

MBS COLLEGE
Sector -09, PSP Area , DWARKA
Affiliated to GGSIPU & Approved By COA & AICTE

Department of Business Administration
Corporate Exposure: Visit to Yakult (Outreach Activity)

Event: Corporate Exposure: Visit to Yakult (Outreach Activity)

Date: 22nd October 2024

Time: 11:30 am

Venue: Rai, Sonipat, Haryana

Course & Year : BBA (Semester -1)

Faculty Coordinator: Mr Paramveer Singh, Ms Manisha Verma

Learning Outcomes: Corporate Exposure: Visit to Yakult (Outreach Activity)

Total Number of Students Attended: 21

Company Profile:-

Yakult DANONE India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Group DANONE of France, both of which are global pro biotic leaders. The JV was formed in 2005 to manufacture and sell pro biotic products in the Indian market. Yakult, a pro biotic drink was launched in India in 2007, and is presently available in Delhi, NCR, Chandigarh, Punjab, Jaipur, Mumbai, Pune and Bangalore. Yakult is manufactured at an ISO 9001: 2008 and HACCP certified manufacturing facility in Sonipat, Haryana.

As a pioneer in probiotic, Yakult has formidable research capabilities and product technologies in the field of pro biotic. Yakult Central Institute for Microbiological Research has for years researched the use of intestinal bacteria as a factor in health maintenance, conducting a wide range of studies on the benefits of microorganisms in Japan. In India too, Yakult Danone (joint venture of France and Japan) India is working actively to build awareness about pro biotic and contribute to a healthier society. Yakult's benefits have been scientifically established through years of research and 30 million people in 40 countries drink Yakult every day.

Yakult Danone India Pvt. Ltd. was awarded the jury award for Emerging Company of the Year in 2011 from Frost & Sullivan. This Award signifies the company's identification of solutions with long-term sustainability as a final objective, while presenting tremendous market potential

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simultaneously. Moreover, the Award also signifies that the company's overall business strategy is sound and poised for success.

Objective:-

- To help students gain Corporate Exposure to aspiring students.
- To gain an insight of Yakult production process.
- Learning while experiencing Corporate Culture.
- Corporate Grooming.



Probiotic Milk Processing Machine.

The visit commenced with a presentation which covered the following points:

1. History and Evolution of Probiotics.
2. Yakult's exclusive probiotic - *Lactobacillus casei* strain Shirota.
3. Different Products by Yakult- Yakult Probiotic Fermented and Yakult Light Probiotic Fermented Milk Drink.
4. Benefits of Yakult - Good for Intestinal Health.
5. The distribution channel- Retail Sales, E-Commerce and Home Delivery.
Yakult Ladies is a door-to-door distribution system delivering Yakult across India
6. Social media presence including its website as well as Instagram and Facebook handles.

The session concluded with an engaging Q&A session during which students raised a

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variety of questions relating to logistics, supply, shelf life, production, etc.

The session was followed by understanding the production process. The students were shown the industry covering the entire manufacturing process of Yakult. Different spaces were allotted to different stages of production. First, The Seed Room, where the milk solution was made and shown to the students. Following that was a Culture and Mixing Room where 14000 litres of milk were fermented and Quality control room where the quality of the drinks was ensured. Finally, there was automatic injection moulding machine room where Yakult bottles were made and packaging was done.

Overall, it was a worthwhile learning experience for the students as they gained an understanding of how an industry operates. Learning about the Operations, Management, Good Practices, Technology Involved, and Supply Chain Management exposed students to a plethora of relevant fields along with providing an exposure to the students about practical working environment and awareness regarding new developments concerning the FMCG Space.

Learning Outcome:-

- Students got insight about the Operations & Production at Yakult.
- Students were enabled with the real feel of the current industrial scenario.
- Students were made aware about firsthand information regarding functioning of the company.
- Students were made to learn the corporate culture and mannerism

Organizing Member
Ms. Manisha Verma


Mr. Paramveer Singh
HOD BBA



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Department of Business Administration

Corporate Exposure: Visit to GEEKEN (Outreach Activity)

Event: Corporate Exposure: Visit to GEEKEN (Outreach Activity)

Date: 18th November 2024

Time: 11:00 am

Venue: IMT, Manesar, Haryana

Course & Year : BBA (Semester -1)

Faculty Coordinator: Mr Paramveer Singh, Ms Manisha Verma

Learning Outcomes: Industrial Exposure: Visit to “GEEKEN Seating Collection Pvt. Ltd.”

Total Number of Students Attended: 17

Company Profile:

GeeKen Seating Collection is one of the leading manufacturers of modular office Furniture and Seating Systems in India for over 30 years. Dynamism, Quality, Commitment, Service, Innovation & Customer focused approach are the essential factors that have helped brand ‘GeeKen’ attaining Numero Uno position in office furniture segment today. Over the years we have grown in size and volumes.

As proud and as unstoppable as the sun itself, Geeken Furniture continues to rise day after day and helps make the world a better place with its solutions for offices, homes, schools, the hospitality industry, hospitals, and more. It is our 30+ years of experience, dedication to putting comfort and functionality before anything else, our innovations in design and durability, and the value that we bring to every space we find ourselves in that are truly unmatched. We endeavor to provide sustainable solutions achieved through conscious and prudent use of resources. In valuing our human resources, we set the foundation for valuing our patrons. Starting from the ground up, quality control and excellence permeate every level from designing and testing to manufacturing and customer relations. Our world-class manufacturing facility, coupled with an extensive infrastructure, allows us to manufacture the finest and much-loved products. We measure our success in our customers’ delight and it has made us the leader in modular seating solutions and allied applications.

Today brand GeeKen Is considered as the most dependable and sought after brand by renowned architects and large & small corporates as well. The office world is going through a period of fundamental change. The dynamism of new corporate culture thrives on the fact that a wide variety of working processes can be optimized by a setting which provides the right atmosphere.

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Modular furniture is the futuristic idea of today that not only super cedes conventional setting but also helps in actually optimizing the space significantly. GeeKen seating collection has in its portfolio a large number of modular Workstation, Office Desks, Conference Tables, Wooden and steel Storage Units & Computer Tables. They are all available in various colour combinations, sizes and can also be customized as per customer requirement & space available. A fully equipped state-of-the-art manufacturing unit, spread over 6,50,000 sq. ft. of area, fully loaded with advanced machineries and skilled manpower, has been set up and operational at IMT Manesar, Gurugram (Haryana). Selection of finest raw material, highly experienced production team & designers who not only work on the aesthetics and ergonomics but also render apt solution for optimizing space. We have fully equipped in-house testing facility to test & check all quality parameters to manufacture each and every product.

Our manufacturing unit has also been certified with ISO 14001:2015, ISO 45001:2018, ISO 9001:2015 which ensures compatibility with international quality management system standards, environmental management system and occupational health and safety management system. Besides this we are an international member of BIFMA. We also have been certified by Indian Green Building Council for observing and complying with all the norms like energy conservation as set by the IGBC. We strive to offer our customers Excellence in every product we manufacture with strong focus on International Quality Standards.

Objective of the Visit

The primary purpose of the industrial visit to the furniture factory was to gain practical exposure to the manufacturing processes, machinery, and techniques used in furniture production. It also aimed to provide insights into quality control, material handling, and production management in a real-world setting.

Overview of the Factory

The furniture factory we visited specializes in the production of wooden, modular, or office furniture. The facility is equipped with state-of-the-art machinery and employs skilled craftsmen alongside advanced technology to ensure the highest quality standards.

Key Areas Covered During the Visit

➤ Raw Material Storage

Observation of materials such as solid wood, plywood, MDF, and metal used in furniture production.

Understanding the procurement process and quality checks performed on raw materials.

Design and Prototyping

Insight into the role of design software (e.g., CAD/CAM) in creating blueprints for furniture.

Steps in prototype development and testing before mass production.

➤ Production Process

Cutting and Shaping: Use of advanced machinery like CNC routers and panel saws for precision cutting.

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Assembly: Techniques for joining components using adhesives, nails, and screws.

Polishing and Finishing: Application of varnishes, laminates, and paints for durability and aesthetics.

Upholstery (if applicable): Process of covering furniture with fabrics or leather.

➤ **Quality Control**

Detailed explanation of quality inspection at each stage of production to ensure defect-free furniture.

Packaging and Dispatch

Techniques for safe packaging to prevent damage during transit.

Overview of the supply chain and logistics process for delivering products to customers.

➤ **Key Learnings**

The importance of efficient design and production techniques in minimizing waste and ensuring sustainability.

The role of skilled labor alongside automated machinery in creating high-quality products.

Insights into the challenges faced in production, such as maintaining uniformity, dealing with material defects, and meeting deadlines.

Understanding how customer preferences and market trends influence furniture design and production.

Observations and Suggestions

The factory's use of automated machinery enhances productivity and reduces human error.

Sustainable practices such as recycling wood waste and using eco-friendly materials were observed.

Suggestion: Increased focus on ergonomic furniture designs can cater to the rising demand in the market.

Conclusion

The visit to the furniture factory was a highly educational and enriching experience. It provided valuable insights into industrial practices, manufacturing processes, and business operations in the furniture sector. This exposure will help in bridging the gap between theoretical knowledge and practical application.

Class Coordinator


HOD


Director



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