



Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)
Department of Commerce



Industrial Visit Report
“Gokul Dudh Sangh, Kolhapur”

Date: 23.01.2023

B. Com, 2022-23

On 21st January 2023 students of B. Com. III visited Gokul Dudh Sangh, Kolhapur for a day-long tour to learn about the working and management of milk industry. The visit provided valuable insights into the inner workings of a successful business and gave the students a chance to see firsthand how the concepts and theories they have learned in the classroom are applied in the real world.

Tour highlights:

During the tour, the students were able to visit various departments within the company, including the production floor, the research and development department, and the marketing and sales department. Accounting and auditing departments, supply chain management are the areas where students got in-depth information.

The production floor was a highlight of the tour, where students were able to see the manufacturing process of milk buy products in action. They observed how to maintain standardization of the milk products and learned about the various quality control measures that were in place to ensure the products met the company's high standards.

The research and development department provided an interesting contrast to the production floor, as the students were able to see how the company was constantly working to improve its products and stay ahead of the competition. They learned about the company's product development process and saw how new ideas were generated and tested.

Finally, the marketing and sales department provided a glimpse into how the company promotes and sells its products. The students were able to see how the company's marketing campaigns were developed and executed, and how the sales team worked with customers to identify their needs and close deals.

Conclusion:

Overall, the company visit was a valuable learning experience for the students. It provided them with a firsthand look at how a cooperative milk business successfully operates, and it gave them a better understanding of how the concepts and theories they have learned in the classroom are applied in the real world. The visit also gave the students a chance to see the various career opportunities available within the industry and allowed them to ask questions and network with the company's employees.

Outcome:

1. Students understood operation of milk industry.
2. Students get informed about management of co-operative sector
3. Students got information about dairy sector

Beneficiaries :

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Visit to Gokul Duddh Sangh by department of commerce

[Signature]

**Head,
Department of Commerce
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burl)**



[Signature]

**Principal,
Dr. Patangrao Kadam Mahavidyalaya,
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