



**SCHOOL OF LAW**

**Event:** Industrial Visit to Coca Cola Happiness Factory  
**Date:** 20<sup>th</sup> September, 2019  
**Venue:** Coca Cola Factory, Greater Noida  
**Report Date:** 21<sup>st</sup> September, 2019  
**Course:** BBALLB  
**Semester:** III & I  
**No. of Students:** 40

**REPORT**

Coca Cola Happiness Factory is the Coke franchise bottling plant in Greater Noida, Uttar Pradesh. An Industrial Visit helps in enhancement of students' understanding of the actual working of an organization and to know about the intricacies involved in organizational working. The students of BBA LL.B III (Section B) & I semester were taken to the Coca Cola Happiness Factory bottling plant at Greater Noida with prior permission. Overall 40 students visited the plant on 20<sup>th</sup> September 2019.

At Happiness Factory, the industrial visit was conducted by Ms Nikita, Ms Shruti and Ms. Neha. Overall four sessions were conducted in which the session began with introduction of various products and Brands of Coca Cola which was followed by a introductory video of 5-7 minutes. After which, students got the opportunity to enter into the vault of Coca-Cola Happiness Factory where they got the explicit explanations of the production of Coca cola, Maza and Minute Maid which they produce in that factory. Afterwards students were taken to the history of Coca Cola where students were informed about the founder of Coca Cola and also received the information that there are only five people in the world who know the secret formula. The fourth session was the concluding session which was about Corporate Social responsibility that the company has been carrying by various social awareness programmes and by helping the country through policies which helped women in getting jobs, securing their lives. Their policies also cover specially challenged children, aspiring sportsperson who have difficulty in representing their country even after having enough talent. The Limca Book of Records was shown to the students to highlight the achievements done by Indians.

The students also got some last minutes to themselves during the visit in which they were able to observe and check out the plant. They also interacted with the mentors

and clicked photos. The visit ended with an interactive session between the mentors and the students. Meanwhile, they were also given free drinks by the factory.

The visit was conducted under the guidance of Dr Shishma Kushwaha and Ms. Tanushree Gupta.



**Outcome:** The visit was beneficial for the students as it provided a practical approach towards the concept of company, branding and products. Students also came to know about the adoption of different processes by the company to provide good services to the consumers and satisfy them through their different branding and advertising methods with outstanding quality which helped them in establishing a trustworthy relationship with their customers for more than 150 years.



**Faculty Coordinator**  
**(Dr. Shishma Kushwaha)**  
**(Ms. Tanushree Gupta)**

**HoD-School of Law**

Encl: Students' attendance