

Date: 13/04/2023.

To

The Principal,

Vivekanand College Kolhapur, Autonomous.

Sub: Permission to industrial Visit at **Mehta Dairies** (Sphurti Plant), Gokul Shirgaon, Kolhapur on 15th April 2023.

Respected Sir,

We the Department of BBA planning to visit the above mentioned Plant for BBA-I Agribusiness Management (Value Added Course) students on the given date. The details are listed below for your kind consideration.

- Name of the activity: "Industrial Visit"
- Day & Date: Saturday, 15th April, 2023.
- Visit Time: 10.00 am to 2.00 pm
- Duration of the event: 4 hrs.
- Venue: **Mehta Dairies** (Sphurti Plant), Gokul Shirgaon, Kolhapur.
- Target Beneficiaries: BBA – I Agribusiness Management Students.
- Expected no. of Participants: 80 Students + 2 Faculties+ 1 peon
- Co-ordinators of the activity: Ms. Pratibha Patil & Shri. Abhijeet Patil

We request you to kindly sanction approval to conduct this visit and also sanction approval to required things.

Thanking You,

Yours Faithfully,

Ravati Patil
13/04/23
Dr. R. R. Patil

Coordinator, BBA.

Vivekanand College Kolhapur, Autonomous
Co-ordinator B B.A
Vivekanand College
Kolhapur (Autonomous)

Permitted for Bus
Money - 11 Am - Pick up
Return Trip - 2 pm - Drop

13/04/2023
13/4/2023

[Signature]

Submission Date: 13/04/2023		Submitted By: Contact :	Dr. R.R.Patil 9130067374
Activity Type:	Industrial Visit		
Activity Title:	Mehta Dairies (Sphurti Plant), Gokul Shirgaon, Kolhapur.		

Activity Overview:

Mehta Dairies (Sphurti Plant), Gokul Shirgaon, Kolhapur. In the year 1947, originally **Bharat Dairy** a small dairy entered into dairy business with single product i.e. Milk. With the strong trust, support of the customers and vision of Mehta family, it has become one of the leading contributor of white revolution of India. The commitment towards quality, service and timeless efforts has made this growth possible. The maturity of experience resulted into development of products bases like Curd, Cream, Ghee, Butter, Chakka etc. To cater the expectations and growing demands of market, **Bharat Dairy** launched the most popular Indian sweets like Shrikhand, Mango Shrikhand and Basundi. Other Milk products like Paneer, Butter and Cream were also produced and marketed under the brand name **Sphurti**. Really; **Sphurti** products have the endless taste for all celebrations & too good to resist. The ever increasing demand has scaled up their vision. In the year 1989, **technologically advanced and mechanised plant** was installed in the Industrial area at Gokul Shirgaon, near Kolhapur with a new name **Mehta Dairies** which facilitated them to process the Milk much faster & hygienically which in turn made it possible to produce hygienic, pure & tasty **Sphurti** products. The intention behind visiting this plant is to demonstrate the quality aspects of the agribased plant to the students.

Learning Objectives:

1. To know one of the leading contributor of white revolution of India.
2. To understand how the commitment towards quality, service and timeless efforts has made this growth possible
3. To identify how experience resulted into development of products bases.

Desired Outcome:

1. Students can cater the expectations and growing demands of market
2. Students can enriched after visiting technologically advanced and mechanised plant.

Contents of Activity:

The Participant students will able to know more on----

1. Plant visit
2. Interaction with authorities
3. Felicitation of the concerned expertise
4. Having food/snacks & back to college campus



Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

2130, 'E' Tarabai Park, Kolhapur, Tal. Karveer, Dist. Kolhapur-416003
Affiliated to Shivaji University, Kolhapur (M.S.)
NAAC Reaccredited : "A" (CGPA 3.24)
College with Potential for Excellence by U.G.C., New Delhi
"Star College" by D.B.T. Govt. of India
ISO 9001 : 2015



(स्थापन) कोल्हापूर

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MLA

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MA

Secretary
Prin. Mrs. Shubhangi Gavade
M.Sc., B.Ed.

Principal
Dr. R. R. Kumbhar
M.Sc. M.Phil. Ph.D.

Ref. No. VCK/

Date :

To,

The CEO,

Mehra Dairies (Sphurti Plant),

Gokul Shirgaon, Kolhapur.

Respected Sir,

Thank you for allowing our students to visit your plant and enriching their experience in agro based products. It was greatly appreciated and well received by the participants. Department of BBA, Vivekanand College, Kolhapur(Autonomous) would like to express deep sense of gratitude for your esteemed Co-operation.

We hope for your continuous support in the future.

Best regards.

(Dr. R. R. Kumbhar)
PRINCIPAL
Vivekanand College
Kolhapur (Autonomous),

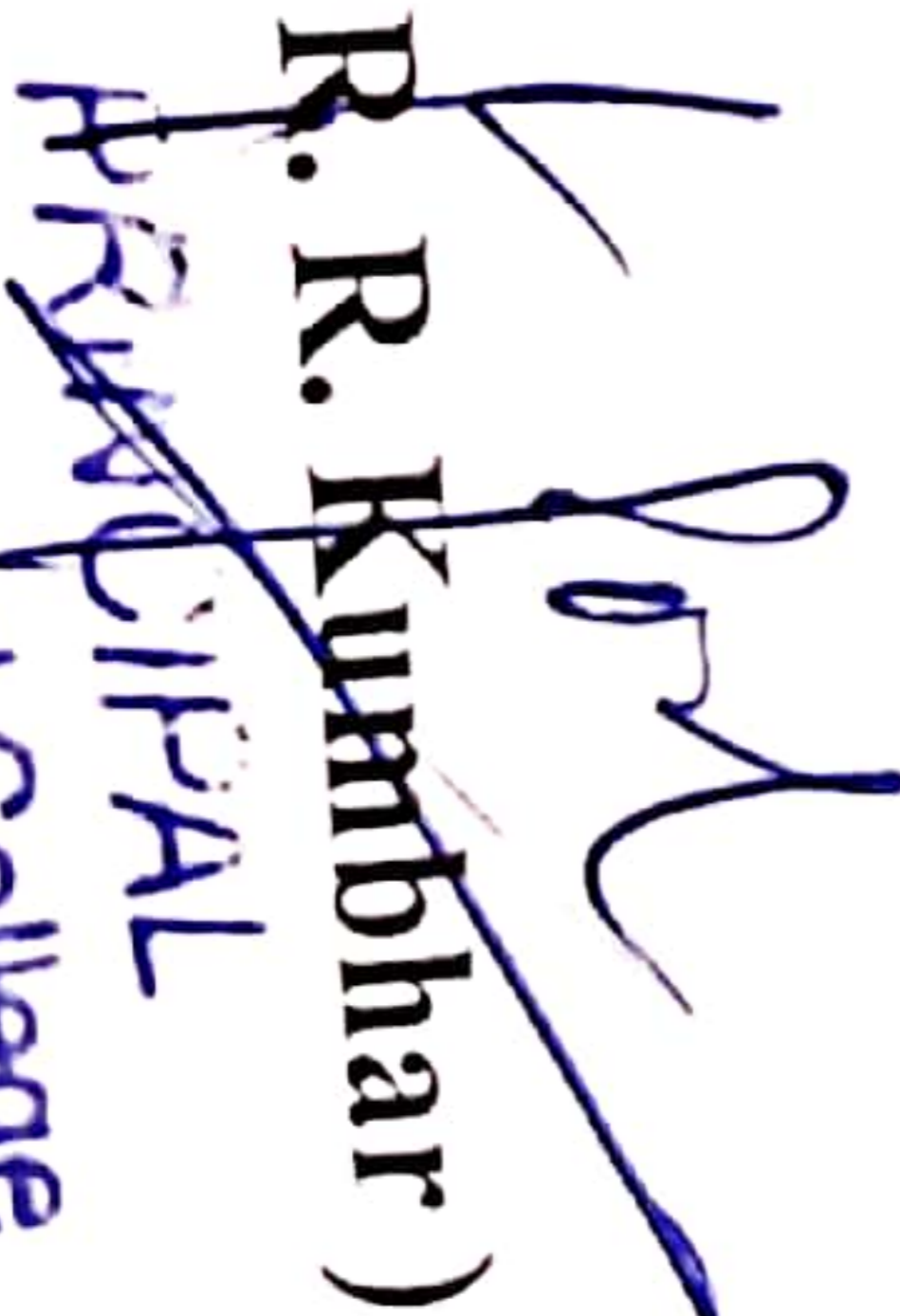
The CEO,
Mehta Dairies (Sphurti Plant),
Gokul Shirgaon, Kolhapur.

Subject: Permission Letter

Respected Sir,

Department of BBA, Vivekanand College, Kolhapur(Autonomous)
is planning to visit your technologically advanced and mechanised plant
for BBA-I Agribusiness Management (Value Added Course) students on
Saturday, 15th April, 2023 by 10.00 am to 2.00 pm.
Kindly allow them to visit your plant and enrich their experience in agro based
products.

Best regards.


(Dr. R. R. Kumbhar)
PRINCIPAL
Vivekanand College
Kolhapur (Autonomous)





DEPARTMENT OF BBA

NOTICE

13/04/2023

All the students of BBA-I are hereby informed that, Department of BBA planning to visit **Mehta Dairies** (Sphurti Plant), Gokul Shirgaon, Kolhapur for BBA-I Agribusiness Management (Value Added Course) students on the given date. Participation in the said visit is compulsory for having agribusiness management course certificate.

- Day & Date: Saturday, 15th April, 2023.
- Visit Time: 10.00 noon to 2.00 pm
- Duration of the event: 4 hrs.
- Venue: **Mehta Dairies** (Sphurti Plant), Gokul Shirgaon, Kolhapur.
- Co-ordinators of the activity: Ms. Pratibha Patil & Shri. Abhijeet Patil.

***** No student can visit individually by their own vehicle.**

Student should use department recommended transportation facility only.

Pratibha Patil
13/04/23
Dr. R. R. Patil

BBA Co-ordinator
Co-ordinator B B.A
Vivekanand College
Kolhapur (Autonomous)

Dr. R. R. Kumbhar
R. R. Kumbhar
Principal
PRINCIPAL
Vivekanand College
Kolhapur (Autonomous)