

Event Name: Industrial Visit at Katraj Dairy

Date: 29th Jan, 2016

Venue: Katraj Dairy, Katraj, Pune

Katraj Dairy was incorporated in 1960 with an intension of providing an organized facility of milk collection for the village level farmers situated in Pune district. Today Katraj is a symbol of high-quality milk products sold at reasonable prices, the genesis of a vast co-operative network triumph of indigenous technology, the marketing of a farmers' organization.

Katraj dairy manufactures / Distributes milk and milk products. All these products are available at Katraj owned parlors at various locations in Pune City and through appointed distributors and retailing circuits. Very soon, Katraj plans to introduce an online ordering system for its distributors/ retailers and consumers.

30 students visited the processing plant with two faculty members Prof. Vikrant Soman & Prof. Ritu Kasliwal. Students got to understand the management style and various activities & functions opted for co-operative firm.