

Amul technology

Technology



They register and become the owner of the company by few hours of procedures which was more than two days years back. The farmers deliver their milk to the local village co-operatives. At these cooperatives quality check is done and farmers are paid as per the fat content in their milk. Insulated milk tankers deliver the milk from all these village cooperative societies to the country side. At dairy plant milk is passed through chillers, filtered in clarifier, pastured and stored in silos till it gets packaged or converted into various milk products.

After this, the products are distributed with the help of one of the most complex as well as an efficient supply chain in the world, across country's more than lakhs retailers. The whole process is carried out round a day, throughout the year. From the small slip printer to the state of the art Mother dairy plant in Chandigarh the technological innovations have affected all the level of Amul structure, from milk producing to storing, manufacturing, branding and most important, the supply chain.

Further, Amul's technology strategy is categorized by four distinct components: new products, process technology, and complementary assets to enhance milk production and e-commerce. Few dairies of the world have the large range of products produced by the Amul. Village societies are encouraged through subsidies to install chilling units with which the milk can last longer. Automation in processing and packaging areas are certified Hazard Analysis Critical Control Point (HACCP) certification.

Amul actively works on development of embryo transfer and cattle breeding in order to improve cattle quality and increases in milk yields. Amul was one

of the first FMC (fast-moving consumer goods) firms in India to employ Internet technologies to implement 'business to customer' commerce. With the assured timely delivery with cash payment upon receipt, today customers can order a variety of products with the help of Internet. Another e-lamentable in progress is to provide farmers access.