



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office: 8448186947, 8448186950

www.maims.ac.in

29 August, 2025

REPORT- INDUSTRIAL VISIT TO MOTHER DAIRY

Academic Year 2025-26

Event Title: Industrial Visit to Mother Dairy

Organizing Unit: Training & Placement Cell (Department of Business Administration)

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Bharti Chaudhary, Dr. Monica Sharma,

Event Date: August 29, 2025

Event Time: 10:00 am

Event Location: Mother Dairy Plant, Patparganj, New Delhi

Total Participants: 100

Event Overview

The Training & Placement Cell of the Department of Business Administration organized an industrial visit to Mother Dairy, Patparganj, on August 29, 2025. The visit was aimed at providing BBA students with practical exposure to supply chain management, operations, quality control, and marketing strategies adopted by one of India's leading dairy cooperatives.

Introduction to the Host

Mother Dairy, a subsidiary of the National Dairy Development Board (NDDB), is a household name in India known for milk, dairy products, fruits, and vegetables. The plant officials welcomed the students and provided a detailed briefing on the company's history, cooperative structure, and its role in India's White Revolution. They also highlighted the company's commitment to quality, innovation, sustainability, and customer satisfaction. The introduction emphasized how Mother Dairy has consistently maintained its brand loyalty while expanding operations across India, making it not just a dairy brand but also a symbol of trust and nutrition for millions of households.

Purpose of the Visit

The objectives of the industrial visit were:

- To give students an overview of large-scale food processing and operations
- To help them understand the supply chain and logistics of perishable products.
- To demonstrate quality assurance practices followed at each production stage.
- To expose students to branding and marketing strategies of FMCG products.
- To connect classroom concepts of operations, marketing, and management with real-world applications.

Key Highlights

1. Plant Tour & Processing:

Students witnessed the step-by-step milk processing operations including clarification, standardization, homogenization, pasteurization, and automated packaging.

2. Quality & Safety Measures:

The officials emphasized the role of stringent quality checks, hygiene practices, and technology in ensuring customer trust in a perishable product category.

3. Supply Chain Insights:

The session highlighted how Mother Dairy manages procurement from farmers, centralized processing, cold chain logistics, and wide-scale retail distribution.

4. Marketing & Branding:

The team explained how Mother Dairy builds consumer loyalty through pricing, advertising campaigns, and product diversification (milk, ice creams, fruits & vegetables).

5. Interactive Q&A:

Students engaged in discussions with plant officials, asking about career opportunities, sustainability practices, and future growth of the dairy industry.

Conclusion

The industrial visit to Mother Dairy was an enriching and interactive learning experience for BBA students. It provided practical exposure to operations management, supply chain efficiency, and FMCG marketing strategies, bridging the gap between theoretical knowledge and real-world business practices. Students gained valuable insights into how a trusted Indian brand continues to innovate and adapt in a competitive market. The visit was well-received and gave students a deeper appreciation of the challenges and opportunities in the food and beverage sector.

