



INDUSTRIAL VISIT

Topic :	“Industrial Visit to Yakult Danone
Date of event :	30 th September, 2010
Description of the Event :	Saturday, 30th September 2010, a trip was organized to Yakult for students of MBA I Semester .A total of 152 students who had gone for the trip. The aim of this trip was to familiarize the students with the working environment of an industrial unit, which in turn would help them understand the nuances of their chosen field.
Event Report in brief:	<p>The trip was divided into two phases. 1) An introductory presentation on Yakult Ms. Charu Pandit, Public Relations Officer, Yakult. 2) The Factory Tour</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.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. 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>

. The following were the **highlights** of this trip:

- Students were given a presentation of the company highlighting the benefits of this drink
- All were given a bottle of the drink to taste
- Students were then taken on a factory tour wherein they saw the entire manufacturing process of the drink
- Queries relating to the plant were resolved in a satisfactory way
- There were only thirty employees in the factory highlighting the fact that men can be replaced by machines and work can still be done efficiently.