

# INDUSTRIAL VISIT TO YAKULT DANONE, SONEPAT, HARYANA

27th FEBRUARY 2018

Gitarattan International Business School, Rohini, Delhi organized an industrial visit to the state of the art manufacturing plant of ‘YAKULT DANONE’ Sonapat, Haryana on 27<sup>th</sup> February 2018 for the students of BBA.

Yakult Danone is a Japanese company founded by Dr. Minoru Shirota. It is the world leader in the probiotic drink market with wide range of probiotic products.

The objective of the industrial visit was to make students understand the fully computerized manufacturing process of Yakult drink.

During the visit, students appreciated the following:

1. Philosophy of Yakult: Prevention is better than cure, healthy intestine at affordable price;
2. Various stages involved in manufacturing of probiotic drink;
3. International Quality control measures taken by the company in India;
4. Case studies illustrating long term effects of Yakult drink on different segments of society;
5. Expansion plans of the company to cater to the ever increasing demand of their products;
6. Innovations being done to cater to all sections of the Society; and
7. CSR activities adopted by the Company.



Compiled by: **Devender Kumar & Anshu Punshi, Assistant Professors**