

MDI Gurgaon Student Arun Mehta Achieves Breakthrough Success with AI Safety Projects at Hindustan Coca-Cola Beverages Pvt. Ltd.

India, 3rd May 2024: [Management Development Institute \(MDI\) Gurgaon](#) is thrilled to highlight the remarkable impact of student Arun Mehta's work at Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB). Arun, with his entrepreneurial spirit and innovative thinking, has successfully implemented three AI-driven safety projects that have significantly enhanced safety standards and operational efficiency at HCCB, one of the largest bottling partners of The Coca-Cola Company in India. His projects, which align safety measures according to the laws of all states, are a testament to the transformative power of student-led innovation in shaping industry standards. This achievement underscores MDI Gurgaon's commitment to nurturing entrepreneurial talent and providing students with opportunities to excel in real-world settings.

1. **Pedestrian Safety Lights Implementation:** Arun introduced an innovative approach to pedestrian safety with AI-integrated safety lights. This project enhances visibility and reduces maintenance costs, significantly improving safety standards within HCCB facilities. It exemplifies the potential of student-led initiatives to drive meaningful change in industry settings.
2. **Safety PPE Detection System:** Arun developed a sophisticated system that uses AI technology and existing camera networks to enhance compliance with Personal Protective Equipment (PPE) protocols. The system ensures real-time monitoring and enforcement of PPE usage, fostering a culture of safety and compliance across HCCB's operations.
3. **Truck Detection System:** Arun's AI-powered truck detection system has revolutionized truck management at HCCB. By accurately monitoring and managing truck entry, the system has significantly improved operational efficiency and ensured adherence to safety regulations. This has minimized disruptions to day-to-day operations, showcasing the practical value of student-led initiatives in real-world settings.

Sharing his experiences, **MDI student Arun Mehta** said, "I am deeply grateful for the opportunity to contribute to these projects at HCCB. MDI Gurgaon's unwavering focus on fostering innovation and providing real-world opportunities has empowered me to leverage AI technology effectively. These experiences have significantly broadened my understanding of industry challenges and facilitated solutions for safer and more efficient operations. This collaboration not only applied my classroom knowledge to real-world scenarios but also offered essential insight into industry dynamics and challenges."

Prof Arvind Sahay, Director, MDI Gurgaon, stated, "Arun Mehta's work at HCCB showcases the transformative power of student-led initiatives. MDI Gurgaon is proud to nurture young talents who are equipped with the skills and mindset to excel in complex business settings. Arun's achievements reflect our commitment to providing students with opportunities to lead innovation and drive positive change in the industry."

These student-led initiatives, adopted by HCCB from MDI Gurgaon, underscore the immense potential of academia-industry partnerships to drive innovation and foster talent development. This successful collaboration between MDI Gurgaon and HCCB is a shining example of how academia and industry can work together to address contemporary challenges and drive sustainable growth. It paves the way for transformative solutions and offers a promising outlook for future collaborations.

Arun Mehta's remarkable achievements underscore the exceptional opportunities MDI Gurgaon provides its students to innovate and thrive. MDI's focus on fostering entrepreneurial thinking and real-world experience equips students with the skills and mindset needed to excel in complex business environments.

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