality and safety standards in production and operations.
- Emphasis on sustainable practices, including water recycling and renewable energy usage.

Details of the Visit

1. Welcome and Orientation:

- The visit began with a welcome speech by the plant manager Somasekhar Garu
- A brief presentation was given about Hatsun Agro Product Ltd., its operations, and its role in the Indian dairy industry.

2. Milk Collection and Testing:

- We observed the testing of raw milk at the collection center for fat content, SNF levels, and microbial safety.

- The milk was transported to the plant in insulated tankers to maintain freshness.

3. Milk Processing:

- The plant uses high-temperature short-time (HTST) pasteurization to ensure milk safety and freshness.
- Homogenization was observed, which ensures a uniform texture and prevents cream separation.

4. Curd Manufacturing:

- We learned about the fermentation process where lactic acid bacteria are used to convert milk into curd under controlled temperature and time.
- The automated packaging system ensured hygiene and accuracy in curd packing.

Afterwards, the students were guided to the cooler room, a facility where the temperature is maintained below 5°C. This visit provided them with an understanding of how Hatsun ensures the freshness and quality of its products by utilizing state-of-the-art refrigeration techniques. The students were intrigued to see how such low temperatures play a crucial role in preserving perishable items and maintaining the high standards of hygiene and safety that Hatsun is known for.

Following this, the group proceeded to the packing process section, where they gained insights into the intricate steps involved in effective packaging. The team explained how Hatsun's packaging methods are designed not only to protect the products during transportation but also to retain their freshness and nutritional value. The students observed advanced machinery in action, highlighting the brand's commitment to innovation and efficiency in delivering top-quality dairy products to consumers.

To make the experience even more memorable, Hatsun presented each student with a complimentary gift bag containing a key chain and a plastic container. The students were delighted to receive Arun ice creams, a sweet and refreshing treat that added a fun and enjoyable touch to the educational visit. This thoughtful gesture was greatly appreciated and left the students with a lasting impression of Hatsun.





Outcome of the visit

The industrial visit to HATSUN Dairy, Chittoor, was a valuable learning experience for MBA students of MITS Madanapalle. They gained valuable insights into the dairy industry's operations, from milk procurement to distribution, and learned about the importance of efficient processes in ensuring quality products. The visit significantly contributed to the academic enrichment of students, aligning with the institutional objectives for comprehensive learning. Approximately 165 students have enriched their knowledge by visiting the plant.

Impact analysis of the visit

The industrial visit to HATSUN Dairy, Chittoor, had a significant impact on the learning and professional growth of MBA students from MITS Madanapalle. By witnessing the entire dairy supply chain, from milk procurement to distribution, students gained practical insights into operational efficiency, quality control, and supply chain management. This hands-on experience reinforced theoretical knowledge, making classroom concepts more relatable and applicable to real-world scenarios. The visit also heightened students' awareness of industry best practices, sustainability measures, and technological advancements in the dairy sector. Additionally, the interaction with industry professionals provided valuable career insights, fostering interest in the FMCG and dairy industries. With approximately 165 students benefitting from this experience, the visit successfully contributed to academic enrichment, bridging the gap between education and industry exposure. The acquired knowledge is expected to enhance students' analytical thinking, improve their understanding of business

processes, and potentially lead to further industry collaborations, internships, or research opportunities

Report prepared and submitted by: Dr.K. Venkateswarlu

Feedback on visit