



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

NAME OF THE EVENT: INDUSTRIAL VISIT			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME
22 NOVEMBER 2023	SOCIOLOGY	NIL	DR. SATHEESH PERUMALLA
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
8.30 AM	MOTHER DAIRY FACTORY, PATPARGANJ	10	OUTDOOR
FINANCIAL SUPPORT/ASSISTANCE (if any):	NIL		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	INDUSTRIAL VISIT TO MOTHER DAIRY FACTORY, PATPARGANJ
OBJECTIVES	<ol style="list-style-type: none">1. To gain insights into the historical background of Mother Dairy.2. To explore the practical dimensions of industrial production and distribution from a sociological perspective.3. To examine supply chain dimensions focusing on local farmers' support and community development.4. Observe Quality assurance procedures employed by Mother Dairy.

<p>METHODOLOGY</p>	<p><u>1. Historical Overview Session:</u> - Commence the visit with a session on the history of Mother Dairy, emphasizing its establishment and role in Operation Flood.</p> <p><u>2. Factory Tour:</u> - Conduct a detailed tour of the Mother Dairy factory, providing a firsthand experience of the production and distribution processes.</p> <p><u>3. Interaction with Stakeholders:</u> - Engage in discussions with key stakeholders, including representatives from farmer groups, to understand the collaborative efforts with Operation Flood.</p> <p><u>4. Supply Chain Inspection:</u> - Study the supply chain, focusing on the sourcing of milk from cooperatives and village-level organizations, and explore its impact on local farmers and community development.</p> <p><u>5. Quality Assurance Session:</u> - Observe and participate in sessions detailing the testing processes and quality assurance measures implemented by Mother Dairy.</p>
<p>INVITED SPEAKERS WITH AFFLIATION DETAILS (IF ANY)</p>	<p>NIL</p>
<p>OUTCOMES</p>	<ol style="list-style-type: none"> 1. Acquired a holistic understanding of the dairy industry, bridging the gap between theoretical knowledge and real-world applications. 2. Recognized the significant contributions of Mother Dairy to the dairy industry's development, particularly in terms of economic growth, farmer support, and community development. 3. Applied theoretical knowledge to practical scenarios, gaining valuable insights into the functioning of a large-scale dairy operation.

	<p>4. Acknowledged the role of Mother Dairy in contributing to the global reputation of the region's dairy industry through trade with national and international food processing companies.</p> <p>5. Developed an informed perspective on how Mother Dairy's initiatives under Operation Flood align with broader goals of enhancing rural livelihoods and achieving self-sufficiency in milk production.</p>
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PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters <input checked="" type="checkbox"/>	2 Number of Participants & Name of participants <input checked="" type="checkbox"/>	3 Video clip	4 Photos <input checked="" type="checkbox"/>	5 Feedback Form & analysis
6 News clip with details <input checked="" type="checkbox"/>	7 Sample Copy of the Certificate	8 Posters/ Invites <input checked="" type="checkbox"/>	9 Event report Attested by Event Coordinator & IQAC Coordinator <input checked="" type="checkbox"/>	10 Any other document

IQAC Document No: IQAC/SVC/2023-2024/SOCIO/09	Criterion No: II, III
Departmental file no: SVC/2023-24/SOCIO/09	IQAC file No: SVC/2023-24

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)

DR. SATHEESH PERUMALLA	DR. SATHEESH PERUMALLA	PROF. SWARN SINGH
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For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

PERMISSION FORM



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PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1. Please ensure that the completion certificate of the event is physically signed by the Convener of the event, IQAC Coordinator and Principal after the event report is made.
2. Please ensure a pre booking of the venue before getting the permission letter signed.
3. A copy of this duly filled form signed by the TIC/ Convener and Principal shall be submitted to ICT sysadmin@svc.ac.in, Caretaker sandeep@svc.ac.in, IQAC Coordinator iqac@svc.ac.in, Dr. Arpita Kaul arpita@svc.ac.in for commerce, NSS, NCC, EOC, Empathise, Placement and Sports events, Dr. Urmi urmi.b@svc.ac.in for humanities events, Dr. P. Jayaraj jayaraj@svc.ac.in for sciences events. (Mails mentioned in SOP) and Dr. Nagendra Kumar Kalaparthy nkalaparthy@svc.ac.in, for IQAC/ NAAC criteria 1-7.

EVENT DETAILS

1. Name of the Department/Society /Association: Department of Sociology
2. Name of the TIC/Convener (if any): Prof./Dr./Mr./Ms. Sathesh Perumalla
3. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach/ skill enhancement/others:
4. Participants: Student-centric /Faculty/Both
5. Event Type: Offline/Online/Hybrid; Indoor/Outdoor
6. Collaborating Agency /Organization: Moksha Dharma Pracharaka Mandali
7. Proposed Title of the Event: Practicals Mgt - Semester
8. Tentative List of Speakers with affiliations:
9. Date, Time from to : 22/11/2023 9.30am to 1pm
10. Financial Assistance/ Funding received (if any) : -
11. Proposed Budget (please attach details in a separate enclosure): -
12. Faculty responsible for Geo Tagged Pictures : Dr. Sathesh Perumalla
13. Faculty responsible for Event Report : Dr. Sathesh Perumalla
14. ICT support required, if any (ICT Lab, Laptop, LCD projector) -

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance) -
16. Room requirement (Seminar/ any other)

P. Sathesh
Name & Signature of TIC/Convener

[Signature]
Signature of Principal

Date: 21/11/2023

Date:

POSTER



DEPARTMENT OF SOCIOLOGY
SRI VENKATESWARA COLLEGE
UNIVERSITY OF DELHI

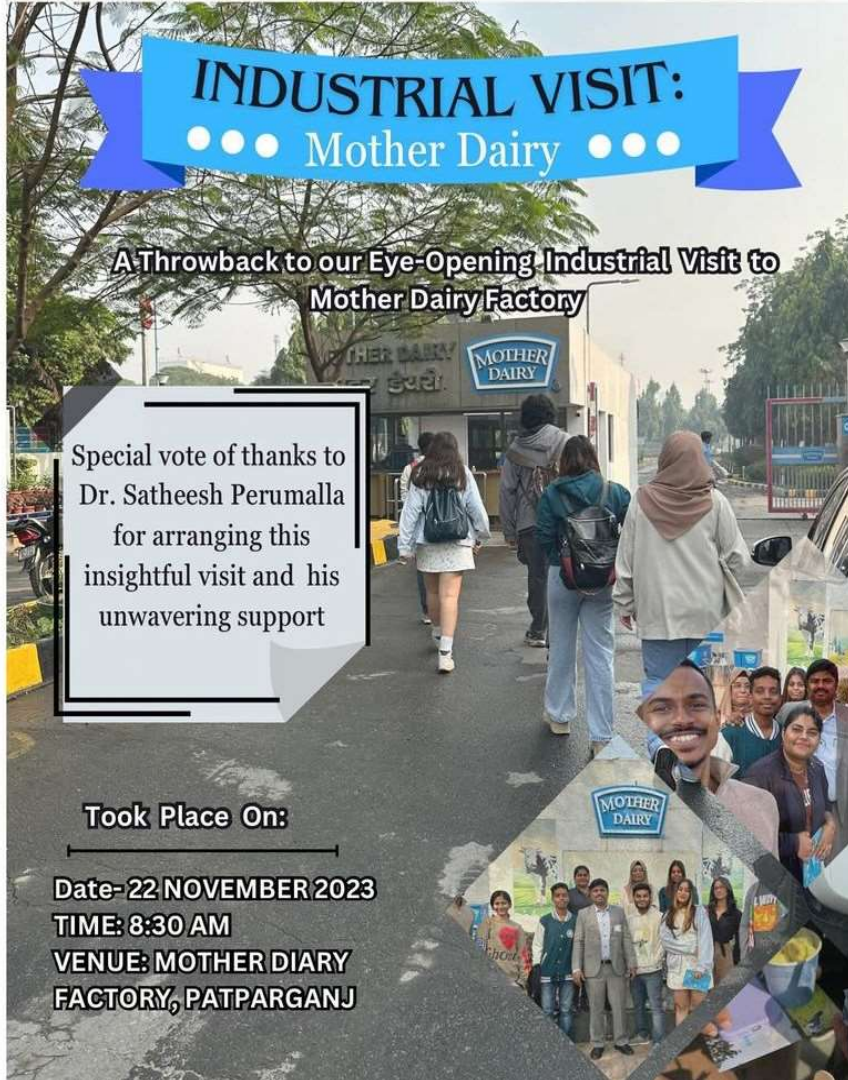
INDUSTRIAL VISIT: Mother Dairy

A Throwback to our Eye-Opening Industrial Visit to
Mother Dairy Factory

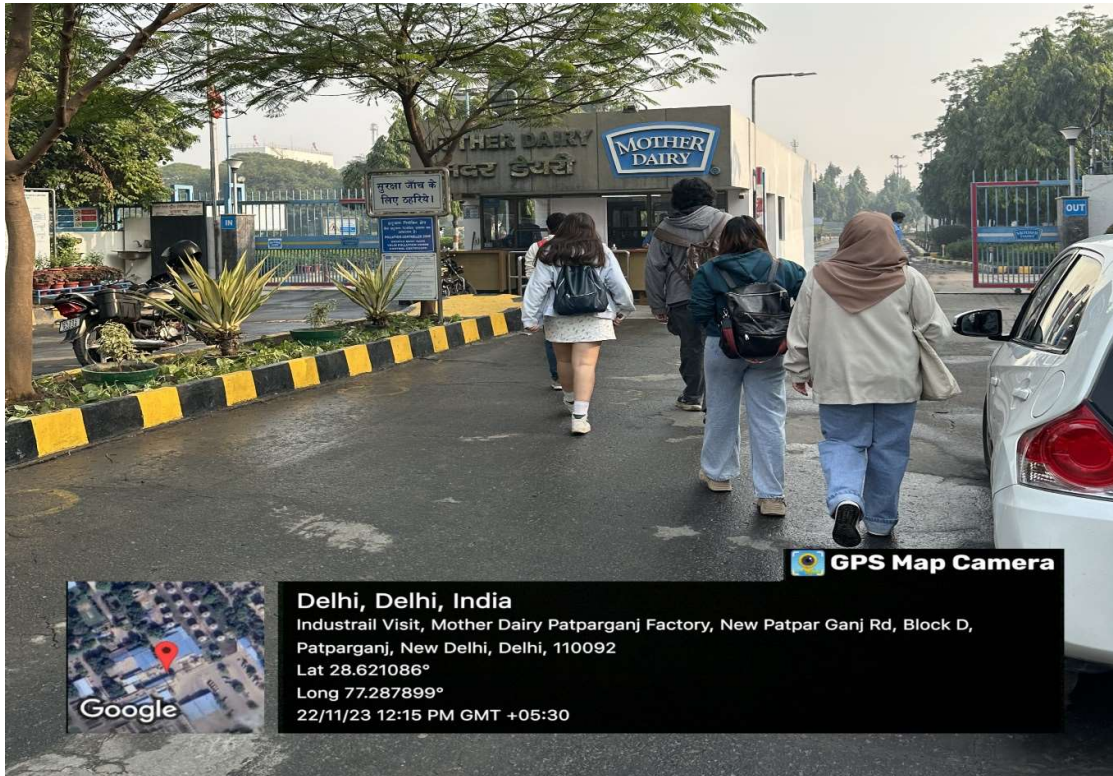
Special vote of thanks to
Dr. Satheesh Perumalla
for arranging this
insightful visit and his
unwavering support

Took Place On:

Date- 22 NOVEMBER 2023
TIME: 8:30 AM
VENUE: MOTHER DIARY
FACTORY, PATPARGANJ



GEO-TAGGED PICTURES



ATTENDANCE SHEET

REPORT

The Industrial Visit to Mother Dairy conducted by the Department of Sociology on 22 November 2023 provided the students with valuable insights into the realistic dimensions of industry and on the actual practice of production and distribution.

Initially it started with the understanding of the history of Mother Dairy. Mother Dairy, established in 1974 as a subsidiary of the National Dairy Development Board, played a pivotal role in Operation Flood, aiming to make India self-sufficient in milk. Originally focused on Delhi-NCR, it has since expanded its reach and become a leading milk supplier in the region.

The factory, through 'Operation Flood,' collaborates with farmer groups, buying their milk. This supports farmers financially and promotes organized dairy farming. With 1500 milk booths and 300 Safal outlets, it creates a reliable market for their products. By expanding to various regions and selling 30 lakh litres of milk daily, it boosts agricultural production and contributes to economic growth by providing income opportunities for farmers and fostering a stable dairy industry.

Mother Dairy's supply chain has positive socio-economic dimensions. By sourcing milk from cooperatives and village-level organizations, it supports local farmers, creating income opportunities and fostering community development. The expansion of retail presence through Safal outlets not only provides convenient access to fresh produce but also generates employment at the local level.

Moreover, the supply of milk and milk products to national and international food processing companies contributes to economic growth on a larger scale. This trade enhances income for farmers and promotes the reputation of the region's dairy industry globally.

During the visit, the students observed the rigorous testing processes employed by Mother Dairy to ensure the quality and safety of their products. This includes adherence to standards and regulations, reflecting their commitment to delivering reliable dairy products.

The industrial visit provided a firsthand experience of the practical aspects of production and distribution to the students. They got the opportunity to apply theoretical knowledge to real-world scenarios, gaining valuable insights into the functioning of a large-scale dairy operation.

The visit highlighted the social and economic impact of Mother Dairy, showcasing how it contributes to the dairy industry's development. The company's initiatives under Operation Flood align with broader goals of enhancing rural livelihoods and achieving self-sufficiency in milk production.

In conclusion, the industrial visit to Mother Dairy proved to be both enjoyable and enlightening, offering the students a tangible connection between classroom teachings and industrial practices. The history, operational processes, and social-economic aspects explored during the visit provided a comprehensive understanding of the dairy industry's dynamics.



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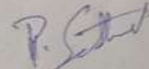
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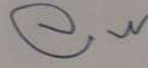
NAAC Grade A+

CERTIFICATE

This is to certify that **The Industrial Visit to Mother Dairy Factory, Patparganj** was successfully conducted on **22 November 2023** from **8.30 am to 11.30 am** by the **Department of Sociology** in the **Offline** mode and its event report has been submitted to IQAC for records.


Event In-Charge


IQAC Coordinator
Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021


Principal
PRINCIPAL (Acting)
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021