



# Annai Violet Arts & Science College

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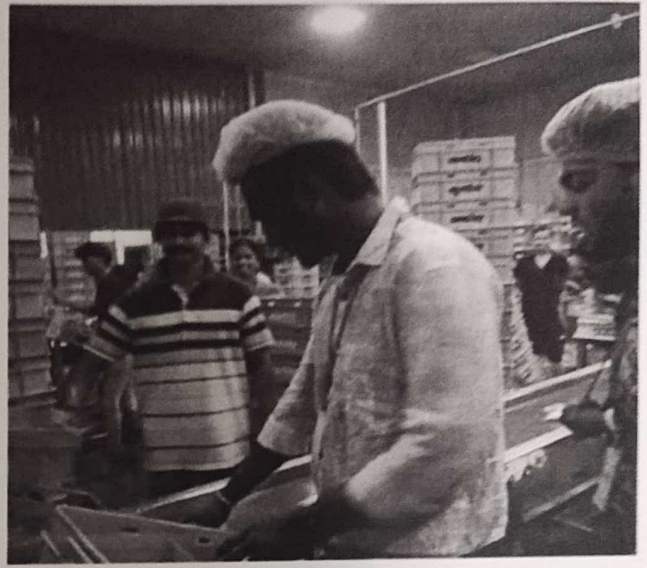
## EVENT ORGANISED REPORT – (2023-2024)

Name of the Department/ Club	BUSINESS ADMINISTRATION
Name of the Event Coordinator	DR. R. RAJAGOPAL
Name of the Event Organized	INDUSTRIAL VISIT
Title of the Event	INDUSTRIAL VISIT TO AAVIN FACTORY CHENNAI
Date of the Event Organized	21/10/2023
Class of the Participants	I, II, III BBA STUDENTS
No. of Participants / Viewers	43 Students have been Participated
Name of the Expert with Designation	Mrs. C. Jaisree Mrs. S. Geetha Lakshmi
The Objective of the Event	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.
Description of the Event	<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></p> <p>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></p> <p>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></p> <p>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></p> <p>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>	<p>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.</p>









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IIC CONVENER

*R. P. Rajagopal*  
EVENT-COORDINATOR

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IQAC- COORDINATOR

*[Signature]*  
PRINCIPAL

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