

**SRI A.S.N.M GOVERNMENT DEGREE COLLEGE
(AUTONOMOUS)**

PALAKOL, W.G. DT. 534260



DEPARTMENT OF COMMERCE

FIELD TRIP REPORT 2021-22

SRI A.S.N.M (AUTONOMOUS) GOVERNMENT COLLEGE,

PALAKOL, W.G. DT. 534260

ANDHRAPRADESH

22-06-2022,

Palakol.

From

N. David Victor Dinakaran,
Sri A S N M GOVT. College (A),
Palakol, W.G.DT

To,

The Principal,
Sri A S N M GOVT. College (A),
Palakol, W.G.DT.

Sub: Request for seeking permission of field visit for B.Com and BA students to Milk Factory, Victoria Museum, Kondapalli Fort Vijayawada on 25-06-2022 Reg.

I wish to bring to your kind notice that a batch of 60 Students of 3rd B.com, 3rd BA and 2nd BA of Sri A S N M GOVT. College (A), Palakol, W.G.DT. along with 8 faculty members of department of Commerce and Arts are going to industrial tour. Milk Factory, Victoria Museum, Kondapalli Fort Vijayawada on 25-06-2022 as part of their curriculum. There are no foreign students in the group.

Hence I request you to extend your co-operation and permit us to industrial tour which is useful to the students.

The Following Staff is accompanying the students

1. K. Pardhasarathi Contract Lec. in History Kps

2. K. Swarna Latha, Guest Lec. in Commerce K.S.

3. B. Asha Jyothi, Guest Lec. in Commerce B.A.

4. T.S.N. Jyothi, Guest Lec. in Economics T.S.N.

5. D. Manmadha Rao, Guest Lec. in Commerce D.M.R.

6. Ramakrishna Clerk V. Ramakrishna

Thanking You

Enclosures:

List of Students

Yours Faithfully

N. David Victor Dinakaran, Lec. In English

Sri A S N M GOVT. College (A),

22/6/2022

THE KRISHNA DISTRICT MILK PRODUCERS MUTUALLY AIDED CO.OPERATIVE UNION LIMITED
MILK PRODUCTS FACTORY :: VIJAYAWADA

Letter Roc. No. 830/Admin/A-9/2010.

Date: 24-06-2022

To
The Principal,
Sri A.S.N.M.Govt.College(A),
West Godavari Dist,
PALAKOL-534 260.

Sir/Madam,

Sub: - Estt, K.D.M.P.M.A.C.U. Ltd- Milk Products Factory, Vijayawada
Industrial visit of Sri A.S.N.M.Govt.College(A), West Godavari Dist, PALAKOL -
Permission- Accorded - Reg.

Ref: - Lr. No. Nil, dated: 09.05.2022

...:000:...:

In reply to your letter cited, it is hereby permitted to Industrial visit of A.S.N.M.Govt.College(A), West Godavari Dist, PALAKOL Students 60 members and faculty 3 members to our Milk Products Factory, Vijayawada to visit on the following days at 11.00 AM sharp.

1. On 25.06.2022 (Saturday) - 20 Nos and 2 Faculty members
2. On 25.06.2022 (Saturday) - 20 Nos and 2 Faculty members
3. On 25.06.2022 (Saturday) - 20 Nos and 2 Faculty members

- Please note that during the dairy plant visit girl students / ladies faculty should not Wear any flowers as it affects the quality of milk.

Further you are requested to fill-up the enclosed form and the same is to handover at security main gate, MPF, Vijayawada at the time of visit in each day.

The Security & Vigilance Officer, MPF, Vijayawada is instructed to collect the filled forms at the time of students visit and submit the same to this office for further action.

Yours faithfully


For MANAGING DIRECTOR 24/6/22


Copy to the DGM (Production), MPF, Vijayawada.

Copy to the DGM (Plant), MPF, Vijayawada.

Copy to the Security & Vigilance Officer, MPF, VJA, for information and necessary action.

(Also should restrict the entry of girl students visit dairy plant who wears flowers).


24/6/22

Sri A S N M Govt. College (A), Palakol

Department of Commerce

ONE DAY FIELD TRIP

(Industrial Tour)

25/6/2022 An Industrial visit to Vijayawada. Were jointly organised by Dept. of Commerce. Students from B.Com Visited 3 Important places of Significance.

1. Bapu museum, 2.K 3. Kondapalli killa

Hear the students at the opportunity to observe

3. Krishna Union Vijaya Milk Dairy

OUT COME:

The industrial tour has given hands on experience to the students of Sri A.S.N.M Government(A) College to acquired knowledge on the profit and loss and also how to run a business with high cost material. If the students could not concentrate on employment they can start a new business with their own effort.

Field Trip Report:

Direct Experience about Production and packaging process on different types Milk Products, how to marketing, Accounts, Machinery, Income tax, Finance, Human resource management etc. Students asked some questions about the primary cost , production cost and Administrative expenses after that gross profit and Net profit. Finally students got direct experience on Balance sheet about the Company.

Around 50 students to part in this industrial visit along with seven members for the faculty trip at started at 5AM in the morning. Ended it's 170 Kms journey at 10PM. In there feed back the satisfaction and informed that it was a very enriching experience.



A Report
On
Industrial Visit
to The Krishna District Milk Producers,
Vijayawada

Organised By Commerce Department Sri A.S.N.M Govt(A) College

Venue: The Krishna District Milk Producers, Vijayawada, India.

Managed By: Faculty of Department of Commerce

Date: 25th June 2022 Time: 2:00 pm to 4:30 pm

Department of Commerce Organised industrial Visit on a date of 25th June 2022 for 50 students of 5th semester @ The Krishna District Milk Producers, Vijayawada to understand actual industrial application of Subject Inventory management, Finance and Human resource management which is offered in 5th semester by Sri A.S.N.M. Govt (A) College.

History

Krishna District with its rich heritage and abundant natural resources is famous for Dairying and Agriculture from the beginning. Krishna District extends over an area of 8727 sq.kms with a coastline of 88 Kms. The district has 967 inhabited villages. It has 33% of urban population being second highest in the State next to Hyderabad. The district is divided in to Delta and Upland Zones. Endowed with rich varieties of soils the district occupies an important place in agriculture.

The Dairying and Agriculture activities have gained momentum with the construction of the dam across the river Krishna by Sir Arthur Cotton. Even now Krishna District occupies an important place with reference to Dairying in Andhra Pradesh. It has total cattle population of 8,81,502 out of which breed able cattle are 4,52,209 (cows 38,505 and buffaloes 4,13,704). It has the distinction of starting dairy activities under organized sector in A.P. in the early sixties of 20th century. The first powder plant of South India was established in Vijayawada. With all its inherent features and natural resources, Krishna District is still continuing as the leader in dairying, maintaining International Standards, and won ISO 9001:2000 and HACCP certification-for its Milk Products Factory. The present turnover of the union business is around Rs.120 Crores.

DETAILS OF VISIT

Product Range:- Krishna Milk product range includes milk powders, milk, butter, ghee, cheese, MastiDahi, Yoghurt, Buttermilk, chocolate, ice cream, cream, shrikhand, paneer, gulabjamuns, flavoured milk, basundi, Krishna Milk Pro brand and others. Krishna Milk PRO is a recently launched brown beverage just like bournvita and horlicks offering whey protein, DHA and essential nutrients. □ Krishna Milk launched India's first sports drink, Stamina, which competes with Coca Cola's Powerade and PepsiCo's Gatorade. Krishna Milk offers mithaimate which competes with Milkmaid by Nestle by offering more fat at lower price. □ Krishna Milk introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Krishna Milk brands are Krishna Milk Kool, a low-calorie thirst quenching drink; Masti Butter Milk; and Kool Cafe, ready to drink coffee. Krishna Milk icecreams are made from milk fat and thus are icecreams in real sense of the word, while many brands in India sell frozen desserts made from vegetable fat. □ Krishna Milk sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007,2021. Anand Plant Produces Milk Powder and Butter.

SUMMARY OF VISIT:

We arrived at KRISHNA MILK at 10:00 AM. After that we gathered at the front gate and visited various sections of KRISHNA MILK. We started with the animation movie for showing a glimpse of Krishna Milk dairy from its beginning at Krishna district at auditorium of dairy memorial. It also gave introduction of company profile and its present functioning in dairy industry for different milk products. The technical team has explained automation of dairy through presentation containing many Production cost and Administrative expenses after the gross that profit and Net profit, Storage system and functions of Machinery.

After that the students visited 4 different sections of KRISHNA MILK Dairy Plant:

- 1) Butter plant, where the students were informed of butter production in KRISHNA MILK.
- 2) Milk powder plant, where the students visited manufacturing as well as packing and dispatching functions of KRISHNA MILK
- 3) Refrigeration Unit, where students were getting a knowledge about refrigeration system.
- 4) Milk process unit, where the students were informed of pasteurized milk production Process

In Overall observed Krishna Milk factory where one can see machineries at work and how Krishna Milk products are processed and packed. On the way to the factory, you are captivated by the sight of huge milk silo units which quickly become the best feature of our entire visit

PRODUCTION DEPARTMENT:-

MILK POWDER □ Processing Of Milk Powder Contains Classifier Unit, Pasteurizer Unit, Separator, And Powder Packing. □ 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

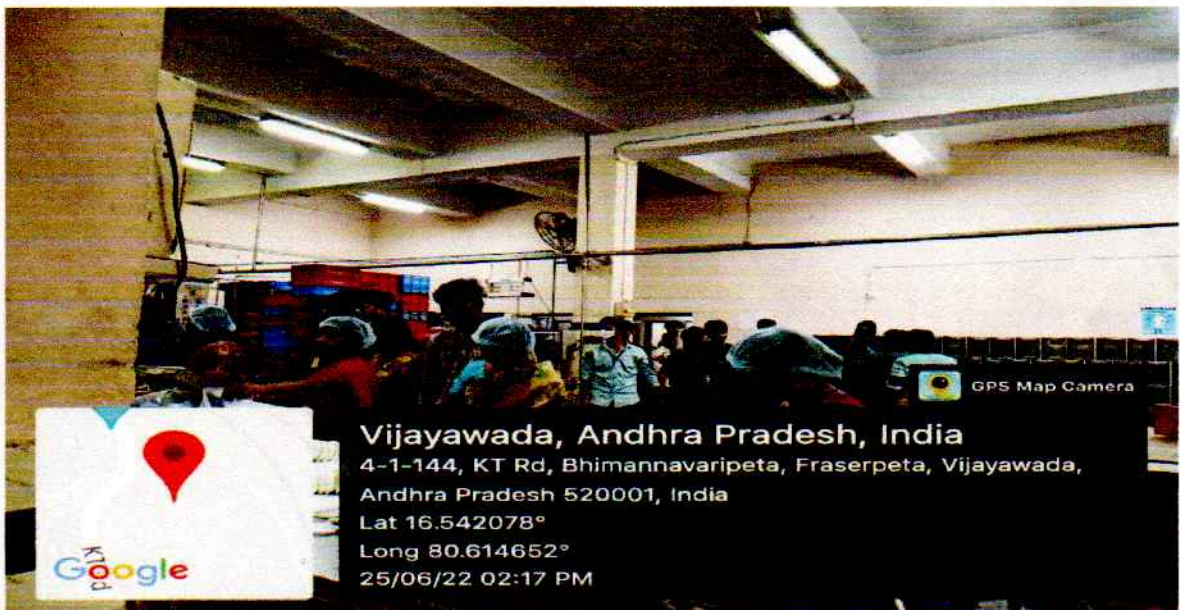
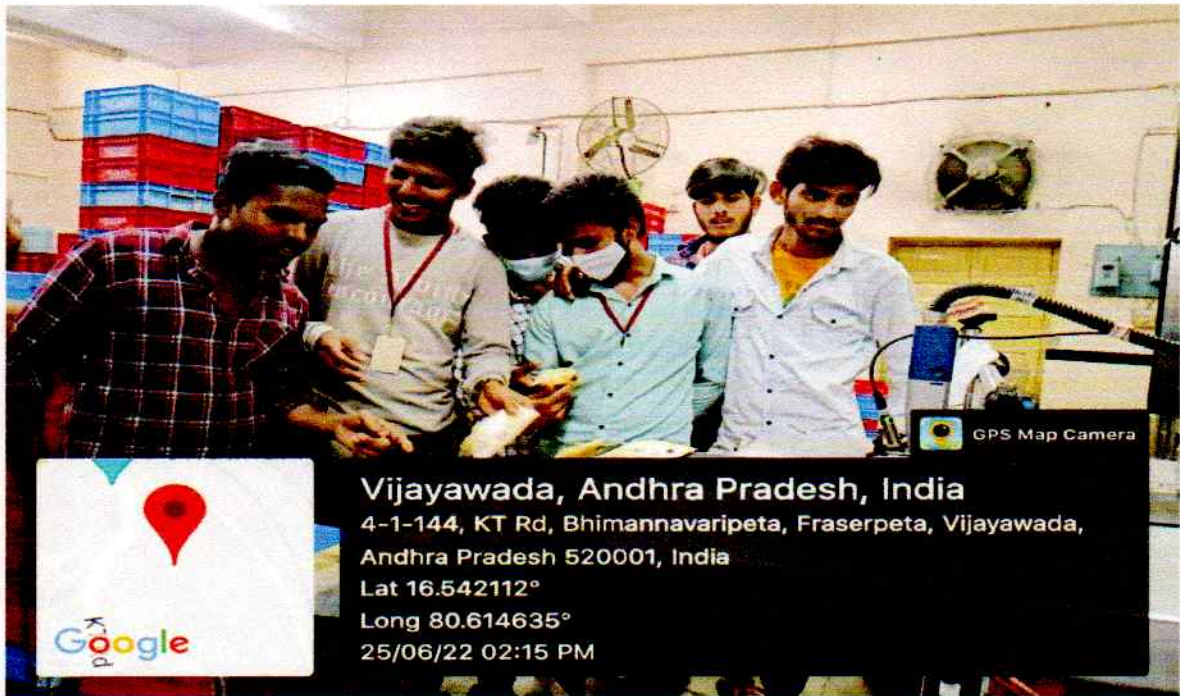
BUTTER

Butter was made from cream made continuously from machine. Salt as Preservatives and color as additives are added to the butter continuously. After that it was packed on automatically Packing Machine. Capacity of butter plant is 25 tons per day.

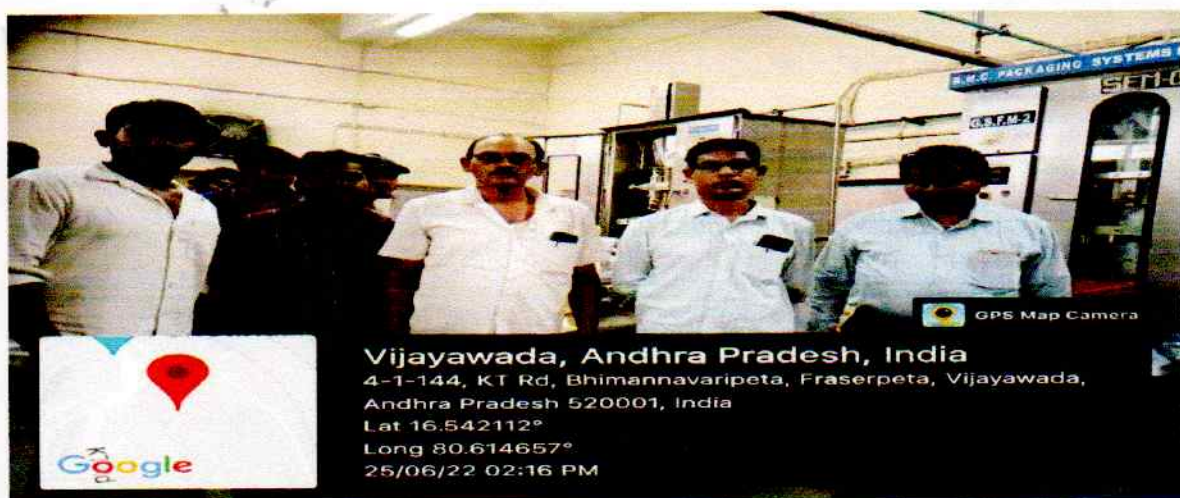
KNOWLEDGE OF GOODS AND TRADING SUBJECT:

We see at industry much equipment, it related to G and T Subject. □ Pasteurized Milk Storage Tank- 10 Nos each have capacity of 35729 lits. □ Pasteurizer – 3 nos each have capacity of 1700 litres □ Separator – 2 nos □ Butter milk tanks & Can washer– 5 nos □ Weight balance tank & collection tank □ Butter milk heating equipment In Krishna Milk 40% electricity consumed by refrigeration plant so refrigeration plant very important unit In Krishna Milk, this refrigeration plant work on base of Vapour compression refrigeration system (VCRS) and refrigerant used for chilled the milk in required temperature. Refrigeration system has capacity to produce 500 TR of refrigerants for milk processing at 20°C and 200 TR for Ice Cream at -400°C and the system is fully automated without Ice Bank Tanks in order to provide instant cooling to save energy.









Vijayawada, Andhra Pradesh, India
4-1-144, KT Rd, Bhimannavaripeta, Fraserpeta, Vijayawada,
Andhra Pradesh 520001, India
Lat 16.542112°
Long 80.614657°
25/06/22 02:16 PM



Bapu Museum

INTRODUCTION:

The Bapu Museum (formerly: Victoria Jubilee Museum) is an archaeological museum, located at M. G. Road of Vijayawada.[3] It was renamed in the memory of the renowned film director, illustrator, cartoonist and author Bapu.[4] The museum is maintained by the Archaeological department and has large collection of sculptures, paintings and artifacts of Buddhist and Hindu relics, with some of them as old as 2nd and 3rd Centuries. The structure of building is an Indo-European style of architectural and is more than a hundred years old structure.

History:

The museum was created as part of the celebrations of the Golden Jubilee of Queen Victoria in 1887. The foundation stone was laid by Robert Sewell, District Collector of Krishna district, on 27 June 1887.[6] Sri Pingali Venkayya presented a tri-colour flag to Mahatma Gandhi at this location in 1921. The building initially housed industrial exhibitions. It was converted to an archaeological museum under the auspices of the Department of Archaeology and Museums, Government of Andhra Pradesh, in 1962





KONDAPALLI FORT

INTRODUCTION:

Kondapalli Fort, also locally known as Kondapalli Kota, lies to the west of Kondapalli in Vijayawada the second largest city of Andhra Pradesh, India of NTR district. This historical fort also known as Kondapalli Quilla was built by Prolaya Vema Reddy of Reddi Kingdom during the 14th century. It was initially built as a leisure place and business center and later served as a military training base for the British rulers. According to some other historians it was built in 1360 CE by Anna Vema Reddy after he captured Kondapalli from Mudigonda Chalukyas, the fort has been home to several dynasties, from the Reddi rulers to the Nizam Nawabs, and then the East India Company.

History:

The fort was built in 1360 CE by Anna Vemareddy of the Kondaveedu Reddy dynasty after he captured Kondapalli from Mudigonda Chalukyas. In the historic struggle for power for the throne of Gajapati kingdom, Hamvira had to fight his brother Purushottam, who had succeeded to the throne after their father's death. He sought the help of the Bahmani Sultan in this war. He was successful in defeating his brother and occupied the throne of Gajapati kingdom, in 1472. But in the bargain, he gave Kondapalli and Rajahmundry to the Bahmani Sultan. Subsequently, Purushottam defeated Hamvira in 1476 and occupied the throne of Gajapati. But it is also said that in 1476, a revolution began at Kondapalli when there was famine in the Bahmani kingdom. The garrison of Kondapalli revolted and gave possession of the fort to "Hamer Oriya" or Hamvira.

Purushottam, once he became the king, tried to get back Kondapalli and Rajahmundry from the Bahmani Sultan III. But when he held siege over Rajamundry, for some unknown reason he signed a peace treaty with the Sultan, which resulted in souring of relations between Bahmani and Vijayanagar rulers, which resulted in minor battles. But in 1481, after the death of Sultan Mahammad, the Bahmani Sultanate was in disarray and taking advantage of this situation Purushottam fought with Mahmad Shah, the Sultan's son, and took control of Rajahmundry and Kondapalli fort. Gajapati Purushottam Deva died in 1497 and was succeeded by his son Gajapati Prataprudra Deva.

In 1509, Gajapati Prataprudra Deva started a war against Krishnadevaraya of Vijayanagar Empire, but Gajapati had to retreat to the north to defend an attack by Sultan Allauddin Hussan Shah of Bengal. The consequence was that Krishnadevaraya had an easy victory over Kondapalli, which he occupied in June 1515. In the last war fought in 1519, Krishnadevaraya once again defeated the Gajapati ruler. Since the Kondaveedu fortress was very strong, after three months siege of the fort, Krishnadevaraya had to personally direct the operations to get control of the fort. Following this war, Krishnadevaraya married Gajapati Prataprudra Deva's daughter, Kalinga Kumari Jaganmohini. A treaty was also signed for restoring all land up to the southern boundary of the Krishna River to Orissa, which included Kondapalli.

But after the treaty with Vijayanagara emperor, between 1519 and 1525, Gajapati Prataprudra Deva had to defend his territory against invasion by Sultan Quli Qutab, the Sultan of Golkonda. But in the final assault, in 1531, Kondapalli came under the rule of Sultan of Golkonda. The war with Golkonda Sultans was continued by Govinda Bidyadhar, the new ruler of the Gajapati Kingdom who had succeeded Gajapati Prataprudra Deva (who died in 1533) but ended finally with a treaty with the Sultan.

The area came under Mughal rule in the 17th century. After the disintegration of the Mughal Empire in the early 18th century, Nizam ul-Mulk, what later became the Nizam of Hyderabad declared independence and took the area under its control. In the late 18th century, the area was still under the Nizam's rule, a treaty of alliance was signed between Nizam Ali and the British East India Company recognizing the control of the British over the territory. This treaty was initially signed on 12 November 1766 under which the company in return for the grant of the territory agreed to garrison troops in the fort for Nizam's aid at an annual cost of 90,000 pounds. It is also stated that in 1766 the British, under General Caillaud, stormed the fort and took control of it.

A second treaty was signed on 1 March 1768, under which the Nizam recognized the grant provided to the British by Mughal ruler Shah Alam. But, as a gesture of friendship, the British (then the East India Company) agreed to pay an allowance of 50,000 pounds to the Nizam. However, in 1823, the East India Company rested total control of the Sarcars under an outright purchase from the Nizam.

In the initial years, the fort was used as a business center but after the British took over the fort in 1766 it was converted into a military training base.





SRI A.S.N.M GOVT DEGREE COLLEGE (A) PALAKOLLU

INDUSTRIAL TOUR

STUDENT LIST

NO	NAME	PROGRAM	PH.NO	SIGNATURE
1	CH.SAI BABU	B.COM(VOC)	9676388145	Ch. Sai Babu
2	CH.KISHOR	B.COM(VOC)	9010817016	Ch. Kishore
3	B.PRUDVI	B.COM(VOC)	6281180523	B. Prudvi Teja
4	Y.BALAKRISHNA	B.COM(VOC)	6300866045	Y. Balakrishna
5	B.RAVI TEJA	B.COM(VOC)	6301092121	B. Ravi Teja
6	B.RAVI KIRAN	B.COM(VOC)	9581771566	B. Ravikiran
7	S.SANDEEP	B.COM(VOC)	9948538276	S. Sandeep
8	P.NIRMAL KUMAR	B.COM(VOC)	9704702723	
9	B.VIJAY KIRAN	B.COM(VOC)	9502378927	B. Vijay Kiran
10	V.SATYENDRA	B.COM(VOC)	7995313819	V. Satyendra
11	G.NARENDRA	B.COM(VOC)	9908014153	G. Narendra
12	V.DURGA PRASAD	B.COM(VOC)	9908737231	V. Durgaprasad
13	R.PRAVEEN SAI	B.COM(VOC)	6281332388	R. Sai
14	CH.ANUSHA	B.COM(VOC)	8712322869	Ch. Anusha
15	S.HARITHA	B.COM(VOC)	7288098761	S. Haritha
16	CH.MOUNIKA	B.COM(VOC)	8712354023	CH. Mounika
17	U.SIRISHA	B.COM(VOC)	9010927692	U. Sirisha
18	T.RENUKA	B.COM(VOC)	7013850065	T. Renuka
19	B.JEEVITHA	B.COM(VOC)	9652457469	B. Jeevitha
20	M. Shorson	B.COM(VOC)	9652915948	M. S. R. bala
21	D. Ganesh	B.COM(VOC)	9515092726	D. Ganesh
22	P.DINESH	B.COM(VOC)	7287047791	P. Dinesh
23	N.NARENDRA	B.COM(VOC)	9989007113	N. NARENDRA
24	L.VENKATESH	B.COM(VOC)	8500691901	

SRI A.S.N.M GOVT DEGREE COLLEGE (A) PALAKOLLU
INDUSTRIAL TOUR
STUDENTS LIST

S.NO	STUDENT NAME	PROGRAM	PH.NO	SIGNATURE OF STUDENT
1	K.J.V NAGARAJ	III B.COM (GEN)	8184878593	K.J.V.N. Nagaraj
2	K.LAKSHMI NARASIMAHA	III B.COM (GEN)	7731838778	K.L. NARASIMAHA
3	K.AJAY	III B.COM (GEN)	9573948218	K.AJAY
4	CH.NAGA MURALI	III B.COM (GEN)	6302452461	CH. NAGA MURALI
5	V.RAJU	III B.COM (GEN)	7780116871	V. Raju
6	D.JAGADESH	III B.COM (GEN)	8886855140	D. Jagadeesh
7	K.EESWARI	III B.COM (GEN)	6302860149	K. Eeswari
8	P.TRIVENI	III B.COM (GEN)	9493275259	P. Triveni
9	Y.GOWRI KALYANI	III B.COM (GEN)	7995077028	Y. Gowri Kalyani
10	T.SURAJ	III B.COM (GEN)	8341657479	T. SURAJ
11	R.JAYA VENKAT SAI	III B.COM (GEN)	9063075496	R. Jaya Venkat Sai
12	D.VANAJA	III B.COM (GEN)	6305725863	
13	A.BHASKAR LAKSHMI	III B.COM (GEN)	7680822587	
14	P.SIDDU BABU	III B.COM (GEN)	7702626152	P. Siddu
15	K.Y SAI TEJA	III B.COM (GEN)	7799233984	
16	K.TEJA	III B.COM (GEN)	9989974281	K. Teja
17	CH.GANESH	III B.COM (GEN)	6305244200	Ch. Ganesh


Principal


Dept of Incharge

- 1 K. Suparna Sattha
- 2 
- 3 B. Asha Tyothi