

# Report of Educational Field Trip to Amul, Anand, on 14<sup>th</sup> March 2016

The Department of Master of Computer Applications (MCA), ISTAR organized a half day Industrial Visit tour for 10 students (MCA – IV Sem.) who were accompanied by faculty member Dr. Nirbhay Chaubey and staff member Mr. Suresh Panchal to Amul, Anand on 14<sup>th</sup> March 2016. The visit was organized with the prior permission of Dr. P.M. Udani Sir, Director, ISTAR.

We reached Amul, Anand at 10 o'clock on 14<sup>th</sup> March 2016, visited: Dr. Vergese Kurien Memorial, Amul Dairy Museum, Amul Dairy Factory – Milk Silo units, Inside Amul headquarters – transportation trucks, GPS based tracking system, IT Division etc.

Mr. S. S. Sundaran, Senior Executive (Public Relations), Amul Dairy welcomed all the students and faculty member. He gave information about the Amul Dairy company, existing IT infrastructure, SAP ERP application and its work environment. SAP is Systems Applications and Products in Data Processing. SAP ERP offering role-based access to critical applications, data and analytical tools.



[Photo 1: Main Gate Entry, Amul, Anand]



[Photo 2: A View of group photo: Students and Faculty Members with Mr. S. S. dundaran at Amul, Anand]



[Photo 3: A View of group photo: Students and Faculty Members with Mr. S. S. dundaran at Amul, Anand]



[Photo 4: Inside Amul headquarters – transportation trucks]

The Kaira District Co-operative Milk Producers' Union (Amul) is an Indian dairy cooperative, headquartered at Anand in the state of Gujarat, India. Amul was formed in 1946, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat. Dr. Verghese Kurien, founder-chairman of the GCMMF for more than 30 years (1973–2006), is credited with the success of Amul. Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. In the process Amul became the largest food brand in India and has ventured into markets overseas.

Overall, the visit was an informative, interesting and a successful. Students express their thanks to Mr. S. S. Sundaran for giving opportunity to know about Amul and its infrastructure, the College Management and faculty members.

Report prepared by  
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