

**VAIKUNTH MEHTA NATIONAL INSTITUTE OF CO-OPERATIVE MANAGEMENT  
PUNE – 411007**

**PGDM-ABM 2022-24 BATCH**

**Study Visit Report (Day 1 Gujarat)**

The report encapsulates the insightful visit of PGDM-ABM students from VAMNICOM to Amalsad, Gujarat, on January 1, 2024, as part of their academic program. Amalsad V.V.K.S. Khedut Mandali Ltd., a multi-purpose cooperative society founded in 1941, has significantly contributed to the agricultural development of the region by providing farmers with a platform for marketing their produce and accessing various services. The visit aimed to gain practical understanding of cooperative management and governance, analyze its impact on member farmers and the community, and identify best practices in agricultural value chain management, member engagement, and sustainable development.

Key observations highlighted the cooperative's long-standing presence, substantial membership base, and extensive reach with 18 branches. Financially robust, the cooperative demonstrated substantial working capital, reserve funds, and assets. Its diverse activities included agricultural credit, agri input supply, produce marketing (particularly Chiku and Mango), and agri extension services. Additionally, the cooperative engaged in consumer goods supply, operating retail stores and flour mills, and demonstrated commitment to member welfare through health clinics, educational support, and drought relief efforts.

The report emphasized the cooperative's achievements, including winning the NCDC Co-op. Excellence award twice and the National Productivity Council award in 2006 for horticulture development through the cooperative sector. The expected learning from the visit covered various aspects, including the cooperative's successful business model and sustainability, financial management, operations and supply chain, technology adoption, member engagement, community development, and scalability for broader rural development.

In essence, the visit to Amalsad provided valuable insights into the effective functioning of a long-established cooperative, showcasing its holistic approach to agricultural development, member welfare, and community impact. The report underlines the potential for replicating the cooperative's successful model in other contexts for comprehensive rural development.

