



### **Incubation Centre on Bakery Products**

#### **Introduction**

Bakery products are being consumed in huge amount due to their nutritional aspects, easy availability, taste and affordability. Due to the rapid population rise, the rising foreign influence, the emergence of a female working population and the fluctuating eating habits of people, they have gained popularity among people, contributing significantly to the growth trajectory of the bakery industry.

Bakery holds an important place in food processing industry and is a traditional activity. With regard to bakery products, consumers are demanding newer options, and the industry has been experiencing fortification of bakery products in order to satiate the burgeoning appetite of the health-conscious Indian. Baking refers to the process of cooking food by dry heat in an oven, hot ashes or on hot stones. Baked goods or bakery products include items such as, bread, cookies, biscuits, rolls, cakes, cupcakes, pies, tarts, sweet rolls, coffeecakes, doughnuts, and refrigerated bakery products. Baked goods, such as bread, provide many nutrients that are vital for the health. Bread and biscuits are some of the popular products among other baked goods.

Changing consumer habits and lifestyle are shaping the bakery industry in India. Part of a global trend, there is greater demand for healthier products and alternatives, particularly when it comes to bakery goods which are now more commonly consumed daily as opposed to being a treat. With high consumption rates, customers want baked goods that are 'guten-free' and the increasing demand for gluten-free products, increase the market of goods made with alternative ingredients such as multigrain and whole-wheat. Alongside healthier options, millennials in particular are always seeking new flavours and experiences, making flavour innovation key. As one of the largest segments in the food processing sector in India, the bakery industry offers huge opportunities for growth, innovation, and job generation. Separated into three categories, bread, biscuits, and cakes and pastries, the bakery industry reached a market value of USD 7.22 billion in 2018. As the second largest producer of biscuits after the USA, India is a key player internationally, and with the entrepreneurial spirit of Indian companies and individuals, it is one of the most exciting regions for the bakery



sector. Although there are obstacles which are causing losses, there has been a boom in entrepreneurial endeavors in the bakery industry in India. Home baking has always been a

popular pursuit, but with new technological innovations, individuals have been able to monetize their efforts. Founded by two women, homebakers.co.in provides a network for home bakers, the majority of whom are female, to promote and sell their products. On a smaller scale, local What's App groups have become popular to supply neighbors and locals with baked goods, which highlights the power of networking technology.

At every level in the bakery industry in India, there are challenges and opportunities. While the rise of local home baker's is encouraging, there are issues of hygiene practices and standards, and organized bakeries are also incurring losses due to lack of operational efficiency and skilled workers. So, the basic aim of this Incubation Centre is to provide training and consultancy to the students and locals for initiating their own baking unit with value added products at home scale and commercial level.

**Non-profitability** is mainly due to Lack of awareness.

**Preference to taste:** Majority of people doesn't aware about their health. They just want to eat tasty food.

### **Market Analysis**






The biscuits and cookies industry in India accounts for nearly 72% of the sales in the Indian bakery market. In comparison to other baked products, the demand of cookies and biscuits is quite high in both the urban and rural areas owing to their affordable price and cholesterol-free nature. Currently, India is the world's largest biscuit consuming nation, which will be worth nearly USD 4.65 billion by FY 2020. The regions which enjoys a comparative advantage in manufacturing, have abundant supply of primary ingredients, which supports the growth of the industry in those particular regions.

East and North India are the regions with the highest consumption rate of biscuits and cookies in the country. Maharashtra and West Bengal, being the most industrially developed states, hold the highest rate of biscuit consumption. The top four players in the biscuits and



cookies market are Parle Products, Britannia, ITC, and Surya Food and Agros, where Britannia and Parle together account for 61% of the total market share.

### **Objectives of incubation center for bakery products:**

-  To provide the quality testing and parameters for the bakery products.
-  To provide the healthy and nutritive rich bakery products.
-  Demonstrate working knowledge of the factors involved in setting up and operating a baking facility.
-  To develop the links between farmers and food business operators.
-  To increase the income of farmers and generate self-employment.

### **Facilities available at incubation Centre**

#### **Equipments**

Various types of equipments like baking oven, incubator, flour kneading machine, extruder, hot air oven, OTG oven, muffle furnace, BOD incubator, laminar air flow, weighing balance and other required chemicals, instruments and glass wares are available for processing, development and quality analysis of bakery products.

#### **Lab and facilities:**

Food technology lab, Microbiological testing facility, Quality and Chemical testing facilities are available in incubation Centre of food processing department. Various types of glassware and chemicals are also available for the testing of bakery products.

### **Products Prepared under Bakery products Incubation Centre**

#### **Multi Grain Biscuits**

One of the major benefits of choosing multi-grain biscuits is their fiber content. Biscuits made with white flour typically contain little fiber because the refining process removes the parts of the grain that contain fiber, leaving just the starchy endosperm. Multi-grain biscuits also boost the intake of B vitamins. Collectively, B vitamins helps in deriving energy from the diet, converting nutrients from food into useable fuel to keep energetic throughout the day.



### Millet based bread

Consists of complex carbs, bajra and other millets are absorbed slowly from our digestive tract, leading to greater satiety while ensuring a continuous flow of energy. This helps prevent overeating and in-between meal bingeing. The protein content in bajra and millets bread is gluten deficient or free, making it a good change from the gluten based heavy daily meals. Bajra bread is also rich source of insoluble fibre, which works as a pre-biotic in our gut, helps in keeping our digestive health in top form.

### List of Activities:

**ACTIVITY:** Training sessions on manufacturing of nutritive rich bakery products.

**Need of the Activity:** To aware the mankind about the benefits of different cereals and legume-based bakery products and for skill enhancement and to generate entrepreneurship.

**Description:** Various Training sessions were organized under the Incubation Centre of Bakery Products, (Department of Food Processing). The participants learned about different manufacturing techniques of nutritive and value-added bakery products.

### MoU Signed with Bakery Industries:

- Chanakaya Bakery Product Pvt. Ltd. (CBPPL), Mandi Gobindgarh
- FICSI New Delhi
- IIFPT, Thanjavur
- Kitty Industries Pvt. Ltd. Ludhiana
- Satyam Sortex Jakhal Mandi

Various MoU's have been signed with the above-mentioned industries and institutes. Students of food processing department have been benefited with these linkages by getting time to time knowledge through trainings, seminars and guest lectures from the eminent person of these organizations. Various workshops, guest lectures and seminars are being organized by the department related to Bakery Products Processing and Startups of Bakery units to enhance the knowledge of students, locals, and farmers: -

- Guest Lecture on Role of Finance and Marketing for Startup of successful Bakery Unit on 6<sup>th</sup> October, 2021 and lecture delivered by M. L. Dhiman, General Manager



(Fin. & Adm.), Chanakya Bakery Products Private Limited Mandi, Gobindgarh, (Distt. Fatehgarh Sahib)

- Guest Lecture on Starting a Bakery Business in India on 1<sup>st</sup> October, 2021 and lecture delivered by M. L. Dhiman, General Manager (Fin. & Adm.), Chanakya Bakery Products Private Limited Mandi, Gobindgarh, (Distt. Fatehgarh Sahib)
- Three Days Workshop on Entrepreneurship Development in Food Processing on 28-30<sup>th</sup> April, 2022 was organized for encouraging the candidates for starting their own baked goods unit for income generation.

### Students Startups:

Various students and farmers have been encouraged to start their own business and startup in this field by the attended the activities performed by food processing departments and its incubation centre. Students of the department, **Ms. Jaswinder Kaur** and **Mr. GurKanwal Singh** has started their own home scale baking good units by getting training and consultancy from food processing department. **Mr. GurKanwal Singh** has its own bakery unit of multigrain and millets-based baking products named “**PINB-B**” and his business is getting huge popularity in the area. He is generating a good profit from this and applied for licensing for starting export of the products manufactured. He has given the appreciation to the department for this initiative.

### Incubation Centre Photographs:



Training on Processing of Bakery Products



# GURU NANAK COLLEGE BUDHLADA

Under the Management of Shiromani Gurdwara Parbandhak Committee, Sri Amritsar Sahib

**NAAC - SSR - Cycle - II**





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Consultancy Seminar for Startup of Home Scale Bakery