



RUKMINI DEVI

Institute of Advanced Studies

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- Category 'A' Institute
- High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.



Industrial Visit

Topic :	Industrial Visit to Yakult Danone
Date of Event:	30 August 2010
Description of the Event:	<p>The trip was divided into three phases. 1) An introductory presentation on Yakult Ms. Charu Pandit, Public Relations Officer, Yakult. 2) The Factory Tour 3) Presentation by RDIAS students.</p> <p>Ms. Charu gave a presentation about Yakult. It was an informative presentation which emphasized on the history, products and strategies of Yakult. Yakult Danone India Pvt. Ltd. Is a 50:50 joint venture between Yakult Honsha of Japan and Group Danone of France.</p> <p>Yakult is a fermented milk drink containing over 6.5 billion Probiotic (Friendly) Bacteria which helps in improving the digestion, build immunity and prevent infections.</p> <p>It has a unique selling strategy of using Yakult Ladies who help in distribution of 20 products of Yakult.</p> <p>The tour showed various stages – mixing of raw materials, storage tank/ dissolving tank, homogenization machine/ blending tank, injection moulding room, printing machine, filling machine/ sealing machine, packaging machine and refrigeration room.</p> <p>The product is produced very hygienically. At no point does anyone touch it and the entire process is fully automated with only 30 workers working on it.</p> <p>At the end, RDIAS students gave a presentation on the college & a presentation on Yalkult. They gave a certain suggestions & recommendations to Yakult. The PR Officer appreciated the recommendations put forward by the students and also emphasized that it was the very first time that some college has made an effort to give such a presentation.</p>