



Kammavari Sangham (R), 1952

## K. S. School of Engineering and Management

Approved by AICTE-1-5279601, New Delhi; Affiliated to VTU, Belagavi  
#15, Near Varajahalli, Mallasandra, off Kanakapura Road,

Bengaluru – 560 109, [www.kssem.edu.in](http://www.kssem.edu.in)

Fax: +91 80 28425164, Mob: 8884444408 / 9606055906



### DEPARTMENT OF MBA

**Event Name** - Industry Visit

**Venue** - Dairy Day Ice Cream Factory

**Date** - 07th August, 2024

**Time** - 10.00 am to 1.00 pm

**Audience** - First Year MBA Students



**KSSEM**

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### Department of MBA

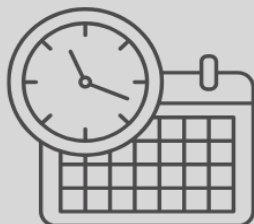
# ORGANIZATION

# VISIT

## BATCH 2023 - 2025

## TO

## “DAIRY DAY ICECREAM FACTORY”



**07/08/2024**

**10.00 AM - 1.00 PM**

**Prof. Chandana Priya M S**  
Coordinator

**Prof. Manjunatha S**  
HOD- MBA

**Dr. K Rama Narasimha K**  
Principal/ Director

## **Objectives**

- To expose students to the real-world operations of a manufacturing industry.
- To provide practical insights into the production process of ice cream.
- To enhance students' understanding of supply chain management, quality control, and food safety.
- To foster a deeper appreciation for the complexities involved in running a successful food manufacturing business

## **Introduction**

An industrial visit to Dairy Day Ice Cream Factory was organized for the first-year MBA students of KSSEM College on 07<sup>th</sup> August, 2024 with the objective of gaining practical exposure to the ice cream manufacturing process, understanding the operations of a large-scale food processing unit, and learning about the industry dynamics. This industrial excursion provided a unique opportunity to observe the intricate processes involved in ice cream production and to gain valuable insights into the industry's operations.

## **Key Observations and Learnings**

### **Raw Material Procurement:**

The factory sources its dairy products, including milk and cream, from local farmers, ensuring freshness and quality. Students witnessed the rigorous quality checks implemented to maintain consistency in the raw materials.

### **Ice Cream Production Process:**

The students observed the entire manufacturing process, from mixing ingredients to packaging the final product. Key stages included: Mixing of ingredients (milk, cream, sugar, stabilizers, and flavours), Pasteurization to ensure safety, Homogenization for a smooth texture, Aging to develop the desired flavor and texture, Freezing and hardening, Packaging and labelling.

### **Quality Control and Safety Measures:**

The factory adheres to strict hygiene and safety standards. Students observed the regular cleaning and sanitization of equipment and facilities. The factory employs advanced technology to monitor product quality and ensure food safety.

### **Supply Chain Management:**

The students learned about the efficient supply chain management practices employed by Dairy Day. They observed the logistics involved in transporting raw materials and finished products.

### **Marketing and Branding:**

The factory's marketing strategies and branding efforts were discussed. Students gained insights into how Dairy Day positions itself in the market and attracts consumers.

Overall, this industrial visit to Dairy Day Ice Cream Factory provided the MBA students with a valuable opportunity to witness the operations of a successful food manufacturing company. The students gained firsthand

knowledge of the ice cream production process, quality control measures, and supply chain management. This experience will undoubtedly enhance their understanding of the food industry and its complexities.



**SOCIAL MEDIA LINK****Instagram**<https://www.instagram.com/p/Cb3EzTyrPg/?igsh=MWN2Zmg0YXh2NWZ3ZA==>

SL. NO	PARTICULARS	DETAILS
1	Name of the resource person	<b>PRAKASH MANGHAT</b>
2	Designation	Manager
4	E-mail ID	Prakash.manghat@dairyday.com
5	Date of event	07 <sup>th</sup> August, 2024
6	Duration in minutes	180 minutes
7	Number of participants	45 students
8	Number of faculty present	3 faculty members

*M.S. Chandanbeiga*

Prof. Chandana Priya M S

Co-ordinator

*Manjunatha S*

Prof. Manjunatha S

Head of Department

*K. Rana*

Dr. K Ramanarasimha

Principal