

# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade & NBA (Under Tier - I), ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

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**MASTER OF BUSINESS ADMINISTRATION**

## Report on Industrial Visit -The krishna district milk producers mutually aided co. Operative union limited

Event Name	Industrial Visit
Event type	Extracurricular activities
Date /duration	One day (06-04-2024)
Resources Person	Mrs. Rajini ,Marketing Manager
Name of the co-ordinators	Dr.k. Deepika Dr.U. Rambabu Mr.B. Kalyan Kumar
Target Audience	MBA IV Semester Students
Total no of students	110
About the event	The industrial visit to Krishna District Milk Producers Mutually Aided Cooperative Union Limited (KDMPMACUL) was organized on 06-04-2024. The visit was aimed at providing students with an in-depth understanding of the operations, processes, and management of a cooperative union engaged in milk production and distribution. The cooperative, known for its brand "Vijaya Dairy," plays a crucial role in the dairy industry in Andhra Pradesh.
Objective of the event	<ul style="list-style-type: none"> <li>To expose students to real-world operations of a dairy cooperative.</li> <li>To understand the various stages involved in milk processing, from collection to distribution.</li> <li>To learn about the quality control measures and standards maintained by the cooperative.</li> <li>To gain insights into the management practices and cooperative structure of KDMPMACUL.</li> <li>To bridge the gap between theoretical knowledge and practical application in the dairy industry.</li> </ul>
Outcome of the Event	<ul style="list-style-type: none"> <li>Students gained comprehensive knowledge about the entire milk production and distribution process, including pasteurization, homogenization, packaging, and storage.</li> <li>The visit highlighted the importance of quality control in ensuring the safety and quality of dairy products. Students observed the</li> </ul>

	<p>rigorous testing procedures for milk and dairy products.</p> <ul style="list-style-type: none"> <li>• The visit provided practical exposure to the operations of a large-scale dairy cooperative, complementing their academic learning.</li> </ul>
Feed back	<p>Students appreciated the detailed explanations provided by the cooperative staff and the opportunity to see theoretical concepts in action. The interactive sessions and Q&amp;A segments were particularly well-received, as they allowed students to clarify doubts and gain deeper insights. Overall, the industrial visit to Krishna District Milk Producers Mutually Aided Cooperative Union Limited was a resounding success, providing invaluable learning experiences and practical exposure to the students.</p>


### Photographs







Students Group Photo

  
Dr.A.Adishesha Reddy