



INDUSTRY VISIT

@ AMUL FED-DAIRY, GANDHINAGAR.

ORGANISED BY

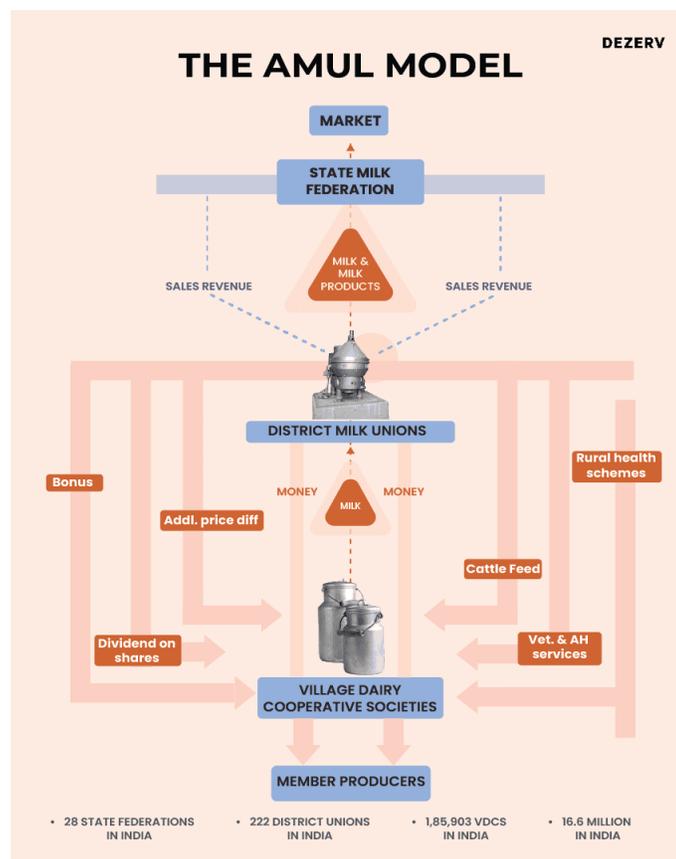
ROBOTICS AND AUTOMATION DEPARTMENT
GOVERNMENT ENGINEERING COLLEGE, SECTOR-28, GANDHINAGAR.

DATE: 22/01/2026

TIME: 3:00pm to 5:00pm

AMUL

- The **Anand Milk Union Limited**, commonly known as **Amul**, is an Indian dairy brand owned by the [cooperative society](#), **Gujarat Cooperative Milk Marketing Federation (GCMMF)**, based in [Anand, Gujarat](#). GCMMF is controlled by 3.6 million milk producers.
- [Tribhuvandas Kishibhai Patel](#) founded the organisation in 1946 and served as its chairman until his retirement in the 1970s. He hired [Vergheese Kurien](#) in 1949, initially as the general manager, where Kurien guided the technical and marketing efforts of the cooperative. Kurien briefly became the chairman of Amul following Patel's death in 1994, and is credited with the success of Amul's marketing.
- Amul spurred [India's White Revolution](#), which made the country the world's largest producer of milk and milk products, and has since ventured into overseas markets



HISTORY OF AMUL

- Amul was founded on 14 December 1946 as a response to the exploitation of small dairy farmers by traders and agents. At the time, milk prices were arbitrarily determined, giving [Polson](#) an effective monopoly in milk collection from Kaira and its subsequent supply to [Mumbai](#).
- Frustrated with the trade practices (which they perceived as unfair), the farmers of Kaira, led by [Tribhuvandas Kishibhai Patel](#), approached [Vallabhbhai Patel](#), who advised them to form a cooperative. If they did so, they would be able to directly supply their milk to the Bombay Milk Scheme instead of working for Polson. Sardar Patel sent [Morarji Desai](#) to organise the farmers
- Following a meeting in [Chaklasi](#), the farmers formed the cooperative and resolved not to provide Polson with any more milk. Milk collection was decentralised, as most producers were marginal farmers who could deliver, at most, 1–2 litres of milk per day. Cooperatives were formed for each village.
- The cooperative was strict that any farmer could become a member, irrespective of their religion, caste, gender, or political affiliation.
- By June 1948, the KDCMPUL had started pasteurising milk for the Bombay Milk Scheme. Then-Prime Minister [Lal Bahadur Shastri](#) visited [Anand](#) to inaugurate Amul's cattle feed factory. On 31 October 1964, he spoke to farmers about their cooperative. After returning to Delhi, he set in motion the creation of an organisation, the [National Dairy Development Board](#) (NDDB), to replicate the Kaira cooperative in other parts of India. Under the leadership of Tribhuvandas Patel, in 1973, Amul celebrated its 25th anniversary with Morarji Desai, [Maniben Patel](#), and [Vergheese Kurien](#).
- The cooperative was further developed through the efforts of Vergheese Kurien and [H. M. Dalaya](#). Dalaya's innovation of making [skim milk](#) powder from buffalo milk was a technological breakthrough that revolutionised India's organised dairy industry.
- With Kurien's help, the process was expanded on a commercial scale, which led to the first modern dairy cooperative at Anand. This

- cooperative would go on to compete against the established players in the market.
- The success of the trio (T. K. Patel, Kurien, and Dalaya) at the cooperative's dairy soon spread to Anand's neighbourhood in Gujarat. Within a short span, five unions in other districts—[Mehsana](#), [Banaskantha](#), [Baroda](#), [Sabarkantha](#), and [Surat](#)—were set up, following the approach sometimes described as *the Anand pattern*.
 - In 1970, the cooperative spearheaded the "[White Revolution](#)" of India. To combine forces and expand the market while saving on advertising and avoiding competing against each other, the Gujarat Co-operative Milk Marketing Federation Ltd., an apex marketing body of these district cooperatives, was set up in 1973. The Kaira Union, which had the brand name Amul with it since 1955, transferred it to GCMMF. Technological developments at Amul have subsequently spread to other parts of India.
 - In 1999, it was awarded the "Best of All" [Rajiv Gandhi National Quality Award](#). In 2025, Amul was ranked third most valued brand in India in the YouGov India Value Rankings 2025.

Organisation: Three tiers of hierarchical co-operative societies

- Amul operates on a [three-tier co-operative society model](#) of dairy development is a structure, where milk producers form the village level dairy cooperative societies, federated under a milk union at the district level which are further federation as member unions at the state level. Amul at village and district level is managed by the elected officials. The three-tiered structure, known as the "**Anand Pattern of co-operative societies**", has the following hierarchical levels:
- **Village level society - Village Dairy Cooperative Society (VDCS):** Milk producers in a village come together to form this primary

society, which collects surplus milk and provides support services to its members. Members elect the management council, i.e. village level societies are self-managed by the elected members.

- **District level union of societies - District Cooperative Milk Producers Union (DCMPU) or Dugdh Sangh**: Village-level societies within a district become members of a district milk union, which is responsible for procuring, processing, and transporting milk. Each village level council with one vote each is member of district level union and they elect the district level council, i.e. district level unions are self-managed by the elected members. [Banas Dairy of Banaskantha district](#) and [Dudhsagar Dairy of Mehsana district](#) in Gujarat are examples of district level union of societies.
- **State level federation of state level unions - State Cooperative Milk Federation (SCMF)**: The district milk unions within a state are federated under a state-level organization. This federation is in charge of marketing and distributing milk and milk products. In the case of Amul, the state federation is the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF). Each district level union with one vote each is a member of state level union and they elect the state level council. The elected state level federation's elected council hires the corporate-style outsider professionals' managers to run the operation to give it the professional competitive edge.
- Not part of Amul structure: There are other co-operative societies in India with 4 layers which also have 4th level at national level, such as **National Cooperative Dairy Federation of India (NCDFI)**
- **National level federation of state level federations**: While Amul has 3-tier statewide structure across Gujarat state only, there are other national-level cooperative dairy organizations in India. The National Cooperative Dairy Federation of India (NCDFI) is the apex body for the country's cooperative dairy sector and is based in Anand city in Gujarat. Amul and various state-level milk co-operative of states are

members of NCDFI, such as [Haryana Dairy Development Cooperative Federation Ltd](#) (sells products under "Vita" brand), [Kerala Co-operative Milk Marketing Federation](#), [Karnataka Milk Federation](#), [Mother Dairy](#) in Delhi, etc. All these were developed with the help of [National Dairy Development Board](#). Similarly, there are [several other hierarchical co-operative societies in India](#) focused on various other products, such as [coffee](#), [Cocconut](#), [coir](#), [spices](#), [tea](#), and many more.

Quality Movement



- We - The motivated and devoted work-force of AMUL- are committed to produce wholesome and safe foods of excellent quality to remain market leader through deployment of quality management systems, state-of-art-technology, innovation and eco-friendly operations to achieve delightment of customers and betterment of milk producers.

QUALITY MANAGEMENT SYSTEM INITIATIVES:

- The initiation of Total Quality Management (TQM) way back in 1994 was to work with the well known quality management initiatives which have proven to be effective elsewhere to create a culture of transparency, openness and leadership in the organization. Realizing that with emerging competition, doing business would become more exciting yet extremely competitive which would require at time not only a whole set of new skills and competencies but quick adaptability to change without much stress or turbulence. As a very unique measure Amul extended all the TQM initiatives to its business partners whether it was the farmer producer in the village or a wholesale distributor in a metro town or its most sophisticated production unit.
- From the strength of Total Quality Management initiative Amul went on to implement Quality Management System of International Standard. Amul has been the first dairy in India to get accredited with certification of ISO 2200:2005 & ISO 9001 for its operations and plants. Further Amul has set an example that village Dairy Co-operative Societies could also achieve this milestone as these societies are accredited with ISO 9001:2000 – a remarkable achievement in the history of India.

Amul Plants are certified by Agricultural and Processed Food Exports Development Authority (APEDA) for export of dairy products to international markets. Gujarat Co-operative Milk Marketing Federation (GCMMF) which markets and exports dairy products under the brand of “Amul” has bagged award 11th time for excellent performance in exports of dairy products from APEDA - 2008-09, IMC Ramkrishna Bajaj National Quality Award – 2003, "Best Best of All"

Rajiv Gandhi National Quality Award - 1999, The International Dairy Federation Marketing Award (2007) for Amul pro-biotic ice-cream launch.

- Amul Dairy has been recipient of countless awards for its outstanding efforts in processing and providing quality products to consumers thereby enhanced income in to the hands of dairy farmers. Some of these awards are the Best Productivity Performance Awards for three consecutive years from 1985 and Sustained productivity Performance Award in 1988-89 from National Productivity Council, Government of India, Indian Merchants' Chamber Award - for Outstanding Performance in the field of R&D of Food Processing Industries Based on Agricultural Products -1988, again Best Productivity Performance Awards 1994-99 from National productivity Council, G. D. Birla International Award - Outstanding Contribution to Rural Upliftment , Sahkari Vikas Ratna Award – awarded on the occasion of Indian Co-operative Centenary Celebration for the outstanding contributions in the field of Dairy Co-operative movement in Asia – 2005, National Energy Conservation Award – 2009 from Ministry of Power, Government of India.

REFERNCE PHOTOS:

1. <https://image.slidesharecdn.com/amul-100606071537-phpapp02/75/Amul-18-2048.jpg>
2. <https://image.slidesharecdn.com/amul-100606071537-phpapp02/75/Amul-19-2048.jpg>

PRODUCTION DEPARTMENT:-

MILK POWDER

- Processing Of Milk Powder Contains Classifier Unit, Pasteurizer Unit, Separator, And Pow.
- Classifier Unit separates solid impurities from flow of milk. Before that milk was kept at low temperature in tank.
- Pasteurizer Unit performs pasteurizing process continuously on milk so that milk was disinfected from bacteria.
- A steam Boiler passes heat to the milk and water content was evaporated from milk. After that Separator separates powder and stores to tank.
- Powder packing Unit packs that powder into Printed packing boxes

SOME GLIMPSE OF INDUSTRY VISIT:



VISIT AT @AMULFED DAIRY



VISIT AT BUTTER PLANT @AMULFED DAIRY