A
Project report
On
CHOCOLATE
Of
AMUL (Anand Milk Union Ltd.)

Submitted by
Group-D
F.Y.MBA

Submitted to
K. S. School of Business Management
Gujarat University, Navarangpura,
Ahmedabad-380009
“Life is like a box of chocolates. You never know what you’re going to get.” (Forrest Gump)

GROUP MEMBERS
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<th>NAME OF THE STUDENT</th>
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<td>1031</td>
<td>MODI RAVI</td>
</tr>
<tr>
<td>2</td>
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<td>MUKHI NURUNNISA</td>
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<tr>
<td>3</td>
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<td>NANAVATY KHUSHALI</td>
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<td>4</td>
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<td>NISATRA MAYANK</td>
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<tr>
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<td>PARMAR ASMITA</td>
</tr>
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<td>1039</td>
<td>PARMAR MONALI</td>
</tr>
<tr>
<td>10</td>
<td>1040</td>
<td>PARMAR ROSHANI</td>
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FACULTY: Ms. SHILPA GHODE

SIGNATURE:

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</tbody>
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Preface
With immense pleasure we present this Production and Operational Management project Chocolate Plant.

This project was initiated by our college K.S School of business management. The college provides students with not only fundamental knowledge of business and organizational functions and activities, but also an exposure to strategic thinking of management.

We are management students and the main objective of this project was to expose us to the industrial environment so that we can gain real life knowledge of various business practices which may not be given in books.

It is the visit through which we come to know what an industry is and how it works. We learned about various departmental operations being performed in the industry, which would, help us in the future when we will enter the industrial battlefield.

In today’s globalized world, where cutthroat competition is prevailing, theoretical knowledge is not sufficient. This approach has added special value to our studies.

ACKNOWLEDGEMENT
It has been an enriching experience for us while visiting AMUL Chocolate Plant for our first year project which would not have been possible without the goodwill and support of the people around. As students of K.S. School of Business Management, we would like to express our sincere thanks to all those who helped us during our project.

All members of the group have put in their efforts and contributed to the successful completion of this project. Much that we would like to acknowledge their contribution individually, the constraint of space restricts us from that.

However, we must place on record our profound gratitude to

**Mr. Rahul Kumar**, the Managing Director of **AMUL**, 

**Mr. J. K. Joshi**, Manager of Administration who permitted us to visit the chocolate plant of AMUL at MOGAR.

**Mr. SS Sundaran**, who helped us at every step whenever needed

**Mr. Dalveer Singh**, Production in charge and 

**Mr. H.B Ramgadhia** of chocolate plant at **MOGAR**.
We heartily thank Dr. Sarala Achuthan (Director of K.S. School of Business Management) for extending her unstinting support.

Last but not the least we thank Ms. Shilpa Ghode, our faculty guide for her guidance at each and every stage of this project and the counsel we received. We are extremely grateful for her meticulous and painstaking attention to details while finalizing the project and the encouragement and inspiration we received throughout the project.
INTRODUCTION

- We tend to think of chocolate as a sweet candy created during modern times. But actually, chocolate dates back to the ancient peoples of Mesoamerica who drank chocolate as a bitter beverage.

- For these people chocolate wasn’t just a favorite food—it also played an important role in their religious and social lives.

- Chocolate lovers all over the world have reasons to crave chocolates. The flavor and feeling chocolate gives as it melts inside the mouth makes it a favorite comfort food.

- Some people buy chocolates if they want a quick sugar fix.

- Some eat dark chocolate for the health benefits.
**HISTORY**

- Chocolate begins with a bean ... a cacao bean. It has been mashed and eaten for centuries. The history of chocolate spans from 200 B.C. to the present, encompassing many nations and peoples of our world.

- The scientific name of the cacao tree's fruit is "Theobroma Cacao" which means "food of the gods." In fact, the cacao bean was worshipped as an idol by the Mayan Indians over 2,000 years ago. In 1519, Hernando Cortez tasted "Cacahuatt," a drink enjoyed by Montezuma II, the last Aztec emperor. Cortez observed that the Aztecs treated cacao beans, used to make the drink, as priceless treasures. He subsequently brought the beans back to Spain where the chocolate drink was made and then heated with added sweeteners. Its formula was kept a secret to be enjoyed by nobility. Eventually, the secret was revealed and the drink's fame spread to other lands.
• By the mid-1600s, the chocolate drink had gained widespread popularity in France. One enterprising Frenchman opened the first hot chocolate shop in London. By the 1700s, chocolate houses were as prominent as coffee houses in England.

• The New World’s first chocolate factory opened in 1765 in the Massachusetts Bay Colony. Sixty years later, Conrad Van Houten, a Dutch chemist, invented a cocoa press that enabled confectioners to make chocolate candy by mixing cocoa butter with finely ground sugar.

• In 1876, Daniel Peter, a Swiss candymaker, developed milk chocolate by adding condensed milk to chocolate liquor - the nonalcoholic by-product of the cocoa bean's inner meat.

The Swiss also gave the chocolate a smoother texture through a process called "conching." The name was derived from a Greek term meaning "sea shell" and referred to the shape of old mixing vats where particles in the chocolate mixture were reduced to a fine texture.
AMUL:
INTRODUCTION & HISTORY
INTRODUCTION

The brand name Amul means “AMULYA”. This word derived from the Sanskrit word “AMULYA” which means “PRICELESS”. A quality control expert in Anand suggested the brand name “AMUL”. Amul products have been in use in millions of homes since 1946. Amul Butter, Amul Milk Powder, Amul Ghee, Amulspray, Amul Cheese, Amul Chocolates, Amul Shrikhand, Amul Ice cream, Nutramul, Amul Milk and Amulya have made Amul a leading food brand in India. (The total sale is Rs. 6 billion in 2005). Today Amul is a symbol of many things like of the high-quality products sold at reasonable prices, of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers’ organization. And have a proven model for dairy development (Generally known as “ANANDPATTERN”).

In the year 1946 the first milk union was established. This union was started with 250 liters of milk per day. In the year 1955 AMUL was established. In the year 1946 the union was known as KAIRA DISTRICT CO-OPERATIVE MILK PRODUCERS’ UNION. This union selected the brand name AMUL in 1955.
**HISTORY**

In early 40’s, the main sources of earning for the farmers of Kaira district were farming and selling of milk. That time there was high demand for milk in Bombay. The main supplier of the milk was Polson dairy limited, which was a privately owned company and held monopoly over the supply of milk at Bombay from the Kaira district. This system leads to exploitation of poor and illiterates’ farmers by the private traders. The traders used to beside the prices of milk and the farmers were forced to accept it without uttering a single word.

However, when the exploitation became intolerable, the farmers were frustrated. They collectively appealed to Sardar Vallabhbhai Patel, who advised the farmers to sell the milk on their own by establishing a co-operative union, instead of supplying milk to private traders. Sardar Patel sent the farmers to Shri Morarji Desai in order to gain his co-operation and help. Shri Desai held a meeting at Samarkha village near Anand, on 4th January 1946. He advised the farmers to form a society for collection of the milk.

The govt. did not seem to help farmers by any means. It gave negative response by turning down the demand for the milk. The farmers of Kaira district went on a milk strike. For 15 whole days not a single drop of milk was sold to the traders. As a result the Bombay milk scheme was severely affected.
The milk commissioner of Bombay then visited Anand to assess the situation. Having seemed the condition, he decided to fulfill the farmers demand.

Shree tribhuvandas Pater & Dr. Verghese Kurien
Thus their cooperative unions were forced at the village and district level to collect and sell milk on a cooperative basis, without the intervention of Government. Mr. Verghese Kurien showed main interest in establishing union who was supported by Shri Tribhuvandas Patel who lead the farmers in forming the Co-operative unions at the village level. The Kaira district milk producers union was thus established in ANAND and was registered formally on 14th December 1946. Since farmers sold all the milk in Anand through a co-operative union, it was commonly resolved to sell the milk under the brand name AMUL.

Amul is the largest food brand in India and world's Largest Pouched Milk Brand with an annual turnover of US $1050 million (2006-07). AMUL started chocolate production on October, 1973 in FOOD COMPLEX at MOGAR.
**General Information**


**Name of the Unit** : AMUL (Anand Milk Union Ltd.)- Chocolate Plant

**Form of Organization** : Co-operative Society

**Managing Director** : Mr. Rahulkumar Shrivastav

**Competitors** : National- Cadbury, International- Cadbury, Hershey

**Corporate Office** : Kaira District Co-operative Milk Producers Union Ltd.
Amul Dairy, Mogar
Dist- Anand
Pin- 388340

**Contact at** : Tele- 02692-256124/225443
FAX: 02692-240225
Email- sundaran@amuldairy.com
INPUT
**CAPITAL**

**Total capital : 75 lacks**

**Sources :**

- Federation gives amul dairy the amount decided by the union.
- Fix deposit of society is major source of finance.
- Interest of fix deposit of bank like SBI, BOB, GEB Bond, and Sardar Sarovar Bond etc. are also one of the sources of finance.
- Share Capital of AMUL (Shares of AMUL is not for public but only for the society members)
- Net profit of AMUL during the year 2007 – 2008 is 451.51 lack.

**Bankers :**

- U.T.I bank - For the salary related Transactions.
- Kaira District co – operative bank - For the payment of society.
- State Bank of India.
- Bank of Baroda.
- Bank of Maharastra.
- State Bank of Saurashtra.
- Corporation Bank.

**The Chocolate plant which is a part of the Amul FOOD COMPLEX situated at Mogar. So it is financially supported by AMUL dairy.**
**LAND & BUILDING**

<table>
<thead>
<tr>
<th>Area</th>
<th>28 acres</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Face value</strong></td>
<td>The Land is gift from the farmers of that district</td>
</tr>
<tr>
<td><strong>Market value</strong></td>
<td>45 lacs per acre</td>
</tr>
<tr>
<td><strong>Building</strong></td>
<td>Production building</td>
</tr>
<tr>
<td></td>
<td>Canteen</td>
</tr>
<tr>
<td></td>
<td>Human resource office</td>
</tr>
<tr>
<td></td>
<td>Storage facility</td>
</tr>
</tbody>
</table>

**Total value of Building** is approx 50 lacs.

(depreciation – 10%)
Plant Layout

It refers to the scientific arrangement of Machines, tools and other various departments to secure smooth conduct of manufacturing process.

Factors which determine the plant layout:
- Objective of business
- Managerial Policies
- Types of machines
- Quantity and type of product
- Production process
- Availability of raw materials
- Storage facilities
- Scope of Future Development

Plant Location

Plant location refers to the area where the plant operate to produce goods and services.

Plant location comprises:
- Selection of a larger general area such as states, districts or towns, where production and distribution activities are carried on.
- Selection of a site which is smaller area within the general area for setting up a factory.
PLANT LAYOUT OF CHOCOLATE FACTORY AT MOGAR, ANAND
Machinery used in Chocolate Manufacturing

- Roaster
- Winover
- Cocoa Press
- Grinder
- Mixer
- Refiner
- Temperer
- Cavemil

(Around 15% depreciation is calculated on machines according to their types)
Line Lay Out of all Machines

- Dumping zone
- Mixing
- Refining
- Conching
### MACHINERY

#### ROASTER

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>INPUT</td>
</tr>
<tr>
<td>OUTPUT</td>
</tr>
<tr>
<td>CAPACITY</td>
</tr>
<tr>
<td>TEMPARATURE</td>
</tr>
<tr>
<td>USE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cocoa beans</th>
</tr>
</thead>
<tbody>
<tr>
<td>INPUT</td>
<td>Dried cocoa beans</td>
</tr>
<tr>
<td>OUTPUT</td>
<td></td>
</tr>
<tr>
<td>CAPACITY</td>
<td>100 tons</td>
</tr>
<tr>
<td>TEMPARATURE</td>
<td>235 degrees</td>
</tr>
<tr>
<td>USE</td>
<td>Makes the beans easily refinables</td>
</tr>
<tr>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td><strong>INPUT</strong></td>
<td>Dried cocoa beans</td>
</tr>
<tr>
<td><strong>OUTPUT</strong></td>
<td>Cocoa nibs</td>
</tr>
<tr>
<td><strong>CAPACITY</strong></td>
<td>150 kg</td>
</tr>
<tr>
<td><strong>USE</strong></td>
<td>Breaks beans into small pieces</td>
</tr>
</tbody>
</table>
**COCOAPRESS**

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUT</strong></td>
</tr>
<tr>
<td>Cocoa nibs</td>
</tr>
<tr>
<td><strong>OUTPUT</strong></td>
</tr>
<tr>
<td>Cocoa cake</td>
</tr>
<tr>
<td><strong>CAPACITY</strong></td>
</tr>
<tr>
<td>4 to 10 tons</td>
</tr>
<tr>
<td><strong>USE</strong></td>
</tr>
<tr>
<td>Separates cocoa mass into cocoa cake and cocoa butter</td>
</tr>
</tbody>
</table>
**GRINDER**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUT</strong></td>
<td>Cocoa cake</td>
</tr>
<tr>
<td><strong>OUTPUT</strong></td>
<td>Cocoa powder</td>
</tr>
<tr>
<td><strong>USE</strong></td>
<td>Grinds cocoa cake and turns into powder</td>
</tr>
</tbody>
</table>
MIXER

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUT</strong></td>
</tr>
<tr>
<td>Solid cocoa powder, cocoa butter, sugar</td>
</tr>
<tr>
<td><strong>OUTPUT</strong></td>
</tr>
<tr>
<td>Liquid cocoa</td>
</tr>
<tr>
<td><strong>CAPACITY</strong></td>
</tr>
<tr>
<td>500 to 1500 kg.</td>
</tr>
<tr>
<td><strong>USE</strong></td>
</tr>
<tr>
<td>Makes thick liquid chocolate</td>
</tr>
</tbody>
</table>


REFINING MACHINE

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>INPUT</td>
</tr>
<tr>
<td>OUTPUT</td>
</tr>
<tr>
<td>CAPACITY</td>
</tr>
<tr>
<td>USE</td>
</tr>
</tbody>
</table>
**TEMPERATURING**

<table>
<thead>
<tr>
<th>Description</th>
<th>CAPACITY 600 to 6000 kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE</td>
<td>To regulate chocolate syrup temperature</td>
</tr>
</tbody>
</table>
### CAVEMIL

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUT</strong></td>
<td>Cocoa liquid</td>
</tr>
<tr>
<td><strong>OUTPUT</strong></td>
<td>Molded chocolate</td>
</tr>
<tr>
<td><strong>USE</strong></td>
<td>The molding plant which gives a particular shape to chocolate liquid</td>
</tr>
</tbody>
</table>
### Furniture

**Types of furniture in factory:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Units</th>
<th>Cost (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tables</td>
<td>6</td>
<td>15,000</td>
</tr>
<tr>
<td>Sofa-set</td>
<td>2</td>
<td>26,000</td>
</tr>
<tr>
<td>Computers</td>
<td>5</td>
<td>75,000</td>
</tr>
<tr>
<td>Exhaust fans</td>
<td>6</td>
<td>6,000</td>
</tr>
<tr>
<td>Air conditions</td>
<td>3</td>
<td>66,000</td>
</tr>
</tbody>
</table>

The depreciation on each computer is 60% and on other furniture is 10%.
RAW MATERIALS

- COCOABEANS

The cocoa-bean -- the heart of the sweetest delicacy in the world --
There are two quite different basic classifications of cocoa, under which practically all varieties can be categorized Criollo and Forastero cocoas. In India coco beans are grown in South India.

**Suppliers** of cocoa beans are majorly from Karnataka, Tamilnadu, Kerala and also Malaysia

**Transportation** : Amul has its own transport vehicles for the purpose of bringing in coco beans
Sugar

Amul obtains sugar from local suppliers in bulk as sugar is an essential in many of their products.

The required amount of sugar for production of chocolate is obtained from Amul dairy which is near to the chocolate plant.

Cocoa Butter

Cocoa butter, also called theobroma oil or theobroma cacao, is a pale-yellow, pure edible vegetable fat extracted from the cacao bean. It is used to make chocolate, pharmaceuticals, ointments, and toiletries.

Cocoa butter has a mild chocolate flavor and aroma.

Cocoa beans are ground into chocolate liquor and pressed to separate the cocoa butter from the cocoa solids. Cocoa butter can alternately be extracted from whole beans by the broma process. It is most often deodorized to remove its strong and undesirable taste.
Utilities and Facilities

**Power Supply**: As uninterrupted power supply is one of the basic necessities for production Amul is supplied non-staggering electricity throughout the day by G.E.B(Gujarat Electricity Board)

The electricity consumption is around Rs. 20 lack per month.
**Water Supply**: Water supply is as good as power supply. The plant is supplied water by local ‘Nagarpalika’

**Government Policies**: As far as government policies are concerned, Amul has been lucky from the day it was established. Various subsidies are given to Amul by the government.

**Hierarchy of management**
**Man Power**

**Number of Employees**
o There are around 300 workers.

o 60 workers are permanent and others are working temporarily and some of them are working on contractual basis.

**Training and Development**

o This department is not there, but workers are recruited and trained by human resource department and by their seniors respectively.

**Working Hours**

o Workers are working in 3 shifts of 8 hours each.

o Recess time is 1 hour according to the shift.

**Salary**

<table>
<thead>
<tr>
<th>Posts</th>
<th>Salaries(Rs.)(Approx.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>22,000</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Executives</td>
<td>15,000</td>
</tr>
<tr>
<td>Officers</td>
<td>11,000</td>
</tr>
<tr>
<td>Technicians</td>
<td>9,000</td>
</tr>
<tr>
<td>Workers (least salary)</td>
<td>7,000</td>
</tr>
</tbody>
</table>

**Canteen facility**

- All the employees of AMUL get tea and coffee 40 paisa per cup, dry fast food at Rs. 8 per kg. and lunch dish at Rs. 5 per dish.

- For that they provide coupon to their employee containing coupon of 40 paisa, Rs. 1.20, Rs. 5, Rs. 8.

- They have a contract with shop-“Khati-Mithi”

**Bonus**

- Workers are given attractive incentives as encouragement to do overtime.
60% bonus is given to the workers for their good work.

They give the bonus to the workers and officers before Diwali.

Production Bonus is also given to employees.

**Safety**

AMUL also provide Hand Gloves, shoes, Apron and other things needed for the safety purpose of workers.

**Uniform**

AMUL gives 3 pairs of uniform every 2 year to the
workers.

- They also provide free washing facility of uniform. For that workers have to leave their uniform for wash and collect in 2 days.
PROCESS
A) Mixing, refining & conching
B) Moulding
C) Primary Packaging
D) Secondary Packaging
Process

Cocoa trees are native to South America, and they have a very long history of cultivation in Central America, but these days cocoa is grown in more than 40 countries located on or near the equator. Cocoa beans grow in pods, with 20 to 60 beans per pod. The number of pods produced by each tree depends on several factors such as the variety of cocoa being grown, the skill of the farmer and the amount of chemical inputs that are used. But on an average, each tree produces about 75 pods per year. 75 pods will yield approximately 3kg of dried, saleable cocoa beans.

After the cocoa pods are cut from the tree, the fresh beans must be fermented for up to a week in order to develop so called “aroma precursors”, via a series of chemical reactions. To ferment properly, the beans must be placed in a large enough pile to prevent them from drying out. Once the beans have been adequately fermented, they must be dried in order to halt the fermentation process, and remove excess moisture. Proper drying helps prevent the beans from rotting or going moldy.

○ Cleaning:

In manufacturing of chocolate first, the beans must be clean of foreign matter such as dust, just fibers, sticks and stones. Iron debris is also cleaned up by magnets.
After this, roasting of cocoa beans takes place. Roasting process is done at 180 degree centigrade temperature for almost 30 min.

**Roasting accomplishes a number of things:**

- It helps separate the outer husk from the inner bean and makes cracking and winnowing much easier.
- It also virtually sterilizes the cocoa beans. This is rather important as the conditions in which cocoa beans are fermented are naturally full of bacteria, fungi and molds. There is a quantifiable risk of
infection from unroasted cocoa bean. Roasting reduces this risk.

- Various chemical reactions occur when cocoa beans are roasted and proper roasting is integral to good flavored chocolate.

**WINNOWING:**

The goal in winnowing is to crack the cocoa beans into pieces and then separate the husk from the nib. To make chocolate this husk needs to be fully removed. Thus, husk is sent to cattle fields and it is used as food for animals. Running the roasted cocoa bean through a winnowing machine to just crack the cocoa beans into large pieces (called nibs) and then blowing husk away is another option.
GRINDING:

After winnowing, next step in chocolate making is to grind them until they liquefy into cocoa liquor. This liquid is called cocoa mass. The temperature of this cocoa mass is 120 degrees centigrade. Then the cocoa press machine is used for separating cocoa mass into cocoa butter (which is liquid at an elevated temperature) and solid cakes, which can be processed into cocoa powder later. Generally, a hydraulic cylinder is provided, to make cocoa cake. During a pressure cycle the pots are filled with heated cocoa mass via supply lines and subsequently they are compressed. The cocoa butter is there by pressed out through the filters and discharged. In this stage of grinding, cocoa butter and sugar is mixed in the liquid in proportionality.
o **CONCHING:**

Conching is a modern process used in making chocolate with characteristic taste, smell and texture. Conching process is done at 80 degree centigrade. Refining is the process of reducing the particle sizes of both cocoa solids and sugar crystals in somewhere 20-30 microns. Your tongue loses its ability to determine texture and grittiness at around 50 microns. Under about 15 microns the chocolate can get gummy. So refining is a tough job.

o **TEMPERING:**

Chocolate tempering is needed because it is what gives the chocolate bars finished glossy, shiny appearance. At last in cavemil, the molding of chocolate liquid is done. Here temperature regulating is very important. Thus, the chocolate is made of any shape you want by this process.
OUTPUT
Storage

- The Plant has very good storage facilities.
- The storage capacity of godown is 600 tones.
- Chocolates can be stored in the godown for maximum 2 days after that it has to be delivered.
**Packaging**

- In a production process packaging is equally important like any other function of production.
- In AMUL chocolate plant, there is an individual packaging department.
- Packaging department is fully hygienic. All workers are given proper uniforms and caps in order to maintain their health and cleanliness.
- There is a fully automatic packing machine.
- After packaging, the products are taken to the distributors throughout the world by their own vehicles.
**Distribution**

- As the plant is a part of a cooperative company named AMUL it has its own vehicles for distribution of chocolates.
- The chocolates are distributed in various markets by AMUL.
- Distribution job is managed by Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF).
- AMUL Dairy and chocolate plant does the production.
- Amul chocolate has a worldwide market.
- As we all know amul is the most loved brand in Gujarat.
- It is also popular in India and in foreign markets like Singapore, Dubai, Kuwait and other Gulf countries.
SWOT Analysis

Strengths

- Easy availability of water, power, etc.
- Availability of raw materials.
- Proximity to market.
- Infrastructure availability.
- Easy availability of transportation.

- Easy availability of skilled and unskilled labour at cheaper rate.
- Big support of villagers of Kheda and Anand.
- As AMUL is a very big brand name of Asia, it is easy to sell chocolates under its brand name.
Weakness

- More transportation cost of Raw materials.
- Less capital investment as compared to big competitors.

Opportunities

- Growing Population
- High standard of living
- Because of trends preferences and culture, chocolate has become part of social functions like birthday parties, marriages, etc.
- Rural population is becoming potential customers of chocolate due to eye catching advertisements.

Threats

- Change is needed according to trend and customers preferences.
Amul has number of competitors like Nestle, Cadbury etc. Amul chocolate has not those much good advertising strategies to win over its competitors.

**Future Plans**

- The future of any institution is a subject which requires constant attention. The future is perceived is one embroiled with hardship.
- Hardship may surface in many forms as global demands and changes, foreign affiliations, competition, liberalization, changing values, urban shifting etc. are some of them to name which we foresee and union has to cope with these.
- In future union should be adopt latest technology. Union should not sit foremost quality of product and co-placement with existing product range but think in more innovative way.
- To stay ahead research and development unit has to best lengthened. Union also thinks of price to sustain leading position in the market.
- Prices will have to remain steady and to so union should concentrate on reducing and maintenance expanse rather than proposing increasing product
price.

- Very important goals are improvement of farmers and increase production capacity by 5 times.

**CONCLUSION**

AMUL is known as Asia’s biggest producer of milk and milk products so we have been lucky that we could work upon a product-CHOCOLATE, of this reputed brand.

We are happy to have a great knowledge about chocolate production process. We all were surprised to see that one chocolate that we eat in just one minute or lesser than that, is passed through several procedures to get a proper taste as well as shape.

Moreover, the project taught us how to deal with different people in different situation. It also helped us in developing our management skills.

Beside giving us exposure to real business world, where it is difficult to change thoughts into actions, the situations during the project taught us a quote given by MARTIN LUTHER KING, that

“The ultimate measure of a man is not where he stands in moments of comfort and
convenience, but where he stands at the time of challenge and controversy.”

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