

**MEASI INSTITUTE OF MANAGEMENT**  
**Royapettah, Chennai**

**REPORT ON INDUSTRIAL VISIT TO HATSUN AGRO PRODUCT LTD**

The MEASI Institute of Management Organised One day Industrial Visit to Hatsun Agro Product Limited, for the 1<sup>st</sup> year MBA students on 6<sup>th</sup> AND 7<sup>th</sup> October 2016. The visit consists of 102 Students along with two Faculty Members Dr.A.varadaraj & Mr. A. Appu Assistant Professor and Dr.S.Sundari Suresh, Corporate Trainer of Measi Institute of Management. The purpose of this Industrial visit to sensitize students to the practical challenges that organizations face in the business world. It also give greater clarity about various management concepts for students as they can practically see how these concepts are put into action.



*Measi Students at Hatsun Agro Product limited, Kancheepuram*

Hatsun often called Hatsun Agro Products is the largest private sector dairy Company in India based in Chennai. It was founded by R. G. Chandramogan in 1986. It is projected to become a billion dollar company by mid-2013. The Company was also awarded "The Fastest Growing Asian Dairy Company". The Dairy product maker has been bagging the Golden Trophy from the Indian Government for largest dairy products exporter for the last many years. This Prestigious award which was also awarded to Infosys, Tata Group in their respective fields, only recognises the company's steadfast commitment to quality and innovation which is yet another feather in the company's list of achievements.

The day in Hat sun begun with conference room where a video of 15mins about hatsun production was played, which gave us the overview of all the machines, production and processing unit. After the Introduction video we moved on to hygiene room,there we learnt the hygiene factor and employees working environment, we were also given safety jackets hence dressed up and our hair was covered for hygiene reasons, as employees follow these hygiene factors as part of their daily routine. which helped us to know the importance of hygiene and safety measures. Third round was the Quality room, Where the quality of the milk was checked and tested were taken to check milk's density and how the raw milk was processed with soft water. after quality room we moved on to Processing room, where it's fully automated with workers supports. Which helped us to know how does machines function with the help of man and its working speed as well we were informed about the backup machines for the safety purposes.



Finally it was the cooler room the temperature was Below 5°C. lastly we were taken to packing process section there we learnt about effective packing to preserve the Hatsun products and the printing of Manufacturing and expiry dates. We were also complimented by Hatsun complimentary bag and icecreams. We thank the coordinators for their support and MEASI institute of management for organizing such an enlightening Industrial visit.