



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
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Department of Management Sciences (MBA)

Report On

EXPERIENTIAL LEARNING

Activity	: Industrial Visit – Mother Dairy, Patparganj
Subject	: Project Management (MS-250)
Resource Person	: Mr. Shrish Singh
Schedule	: 9:00 am onwards
Date	: 25 th March, 2023
Venue	: Mother Dairy Patparganj Plant 30, New Patpar Ganj Rd, Block D, Patparganj, New Delhi, Delhi 110092
No of Students	: 30

Learning Outcome:

By the end of the program, the students were able to:

- To develop an understanding of mother dairy plant's management concepts, principles, and theories, and apply them in the context of organisational work practices.
- To apply analytical and critical thinking skills to analyse the dynamic business environment of mother dairy plant and identify entrepreneurial and business opportunities and risks.

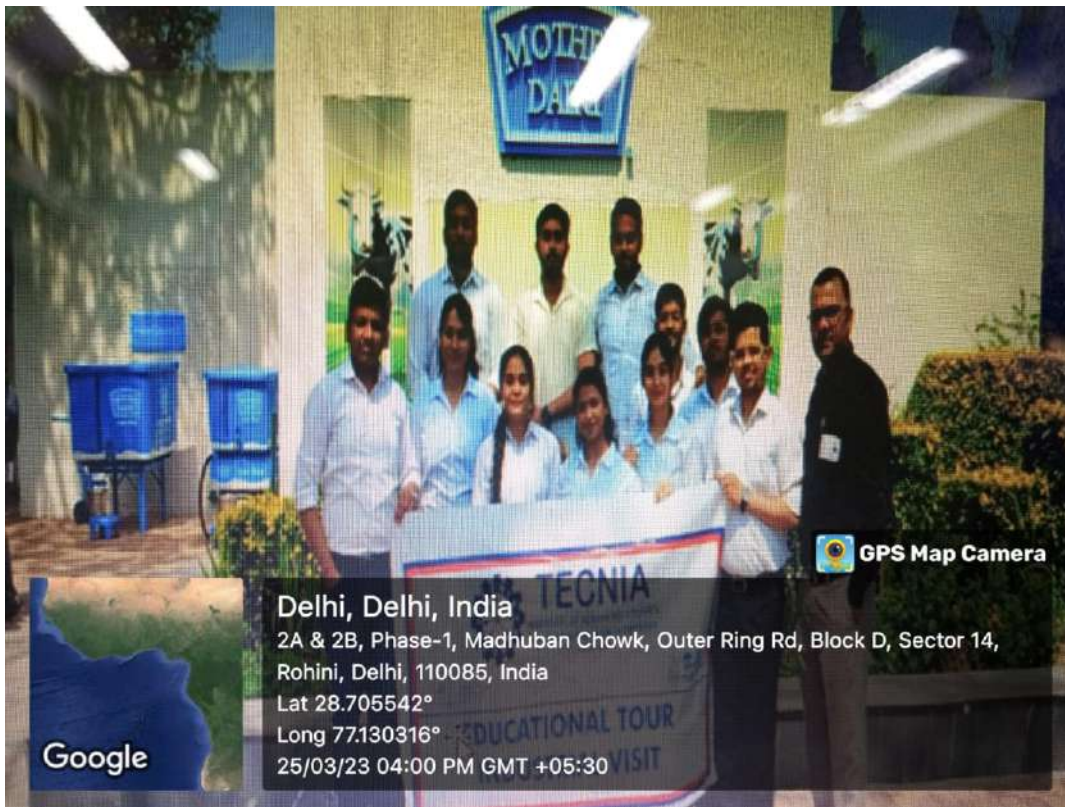


Report of the Industrial Visit

An industrial visit to mother dairy plant in Patparganj was scheduled for MBA students to develop an understanding in the areas of marketing strategies, market segmentation and distribution channels, branding, packaging, R&D.

The Mother Dairy Plant is surrounded by a modern, technologically advanced, and lush green environment. We were attended by Mr. R.K. Pillai, Production who gave a presentation related to the history of the Mother Dairy and briefed students about the Operation Flood Program. He also explained the students the inception of Mother Dairy in the year 1974 and is well known for its hygiene and good quality of milk and agro products. The students were shown the process of purification, further filtrations, standardization, homogenization, and pasteurization. Thereafter, the testing phase came whereby as per standards they check the quality and purity of the milk.


They were very welcoming as we all were offered with flavoured milk and ice-cream. After that, we were led to a discussion room where two movies were played and all our questions about marketing tactics and distribution channels were answered. Mother Dairy also practises environmental conservation by using solar power, rainwater collection, and wastewater treatment facilities to save the environment.



List of Students

Sl.No.	Enroll No.	Name
1	00217003922	Rakshit Rana
2	00317003922	Aparna Mishra
3	00417003922	Vanshika
4	00517003922	Anshul Khokhar
5	00617003922	Vidushi Arora
6	00817003922	Varsha
7	00917003922	Yash
8	01017003922	Aashish Chaudhary
9	01117003922	Sahil Thakur
10	01217003922	Deepak
11	01317003922	Nisha Mandal
12	35117003922	Priyanka Saigal
13	35121303922	Vishakha
14	35217003922	Deepanshu Sharma
15	35221303922	Jigyasa Pandey
16	35421303922	Archit Luthra
17	35517003922	Ayush Aggarwal

18	35617003922	Deepanshu Mittal
19	35621303922	Ayushi Tiwari
20	35717003922	Deepanshu Chhabra
21	00117003922	Badal Pal
22	00717003922	Tarun Tomar
23	01417003922	Nancy
24	35317003922	Parvinder
25	35321303922	Gourav Goyal
26	35417003922	Adnan Ahmad
27	35521303922	Tanya Chhabra
28	35617003922	Deepanshu Mittal
29	35721303922	Payal Garg
30	35817003922	Puru Bhardwaj


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