

Dr. Akhilesh Das Gupta Institute of Technology & Management

School of Business Studies (BBA)



Title: Poster Making Competition on the theme of “Earth Day”

Date: 21 April, 2023

Department: School of Business Studies (BBA)

Venue: Seminar Hall, Dr. Akhilesh Das Gupta Institute of Technology & Management

Objectives: How to save our Earth through Creativity

Activities Undertaken: Poster Making Competition, the proposed event under the Theme of ‘**Earth Day**’ organized by Dr. Akhilesh Das Gupta Institute of Technology & Management has been held successfully on 21st April 2023 for the celebration of Earth Day.

Activity:

Under the guidance of Faculty Coordinator Assistant Professor Vimla Sharma, Student Coordinators Mr. Shubham Mittal, Mr Aavejit and Ms Akansha have well informed all rules of the event to students of the department prior, so that registrations of interested participants begin earlier.

After closure of registration portal, Confirmation from Registered Participants has been taken via provided Contact info which has been followed by preparation of participants list and seating allotment.

The foremost aim of Poster Making Competition helps to get aware about the environmental issues with the help of creativity. It also helps to get new ideas to move forward with the new environment.

Students have been informed about this event allowing them to register prior and the registered students have enthusiastically taken part in the event and made the event successful.

The judgment was made by all Head of the Department Dr. Divya Gangwar, Dr. Niranjana Bhattacharya, Dr. Archana, Mr. Neeraj Kumar, Dr. Charul Dewan. The rubrics of the judgment were Relevance to the theme, Originality, Creativity and the message conveyed by the poster. The Winners & Participants were awarded with cash prizes & certificates.

Beneficiaries: Students of BBA



Dr. Akhilesh Das Gupta Institute
of Technology & Management

(Formerly Northern India Engineering College)



BBD GROUP

Approved by AICTE & Affiliated to GGSIPU



Management Department
Organising

Poster Making Competition

Topic : Earth Day

Registration Fee: Rs.30/-

Venue : Seminar Hall
4th Floor , Block 2nd

Faculty Coordinator
Ms. Vimla Sharma

Student Coordinator
Ms. Akansha Singh

Note : Cash Prizes will be given to
winner & runner up. Certificate will
be given to Participants.

#shapingGeneration

Date :
21-04-2023

Time :
02:30 Pm

Scan Me



Rules:

sankalp
ADGTM
The Official Management Society

RULES

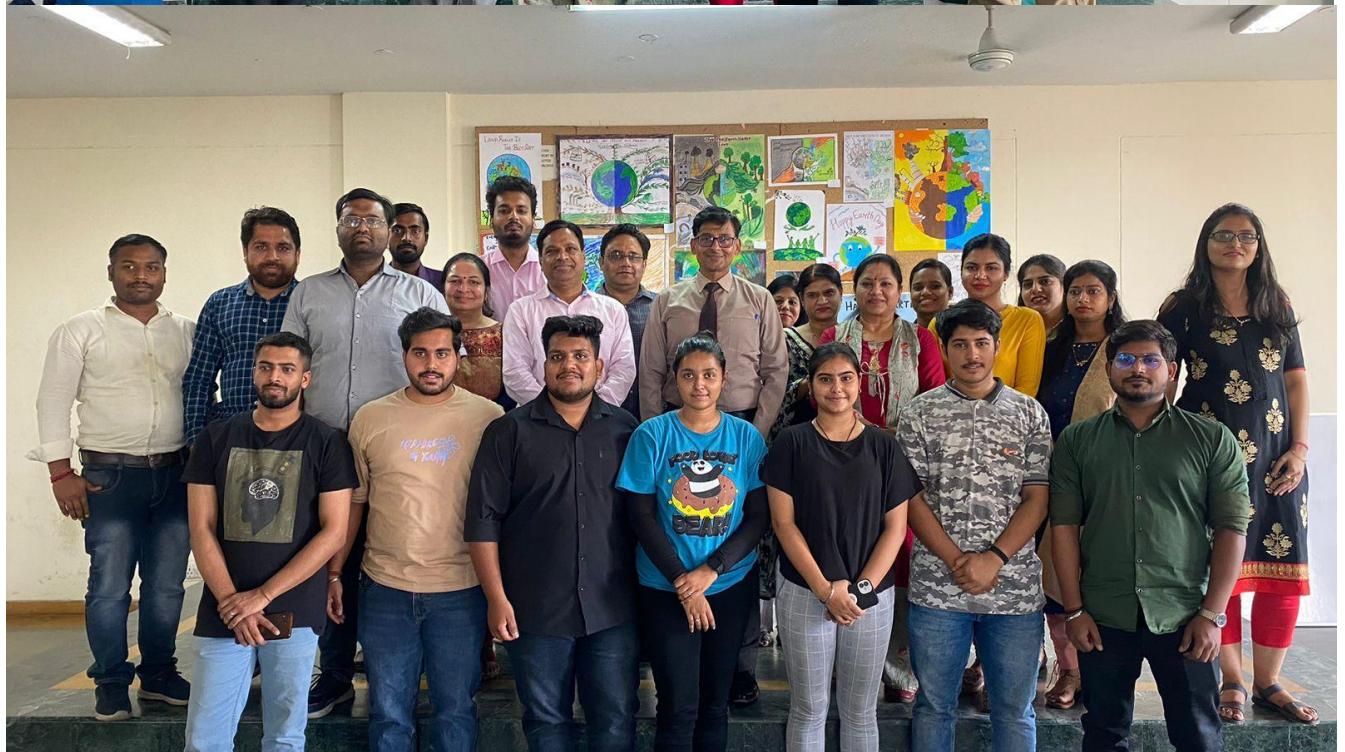
1. THE SIZE OF THE SHEET WILL BE ONE FULL CHART PAPER.
2. YOU CAN USE ANY KIND OF COLOURS.
3. THE THEME SHOULD BE RELATED TO 'EARTH DAY'.
4. POSTER MUST BE HANDMADE.
5. 20TH APRIL TILL 7 PM IS THE LAST DATE FOR REGISTRATION.
6. THE LAST DATE FOR SUBMISSION OF FINAL POSTER IS 21ST APRIL 2023 BETWEEN 11:00 PM TO 01:00 PM AT REGISTRATION DESK , SEMINAR HALL , 4TH FLOOR , 2ND BLOCK.

FACULTY COORDINATOR:
MS.VIMLA SHARMA
+91 9899424633

STUDENT COORDINATOR:
SHUBHAM 8750510042
AKANSHA 7838637518

21 APRIL 2023

Event Images:









LAND REALLY IS
THE BEST PART

LET THE EARTH BE THE PART
OF OUR LIFE

GIVE THE EARTH SOME
LOVE

EVERY DAY
IS EARTH DAY

Earth Day
The Call of IT

Happy Earth Day

Happy Earth Day

Happy Earth Day

EARTH DAY
Earth Day is the
best valley
to be in

CERTIFICATE

HAPPY EARTH
DAY
SAVE
EARTH





Dr. Akhileshdas Gupta Institute of Technology and Management

Industrial Visit
at
YAKULT
Danone India
Pvt. Ltd. Sonapat



28.04.2023
BBA FINAL YEAR



 FC-26, Shastri Park, Shahdara, New Delhi, Delhi 110053

**Industrial Visit Organized for BBA Students,
Dr. Akhileshdas Gupta Institute of Technology and Management , Delhi**

Event: Industrial Visit

Date: 28th April 2023

Time: 11:00A.M

Venue: Yakult Danone India (P) Ltd, HSIIDC Industrial Area, Rai, Sonapat, Haryana

Students: BBA

Participating Faculties : Prof. (Dr.) Divya Gangwar
Mr. Kshitij Chandra
Mr. Aman Garg
Dr. Nishu Sharma

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.**

Industry visit to Yakult, Sonipat for students of BBA program on 28th April 2023 has been organised by Department of Management . 31 students along with faculty members Mr. Kshitij Chandra and Dr. Nishu Sharma visited Yakult Plant. The objective of the visit was to provide practical exposure to the students about the industry and to enhance the academia-industry interface.



The students along with the respective faculty members were welcome by Industry staff of Yakult. Yakult has received ISO 9001: 2008, HACCP and OHSAS accreditation for manufacturing a safe and quality product for its consumers. Yakult is manufactured at an ISO 9001:2015, OHSAS 18001:2007 and HACCP certified factory in Sonipat, Haryana in North India. The factory is spread over 8 acres and out of this more than 30% area is the green belt area. The total factory is designed as per international standards and special care was taken while designing to maintain the highest level of hygiene standards and deliver the best quality product to its consumers.



The process of making Yakult is completely automated and there is no human touch at any point of time. This plant was inaugurated by Mr. Subodh Kant Sahai, Honorable Minister of State (independent charge), Food Processing Industries, Govt. of India, on January 18th 2008. The factory has a capacity of making 1 million bottles per day, which will be achieved in a phased manner. Yakult Danone India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Group Danone of France, both of which are global probiotic leaders. The JV was formed in 2005 to manufacture and sell probiotic products in the Indian market. Yakult, a probiotic drink was launched in India in 2007, and is presently available in Hyderabad, New Delhi, Gurgaon, Noida, Faridabad, Goa, Ahmedabad, Rajkot, Jamnagar, Vadodara, Surat, Bengaluru, Mangalore, Mysore, Mumbai, Ujjain, Aurangabad, Nashik, Pune, Indore, Kolhapur, Chandigarh, Amritsar, Jalandhar, Ludhiana, Bikaner, Bhopal,

Jaipur, Jodhpur, Kota, Chennai, Salem, Coimbatore, Madurai, Moradabad, Meerut, Ghaziabad, Aligarh, Agra, Bareilly, Lucknow, Kanpur, Allahabad, Gorakhpur, Varanasi, Kolkata, Asansol. Yakult is manufactured at an ISO 9001:2015, HACCP and OHSAS 18001:2007 certified manufacturing facility in Sonipat, Haryana in India. The students were welcomed by, Ms. Divyanshi PR of Yakult. Thereafter they were given a brief presentation on the establishment of Yakult and its marketing strategies.



They were informed that Yakult Danone India is a joint venture between Japanese & French industry. The capacity of the plant is 10 lakhs bottles (units) per day and the milk produced is of excellent quality containing billions of useful bacteria which are essential for proper functioning of digestive system. The visit was conducted in two phases. An introductory presentation on Yakult by Plant operations executive Ms. Reema. Yakult Danone India Pvt. Ltd. is a 50:50 joint venture between Yakult Honsha of Japan and Group Danone of France. Yakult is a probiotic drink which contains more than 6.5 billion beneficial bacteria *Lactobacillus casei* strain shirota. It was in 1930 that Dr. Minoru Shirota, a Japanese scientist discovered a special strain of bacteria that was beneficial to human health. This Friendly Bacteria helps in improving digestion, build immunity and prevent infections. The two main marketing strategies here are Retails Shops and Home delivery by Yakult Ladies. Yakult ladies are also responsible for spreading awareness about yakult probiotics drink among people. As a pioneer in probiotic, yakult has formidable

research capabilities and product technologies in the field of probiotic. 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 s benefits have been scientifically established through years of research and 30 million people in more than 30 countries drink yakult every day. During the tour students were taken for the visit inside the Processing Unit where different stages of processing namely mixing of raw ingredients, sterilization, fermentation, blending, injection moulding, scrambling, filling/sealing, shrinking and packaging, storage and their automatic control process were demonstrated. The product is produced very hygienically. At no point does anyone touch it and the entire process is automated with few workers working on it. The visit was a fruitful experience for the students as they learned the processing stages and the latest technology in producing processed products. It also provided them an opportunity to familiarize themselves with the industry environment. All the queries resulting in the minds of the students were resolved well by the guide. Students participated with enough zeal to make the visit interactive & gained maximum knowledge during the visit. The students were given cookies and a bottle of Yakult (65 ml). The session ended

by a group photo of all the section. Thus, the visit was very informative, knowledgeable, educational and enriching.



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 first hand information regarding functioning of the company.**
- Students were made to learn the corporate culture and mannerism.**

