

## **STUDENTS' VISIT TO YAKULT FACTORY, SONIPAT, HARYANA.**

Yakult is a popular Probiotic brand in India which has grown tremendously in past decade. Yakult manufacturing is situated at Sonipat, Haryana and spread over 8 acres. The factory is ISO 14001:2015, ISO 45001:2018, ISO 9001:2015 and HACCP certified which depicts that the factory is designed to maintain the highest level of hygiene as per international standards. The process of making Yakult is completely automated with no human touch at any point of time. The success of the company relies on advanced technologies, standards followed and marketing strategies adopted to popularize the product. A visit of B.Tech. (Dairy Technology) students were organized on 27<sup>th</sup> February 2024. During this visit, the organizers arranged one lecture to brief the students about the Probiotics, basics about yakult and its business, factory layout, business plans, science behind product, research claims, regulations adopted and marketing strategies followed. From this visit, the students have gained insight about the processing, packaging and marketing strategies of Yakult. The students have learned about starter cultures maintenance, scaling up, production of fermented products, evaluation of associated health benefits, certification and licenses required to run such business and marketing strategies to adopt.