



Maharaja Agrasen Institute of Management Studies
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

REPORT

Industrial Visit to YAKULT DANONE INDIA PVT. Ltd.

MAIMS always believe in reducing the gap between the industrial demand and academics. An industrial Visit was organized on **28th Feb 2020** for the Students of B.com (H) 1st year along with two faculty members Dr. Deepak Dagar & Mr. Inderpal Singh to YAKULT DANONE INDIA (YAKULT) Rai, Sonipat (Haryana). Yakult Danone India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Groupe Danone of France. Yakult has received ISO 9001: 2008, HACCP and OHSAS accreditations for manufacturing a safe and quality product for its consumers.

The students were welcome by their Public Relations officer Mr. Aadish and HR Manager Mr. Ashutosh. The visit begin with the display of various variants of Yakult and their packaging for each country in which they operate. The basic specifications that is modified in the product for each country is number of bacteria in it i.e. the count of Lactobacillus (LCS) is increased or decreased according to the food consumption patterns of that country.

The group was directed towards the seminar hall where the students were shown a presentation based on the history of Yakult , their current operations and marketing strategies. The most promising feature of their company was the concept of ‘Yakult Ladies’ i.e. the initiative towards women empowerment by giving them employment and a scooter so that they could deliver their product to consumers directly without any middlemen involved in it.

The presentation was followed by a factory orientation tour lead by the PR officer Mr. Aadish. He explained and showed the whole manufacturing and packing process of Yakult from the beginning till the end. The process started with a tank in which powdered milk is converted into pure skimmed milk followed by the sedimentary tanks where the fermentation process took place. They had a very consumer friendly practice of conducting quality checks for each batch of production in their in house laboratory. After the fermentation process, through an assembly line the empty bottles that were produced in the factory itself were filled with automated pipelines and machines. According to Mr . Aadish, theplant had a capacity to produce 10, 00,000 bottles per day but as of now the Indian demand is of 3, 00,000 bottles per day. The process of producing a bottle of Yakult taking around 12 – 15 days’ time.



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The most unique feature that the whole group was surprised to know was that the whole factory of Yakult is managed by only 55 employees including the blue and white collar workers. Also they had only one single plant situated in the Food Park, Rai Industrial Area, Sonipat (Haryana) to cater the whole Indian demand effectively and efficiently.

The visit was a fruitful experience for the students as they learned the processing stages and the latest technology in producing processed products. The students were given cookies and a bottle of Yakult (65 ml). The visit was very informative, knowledgeable and enriching



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