



# **The National Institute of Entrepreneurship and Small Business Development Announces**

## **Entrepreneurship Development Programme on “Start-up Bakery Product Business in India” 24<sup>th</sup> – 27<sup>th</sup> May, 2018**

Bakery business in India is the largest industry in food processing sector. Additionally, bakery products have become very popular throughout the country. The bakery is one of the most profitable food processing business opportunity one can initiate by having an owned or rented space. Selecting the right product and using the proper marketing strategy is the major deciding factor in becoming successful in the bakery business. According to the demand and financial aspect, one needs to choose the specific products for bakery business.

Bread and biscuits are the most common products but other items like cakes, pastries, cream-rolls, cookies etc. are also very popular in India. People mostly prefer to have fresh products and this requirement has increased the popularity of bakery products. Bakery products are an item of mass consumption in view of their low price and with the rapid growth and changing eating habits of people; bakery products have gained popularity amongst masses. The bakery industry has achieved the third position in generating revenue among the processed food sector. The per capita consumption is very high in industrialized states like Maharashtra and West Bengal. Biscuits are becoming quite popular in rural areas as well. Generally, rural sectors consume around 55% of the biscuits.

The bakery manufacturers in India can be differentiated into three broad segments, namely, bread, biscuits and cake. About 1.3 million tonnes of the bakery products' industry in India is in the organized sector out of a total of 3millions tonnes, while the balance comprises of unorganized, small-scale local manufacturers.

Though there are sufficient automatic and semi-automatic bread as well as biscuit manufacturing units in India but there are still a number of people who prefer fresh bread and other products from the local bakery.

Keeping in view the immense business opportunities in bakery business in India, NIESBUD has designed special a four days Entrepreneurship Development Programme on “Start up Bakery Product Business in India” on 24<sup>th</sup>, 25<sup>th</sup> 26<sup>th</sup> and 27<sup>th</sup> May 2018, at its Noida Campus

**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL  
BUSINESS DEVELOPMENT (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. Of India  
A-23, Sector-62, Institutional Area, Noida - 201309, UP, India**

[www.niesbud.nic.in](http://www.niesbud.nic.in)

## **Programme Objectives**

The training programme deals with learning ways of income generation through starting small business of making and selling various bakery items. The Main objectives of the Programme are:

- To learn different varieties of Breads, Cakes and Cookies,
- To understand how to develop effective business plan and different financing options,
- To understand the various means of selling and marketing bakery items, determination of price, profit margins, etc,
- To learn how to handle the inventory and ensure quality products,
- To be able to develop effective marketing plan for business

## **Course Content**

1. Art of Making Famous Bakery Items – Cookies, Breads and Cakes
2. Choice of Entity and Type of Bakery
3. Business Plan formulation
4. Choice of Location, Infrastructure set-up and Menu Items
5. Financing options
6. Legal Registrations & License
7. Production process - Machinery & Raw material
8. Pricing techniques
9. Marketing plan

## **Course Methodology**

The programme will include hands on workshop sessions on preparation of cake, cookies and bread making and class room lectures with live presentations on screen, Interactive sessions with the participants.

## **Programme Schedule**

### **Day1: Theory + Practical Session**

- a. Introduction to Bakery
- b. About Machinery and Equipment
- c. Ingredients
- d. Safety & Hygiene
- e. Preparation of Sponge Cake & Walnut Brownie

### **Day 2: Practical Session**

- a. Preparation of varieties of Breads and Cookies

### **Day 3: Practical Session**

- a. Icings

### **Day 4: Theory Session**

- b. Choice of Entity and Type of Bakery
- b. Legal Registrations & License
- c. Business Plan formulation - Choice of Location, Infrastructure set-up and Menu Items
- c. Financing options
- d. Creating Effective Marketing Plan & Pricing Techniques

## **Fee Details**

**Rs 9000/- (Rs Nine Thousand Only per participant with 18%GST)**

This includes four days course fee, raw material, course and study material, lunch, high tea/coffee and certificate. **LIMITED SATS ONLY.**

### **Mode of Payment:**

1) Cash payment at NIESBUD

2) DD drawn in favour of NIESBUD payable at Noida

3) Online Bank Transfer. The details are:

Name of bank: Oriental bank of Commerce

Account holder name: National Institute for Entrepreneurship and Small Business Development

Address: B-31, Sector 62, Noida

Account No: 09312011002654

Account Type: Savings

IFSC Code: ORBC0100931

MICR Code: 110022092

## **Contact Person**

**Miss SONIKA SINGH, PROGRAMME COORDINATOR, +918527893430**

**Email ID:- [sonika.niesbud@gmail.com](mailto:sonika.niesbud@gmail.com)**

**Registration Form: <https://bit.ly/2okfYY3>**

**e-certificate will be awarded by NIESBUD. It can be verified at  
[www.niesbudtraining.org](http://www.niesbudtraining.org)**

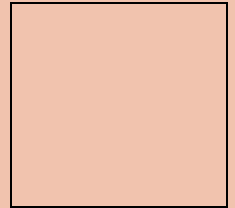
**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL  
BUSINESS DEVELOPMENT (NIESBUD)**

**Ministry of Skill Development and Entrepreneurship, Govt. of India**

**Application Form**

**CERTIFICATION PROGRAMME ON  
“START-UP BAKERY PRODUCT BUSINESS  
IN INDIA”**

**24<sup>th</sup> – 27<sup>th</sup> MAY 2018 (10AM -5PM)**



- 1) Name of the Participant: \_\_\_\_\_
- 2) Father/Husband Name: \_\_\_\_\_
- 3) Date of Birth: \_\_\_\_\_
- 4) Education (8<sup>th</sup>/10<sup>th</sup>/12<sup>th</sup>/Graduation/Post Graduation/Diploma/Others): \_\_\_\_\_
- 5) Address: \_\_\_\_\_
- \_\_\_\_\_ 6) City: \_\_\_\_\_ 7) Pin Code \_\_\_\_\_
- 8) Cast (General/SC/ST/OBC/Minority/Other): \_\_\_\_\_
- 9) Mobile: \_\_\_\_\_ 10) Email id: \_\_\_\_\_
- 11) ID Proof (Pan Card/DL/UID/Voter ID): \_\_\_\_\_

**Payment Details (Fee Rs 9000 per participant with 18% GST):**

Online/Cash/DD No: \_\_\_\_\_ Dated: \_\_\_\_\_

Drawn on: \_\_\_\_\_ for Rs. \_\_\_\_\_

Signature: \_\_\_\_\_

**Kindly fill the nomination form and submit it on the date of programme**