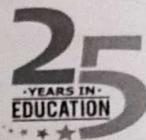




# Annai Violet Arts & Science College

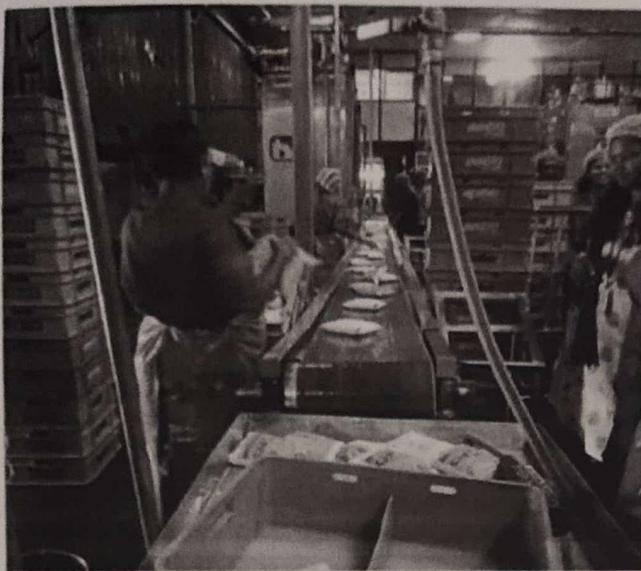
(Affiliated to the University of Madras, Co-Ed | NAAC Reaccredited)



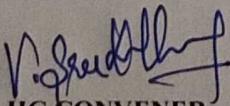
## EVENT ORGANISED REPORT – (2023-2024)

<b>Name of the Department/ Club</b>	BUSINESS ADMINISTRATION
<b>Name of the Event Coordinator</b>	DR. R. RAJAGOPAL
<b>Name of the Event Organized</b>	INDUSTRIAL VISIT
<b>Title of the Event</b>	INDUSTRIAL VISIT TO AAVIN FACTORY CHENNAI
<b>Date of the Event Organized</b>	21/10/2023
<b>Class of the Participants</b>	I, II, III BBA STUDENTS
<b>No. of Participants / Viewers</b>	43 Students have been Participated
<b>Name of the Expert with Designation</b>	Mrs. C. Jaisree Mrs. S. Geetha Lakshmi
<b>The Objective of the Event</b>	The primary objective of the visit was to provide BBA students with practical exposure to the operations of a large-scale dairy manufacturing plant. The visit aimed to bridge the gap between theoretical concepts and real-world business practices by allowing students to observe and understand the workings of a successful business enterprise.
<b>Description of the Event</b>	<b>Company Overview:</b> Aavin, also known as Tamil Nadu Cooperative Milk Producers' Federation Limited, is a state-owned dairy cooperative that produces and distributes milk and other dairy products in Tamil Nadu. The factory in Chennai serves as a major hub for the production and distribution of Aavin products, including milk, curd, butter, ghee, and other dairy-based products. <b>Tour Highlights</b> <b>1. Introduction and Overview</b> The visit began with a welcome session by the factory representatives. An introductory presentation was provided, outlining Aavin's history, mission, and operations.

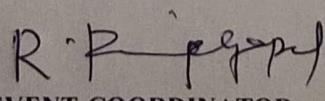
	<p><b>2. Production Process</b>            Students observed the entire production process, including milk collection, pasteurization, homogenization, and packaging. The factory tour showcased Aavin's adherence to quality control measures and hygiene standards.</p> <p><b>3. Supply Chain and Distribution</b>            The students learned about Aavin's supply chain and distribution network. The factory representatives explained how Aavin manages the logistics of supplying dairy products across the region.</p> <p><b>4. Quality Assurance</b>            The students were introduced to the quality assurance department and its role in ensuring product safety and quality. Various quality testing procedures were demonstrated, including tests for milk purity and freshness.</p> <p><b>5. Marketing and Branding</b>            The students attended a session on Aavin's marketing strategies and branding efforts. Discussions included Aavin's market positioning, promotional activities, and customer engagement initiatives.</p>
<b>The Outcome of the Event</b>	The industrial visit to Aavin Factory in Chennai was an informative and enriching experience for the BBA students. It offered valuable insights into the operations of a major dairy enterprise and helped students relate their academic knowledge to real-world business practices. The visit was a success, fulfilling its objective of providing practical exposure to the students and enhancing their understanding of the business world.

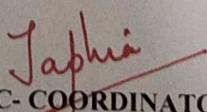




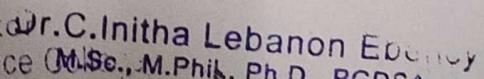
  
IIC CONVENER

AVASC-IIC Convenor  
Annai Violet Arts and Science College  
No: 53, Violet College Road, Menambedu,  
Ambattur, Chennai-600 053.

  
EVENT-COORDINATOR

  
IQAC-COORDINATOR

  
PRINCIPAL

IQAC Co-ordinator   
Dr. C. Initha Lebanon Edey  
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