



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



EVENT	:	Industrial Visit
Date	:	November 30th, 2012
TIME	:	9:00 AM
Venue	:	Yakult Danone India (P) Ltd, HSIIDC Industrial Area, Rai, Sonapat, Haryana
Students	:	BBA-V Semester (I and II Shifts)
Convener	:	Mr. Amit Kumar Dheri/Shruti Goyal
Incharge	:	Ms. Shruti Goyal/Drishti Chetwani

OBJECTIVES:

- Corporate Exposure to aspiring students
- Learning while experiencing
- Corporate Grooming

COMPANY PROFILE

Yakult DANONE India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Group DANONE of France, both of which are global pro biotic leaders. The JV was formed in 2005 to manufacture and sell pro biotic products in the Indian market. Yakult, a pro biotic drink was launched in India in 2007, and is presently available in Delhi, NCR, Chandigarh, Punjab, Jaipur, Mumbai, Pune and Bangalore. Yakult is manufactured at an ISO 9001 : 2008 and HACCP certified manufacturing facility in Sonapat, Haryana. As a pioneer in pro biotic, Yakult has formidable research capabilities and product technologies in the field of pro biotic. Yakult Central Institute for Microbiological Research has for years researched the use of intestinal bacteria as a factor in health maintenance, conducting a wide range of studies on the benefits of microorganisms in Japan. In India too, Yakult Danone India is working actively to build awareness about pro biotic and contribute to a healthier society. Yakult's benefits have been scientifically established through years of research and 30 million people in 32 countries drink Yakult every day. Yakult Danone India Pvt Ltd was awarded the jury award for Emerging Company of the Year in 2011 from Frost & Sullivan. This Award signifies the company's identification of solutions with long-term sustainability as a final objective, while presenting tremendous market potential simultaneously. Moreover, the Award also signifies that the company's overall business strategy is sound and poised for success.

REPORT

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; Tecnia Institute of Advanced Studies organized an Industrial Visit on November 30th, 2012 to Yakult Danone India (P) Ltd, HSIIDC Industrial Area, Rai, Sonapat, Haryana for BBA students. Students were given a brief presentation about the Company's history, its presence across the globe, distribution channel, turnover and strong research. Following the presentation, 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.

LEARNING OUTCOME :

- Gaining insight into Corporate world
- Understanding operations at manufacturing unit
- Exposure to Corporate culture and their working
- Collaborations
- Self Discipline
- Learning to manage self and then to manage others

Glimpses of the Industrial Visit To Yakult



