

Industrial Visit to Coca Cola happiness factory



Design & Management students and faculty members at the Coca Cola happiness factory

A factory visit was organized for the 3rd year Design and 1st year MBA students to the Coca-Cola happiness factory, located in Ecotech -III, Greater Noida on Nov 27, 2019.

The aim of the factory visit was to make the students understand the minuscule details of packaging design and manufacturing in accord with design & management. The visit gave them an insight on various perspectives of developing a product and acknowledging the presence of design along with it.

During the four hour visit, our students learned about the history of the company, its packaging and sourcing of materials.

The students were accompanied by Design & Management faculty members - Ms. Awani Sankritya, Mrs. Leena and Mr. Ashutosh Singh, who termed the visit extremely helpful for the students.