



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Report on
Industrial Visit to
Yakult Danone India (P) Ltd,
HSIIDC Industrial Area, Rai, Sonapat, Haryana



Organized for
BBA-IV Sem-II Shift,
Tecnia Institute Of Advanced Studies, Madhuban Chowk , Rohini, Delhi



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Event: Industrial Visit

Company: Yakult Danone India (P) Ltd

Date & Day: 17.03.2011, Thursday

Schedule: 9:30-14:00

Venue: HSIIDC Industrial Area, Rai, Sonapat, Haryana

Resource Person: Ms. Charu Pandit, Executive-PR

Program: BBA-IV Sem-II Shift, TIAS

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

No. of Students: 44

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!



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



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)



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, Website: www.tecniaindia.com

Fax No: 27555120, Tel: 27555121-24



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.





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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



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-II 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, "Industrial Visit is an integrated part of management curriculum where students are exposed to learn in real work settings. Students have the opportunity to discuss with the company people about the various practical applications of theoretical aspects that they have learnt in their class rooms. Visit to Yakult Danone India Pvt. Ltd. was very knowledgeable, educational and enriching for the students.



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".



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Excerpts from the students who went for the visit:



Rahul Kumar, Student, BBA-IV Sem, TIAS said “I was very surprised when I saw the fully automated company with only 29 employees working there. The company is very much conscious about the health. The Executive-PR was very cooperative; she gave us all the required information related to YAKULT Danone Pvt. Ltd. That was really a good and professional experience and this experience will be very helpful and motivational for me to invest in such type of beneficial field. At last I am thanking to TIAS who gave me this type of opportunity to be a good professionals”.



Ashish Bhatia, Student, BBA-IV Sem, TIAS said “The visit to YAKULT was a wonderful experience. They gave us a closer and detailed view about what all it deals with and how. We came across about: 1) how technology intensive techniques are used and upto what extent it helps to increase its production. 2) the type of environment to be maintained to keep the product hygienic.



Ashutosh, Student, BBA-IV Sem, TIAS said “we visited a Yakult danone India Pvt Ltd at Sonipat which manufactures a probiotic drink which is good for digestion of our food. It was a good experience to visit such great company. The calm, clean and hygienic environment at the company was noticeable which is must for food product industry. the advanced technology which is managed by just group of 29 experts was the adding charm”.



Aman chandhok, Student, BBA-IV Sem, TIAS said “BBA-IV SEM (E), In today’s world, I have seen every second person, with a stomach ailment due to a bad lifestyle, pesticides laced foods, and chemicals injected crops that we eat today. This simply means that to live longer with a healthy stomach, you need to develop a good immunity. Very recently I came across a product called Yakult Probiotic Health Drink that certainly helps strengthen the immunity of body. This Yakult was made many years ago and it was introduced to me by College Industrial visit to Yakult. Its taste is good; it is fresh and a bit sweet. I am thankful that in this skimmed milk I wasn’t able to experience lactose intolerance. My Experience about Yakult was awesome. Thanks to TIAS for such a nice Industrial Visit”.



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Photographs



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



Yakult Dadone India Pvt. Ltd, Rai Sonapat welcomes TIAS Students



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dr. Ajay Pratap Singh, Asstt. Professor, Students-BBA-IV Sem. II shift attending the training session at Yakult Dadone India Pvt. Ltd, Rai Sonapat



Dr. Ajay Partap Singh Asstt. Professor gave Memento to Ms. Charu Pandit, Executive-Public Relations, Yakult Dadone India Pvt. Ltd.

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



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, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dr. Ajay Pratap Singh, Asstt. Professor, Students-BBA-IV Sem-II Shift At Yakult Dadone India Pvt.Ltd, Rai Sonapat