

The Poona Gujarati Kelavani Mandal's

Haribhai V. Desai College

of Arts, Science, and Commerce 596, Behind Shaniwar Wada, Budhwar Peth, Pune, Maharashtra 411002.



Event Name: Industrial Visit- Pune Zilla Sahakari Dudh Utpadak Sang Ltd-

Katraj Dairy, Pune

Event Date and Time: 11/03/2023, 10.00AM to 01.00PM Coordinator/Organizer's Name: Mr.Vishal Prakash Ekatpure

Department: BBA **For Whom:** FYBBA. **Platform:** College level

Brief Note about the Event: The Industrail Visit was carried for FYBBA students to give them the idea how the Marketing Dept., Finance Dept. and Manufacturing Unit work with the proper coordination in the industry like Katrai Dairy.

Katraj Dairy.

Pune Zilha Sahakari Dudh Utpadak Sangh Maryadit, popularly known as 'Katraj Dairy' in the local and branded as "Katraj", a district level co-operative organization registered in 1960, involved in processing milk and milk products. The representatives of milk producing farmers based in rurals, encompassing almost the entire Pune District, manage this organization on behalf of the milk producers for their (rural India) socio-economic growth. The objective of Katraj is to build a value chain of farmers to source milk at an organized level, manufacture products with high standards and sale these products in the competitive open market place.





