

DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY & MANAGEMENT, NEW DELHI

MANAGEMENT DEPARTMENT

REPORT OF VIRTUAL INDUSTRIAL VISIT

TITLE: Virtual Industrial Visit- Yakult Danone Pvt. Ltd.

DATE: 22nd June, 2022

DEPARTMENT: Management Department

OBJECTIVES: To provide the students an insight regarding the internal working of the Yakult Danone Pvt. Ltd. which helps to bridge the gap between theoretical and practical knowledge

RESOURCE PERSON: Ms. Saniya and Ms. Diyanshi Bajpai (Yakult Danone Pvt. Ltd.)

ACTIVITIES UNDERTAKEN:

On 22nd June, 2022 Management department of Dr. Akhilesh Das Gupta institute of Technology and Management organized virtual visit of 1st year student in **YAKULT DANONE INDIA PVT. LTD., SONEPAT**. The objective of this virtual industrial visit was to familiarize the students with the production and processing aspects at Yakult Danone India (P) Limited. Yakult has received ISO 9001: 2008, HACCP and OHSAS accreditation for manufacturing a safe and quality product for its consumers.

The virtual visit conducted on online platform MS Team. The students were welcomed by Ms. Saniya and Ms. Diyanshi Bajpai. Thereafter they were given a brief presentation on the establishment of Yakult and its marketing strategies. They were informed that Yakult Danone India is a joint venture between Japanese & French industry.

The visit was divided into two phases:

- An introductory presentation on Yakult
- Virtual Factory Tour

Yakult Danone India Pvt. Ltd. is a 50:50 joint venture between Yakult Honsha of Japan and Group Danone of France. Yakult is a probiotic drink which contains more than 6.5 billion beneficial bacteria Lactobacillus casei strain shirota. It was in 1930 that Dr. Minoru Shirota, a Japanese scientist discovered a special strain

of bacteria that was beneficial to human health. This Friendly Bacteria helps in improving digestion, build immunity and prevent infections.

The two main marketing strategies here are:

- Retails Shops.
- Home delivery by Yakult Ladies.

Total seventy-two students of BBA and MBA were participated in the virtual visit. The virtual visit was a fruitful experience for the students as they learned the processing stages and the latest technology in producing processed products. It also provided them an opportunity to familiarize themselves with the industry environment.

All the queries resulting in the minds of the students were resolved well by the speaker Ms. Saniya. Students participated with enough zeal to make the virtual visit interactive & gained maximum knowledge during the virtual visit. Thus, the virtual visit was very informative, knowledgeable, educational and enriching. The program came to an end with the vote of thanks by Ms. Aastha

OUTCOME: It was an informative session where students provides an opportunity to learn practically through interaction, working methods and employment practices.

Photos:



