



KL University

(Koneru Lakshmaiah Education Foundation)

Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University ✦ Approved by AICTE ✦ ISO 9001-2008 Certified

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KLEF/BBA/IQAC-ACAD/AQ.9/ INDUSTRY VISITS /AQ.9

20-08-2022

The I BBA Students visited The Krishna District Milk Producers Mutually Aided Co-Operative Union Limited, on 20-08-2022, which is located at Vijayawada, the students were interacted with Managing Director and Personal Manager to know about production process and marketing strategies of KDMPPMACU Ltd (Vijaya Dairy)

KDMPPMACU Ltd (Vijaya Dairy) has evolved as an integrated player in the Milk producers business with a presence across the entire value chain. Today KDMPPMACU Ltd (Vijaya Dairy) is one of the Top FMCG players as one of the leading manufacturer & marketer of healthy range of milk products across Andhra pradesh.

Members present:

Students: 100 from I BBA

Faculty: Dr. Venkateswarlu Chandu, Dr. A. Anuradha, Dr. Manisha Semwal

Departments Visited: Production, Marketing, HR, R &D and Finance

Resource persons: K. Narasimha Rao - Managing Director | Finance- K. Murali,

Agenda:

The Department of BBA organized industrial visit with the objectives of enhances organizational skills of the students like:

- Helps students to understand the functioning of the industry
- Provides an insight into the real working environment
- A good opportunity to interact with the industry experts.

Enclosed: Industry permission letter

Picks of Industrial Visit:





Pics: Industrial visit Vijaya Dairy