



# TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

**INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085**

**E-Mail: [director.tecniaindia@gmail.com](mailto:director.tecniaindia@gmail.com), Website: [www.tecniaindia.in](http://www.tecniaindia.in)**

**Fax No: 27555120, Tel: 27555121-24**



*Report on*

*Industrial Visit to*

***Yakult Danone India (P) Ltd,***

***HSI IDC Industrial Area, Rai, Sonapat, Haryana***



*Organized for*

***BBA-IV Sem-I Shift,***

***Tecnia Institute Of Advanced Studies, Madhuban Chowk , Rohini, Delhi***



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**Event:** Industrial Visit

**Company:** Yakult Danone India (P) Ltd

**Date & Day:** 10.03.2011, Thursday

**Schedule:** 9:30-14:45

**Venue:** HSIIDC Industrial Area, Rai, Sonapat, Haryana

**Resource Person:** Ms. Charu Pandit, Executive-PR

**Program:** BBA-IV Sem-I Shift, TIAS

**Faculty Incharge:** Dr. Ajay Pratap Singh, Mr. Chandan Parsad

**Representation from CRC:** Mr. S.P. Dahiya

**No. of Students:** 52

## Objectives:

- To help students gain first hand information regarding functioning of the company
- To gain an insight of Yakult's production process.
- To correlate theoretical knowledge with real time practice of the company.
- To provide an opportunity where corporate people share their expertise and experiences with the students to enable them to have the real feel of the current industrial scenario.

## Company Profile:

Yakult Danone India (P) Ltd, is a 50:50 JV between Yakult Honsha, Japan and Groupe Danone of France. The JV was formed in 2005 to manufacture and sell probiotic products in the Indian market. Yakult Honsha is a pioneer in Probiotic health foods since 1935, selling in 32 countries worldwide. Yakult was launched in India in 2007, and is presently available in Delhi, NCR, Chandigarh, Jaipur, Mumbai, Pune and Bangalore. Yakult is manufactured in India at **HACCP certified** state-of-the-art facility at Rai, Sonapat (Haryana). Over 30 million people in 32 countries trust Yakult and drink it everyday! Mr. Kiyoshi Oike is the Managing Director of Yakult Danone India (P) Ltd.



Good health begins with **Yakult**

Yakult contains more than 6.5 billion beneficial bacteria which have proven health benefits. Over 30 million people in 32 countries and regions drink Yakult everyday!

Get The Kiss of Good Health Today!



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## History:

1930	Dr. Minoru Shirota succeeds in culturing and utilizing lactic acid bacteria ( <i>Lactobacillus casei</i> strain Shirota).
1935	Yakult is introduced in the Japanese market.
1938	Yakult is registered as a trademark.
1940	Local offices of the Association for Promotion of Preventive Bacteria Strain Shirota are established in various parts of Japan for the purpose of marketing and distributing Yakult.
1955	Yakult Honsha Co. Ltd. is established. (Nishi Hatchobori, Chuo-ku, Tokyo) Research Institute is established in Kyoto.
1963	Yakult launches its unique Yakult Ladies system of door-to-door distribution in Japan.
1967	Yakult Central Institute for Microbiological Research is established in Kunitachi, Tokyo.
1968	Yakult is introduced to the market in a new plastic container.
1972	Program of regular visits to senior citizens by Yakult Ladies begins.
1981	Company stock was listed on the first section of the Tokyo Stock Exchange.
1998	Yakult is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses (FOSHU).
2005	Decision made to enter the Indian market in alliance with Groupe Danone.
2007	Production facility of Yakult in Sonapat, Haryana, India completed and product launched in India.
2008	Yakult Vietnam Co. Ltd. Begins Operation

## What is Yakult?

Yakult is a fermented milk drink containing over 6.5 billion Probiotic (friendly) bacteria - *Lactobacillus casei* strain Shirota. Unlike most bacteria found in normal yoghurt, these Probiotic bacteria are able to survive the acidic environment of the stomach and reach the intestines alive, helps to restore the balance of the friendly bacteria in the gut. The friendly bacteria in Yakult help to improve digestion, build immunity when consumed everyday.

Probiotics are defined as live micro organisms which when administered in adequate amounts confer a beneficial health effect on the host  
WHO/FAO (2002)



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## Contents

Skimmed Milk Powder, Water, Sugar, Glucose. Contains *Lactobacillus casei* strain Shirota, added natural & natural identical flavours. It has a shelf life of 40 days, when refrigerated below 10°C .*There are no preservatives in Yakult.*

Nutritional Facts				
	Energy	Proteins	Carbohydrates	Fat
Per Serving	50 Kcal	0.8 g	12 g	< 0.1 g
Per 100 ml	77 Kcal	1.2 g	18 g	< 0.1 g
added sugars = 10g				

Recommended for 1 year and above children and elderly, Yakult is a delicious probiotic drink that should be a part of the daily diet.

## Distribution System:

Yakult is available in selected supermarkets and high volume retailers, bakeries, chemists, hospitals, office canteens and small retailers in Delhi, NCR, Jaipur, Chandigarh, Mumbai, Pune and Bangalore. In addition Yakult is also delivered at your doorstep by Yakult Ladies in Delhi, NCR, Jaipur, Chandigarh, Mumbai and Pune. The Yakult Ladies are young, dynamic women,propagating good health & spreading cheer wherever they go. These ladies are trained by the company. Presently there are 80,000 Yakult Ladies across the globe where as they are 160 in number in India.





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## Report of Industrial Visit:

Tecnia Institute of Advanced Studies organized an Industrial Visit to Yakult Danone India (P) Ltd, HSIIDC Industrial Area, Rai, Sonapat, Haryana for BBA-IV Semester-I Shift students with the following **objectives**:

- To help students gain first hand information regarding functioning of the company
- To gain an insight of Yakult's production process.
- To correlate theoretical knowledge with real time practice of the company.
- To provide an opportunity where corporate people share their expertise and experiences with the students to enable them to have the real feel of the current industrial scenario.

Dr. Ajay Pratap Singh, Assistant Professor, Management, TIAS briefed the students about the (a) objectives of the industrial visit, (b) Company's Profile, (c) Probable questions to be asked by the students with the company people.

As the bus reached the plant, students were accompanied by Ms. Charu Pandit, Executive-Public Relations to the Seminar Room where she gave a brief presentation about the Company's history, its presence across the globe, distribution channel, turnover and strong research. Following the presentation, Ms. Charu Pandit interacted with the students and answered their queries regarding HR, marketing & operations aspects of the company. The students were then taken to the processing unit where all the stages from mixing of raw ingredients to the final shrink –packing were briefed. Students were amazed at the speed at which the process occurred and how the automated systems could be set according to requirements, as minimum of human intervention was required. On a whole, it was an exemplary learning experience that the students will savor for a long time to come.

## Excerpts from those who accompanied the students during the visit:



**Dr. Ajay Pratap Singh**, Assistant Professor said, "This type of industrial visit is very beneficial to students as it provides them an opportunity to get a real feel of "what, why & how" of various aspects of company & industry". Students learned about the practical implications of theoretical aspects of HR, marketing & production areas.



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**Mr. Chandan Parsad**, Faculty Associate said, “From this Industrial visit, students got practical knowledge about working of the PR Department, Concept of Yakult Ladies & technicalities of Probiotics”.



**Mr.S.P.Dahiya**, Head CRC, TIAS said, “Industrial visit to Yakult Danone India Pvt.Ltd. gave students the practical exposure on the production process of Yakult”. Besides, they also came to know about the various functional areas of the company.

## Excerpts from the students who went for the visit:



**Komal Sharma**, Student, BBA-IV Sem, TIAS said “The internal environment of the company was giving very professional feeling and above all, it was a lady who was managing our industrial visit, which motivated me a lot to move ahead. Overall, this industrial visit is worth its weight in gold when I will be starting my professional career”.



**Jigyasa Sooden**, Student, BBA-IV Sem, TIAS said, “we were briefed about the company’s profile and its main product. In this industrial visit we came to know the production, quality control, bottling and packaging process of Yakult and learned more about the science of probiotics. This Probiotic drink contains 6.5 billion live beneficial bacteria which suppress the growth of harmful bacteria”.

Institute is rated as “A” Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



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**Chita Suri**, Student, BBA-IV Sem, TIAS said, “We have been familiarized with global scenario of Yakult. We were shown on the plant that how the YAKULT drink is made. The visit was very informative, knowledgeable, educational and enriching. Everyone enjoyed the visit as we learned a lot of new things about Yakult that we wouldn’t have known if we didn’t go for this visit”.



**Anum Shahid**, Student, BBA-IV Sem, TIAS said, “The industrial visit to Yakult Danone Pvt. Ltd. was very helpful and familiarized us with the marketing and human resource strategies which were unique in themselves. I gained a lot of practical knowledge which will help me in future. I am really thankful to my faculty for arranging such an educational trip”.



**Shwet Jain**, Student, BBA-IV Sem, TIAS said, “The industrial visit to Yakult Danone India Pvt. Ltd. was very informative. It was a great experience which helped me to gain practical knowledge about the functioning of the corporate giant. This knowledge will help me inside and outside the classroom as well. I am looking forward for such educational trips again.



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## Photographs



*Yakult Dadone India Pvt.Ltd,Rai Sonapat greeting the Tecnians through banner*



*Mr.S.P.Dahiya,Head CRC, Dr.Ajay Pratap Singh, Asstt.Professor, Students-BBA-IV Sem. At Yakult Dadone India Pvt.Ltd,Rai Sonapat*





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*Dr. Ajay Pratap Singh, Asstt. Professor, TIAS, briefing to Students of BBA-IV Sem. About Industrial Visit*



*Dr. Ajay Pratap Singh, Asstt. Professor, Mr. Chandan Parsad, Faculty Associate, Mr. S.P. Dahiya, Head CRC (Front Row-From Lt. to Rt.), Students-BBA-IV Sem. Attending the training session At Yakult Dadone India Pvt. Ltd, Rai Sonapat*



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*Ms.Charu Pandit,Executive-Public Relations, Yakult Dadone India Pvt.Ltd,Rai Sonapat, addressing the Students of BBA-IV Sem.TIAS*



*Products' Gallery, Yakult Dadone India Pvt.Ltd,Rai Sonapat,*