

**To**  
**The Principal / Director All Colleges and Institutes Affiliated to MAKAUT,**  
**WB**

**SUBJECT: INVITATION OF STUDENT PARTICIPATION IN A SEMINAR ON BAKERY PRODUCTS: TECHNOLOGY AND QUALITY ASPECTS (BAKEOLOGY-2020) AT MAKAUT, WB. ON 19th MARCH, 2020, 11A.M. IN THE AUDITORIUM OF ACADEMIC BUILDING, MAKAUT, SIMHAT, HARINGHATA, NADIA, WB.**

**Dear Sir / Madam,**

Bakery industries are characterised by creative art of craftsmanship, novelty in skill, and innovation in presentation with each passing day; the bakery segment of food industry in India has stretched itself to the top gallant; in terms of business growth, its ameliorating quality and acceptability. The bakery industry has been welcomed with open heart by consumers as well as industrialists, which thereby resulted in widespread growth and flourishing business of this segment of food industry. A bakery product in India is holding the third- largest rank for biscuit manufacturing sectors after USA and China (NPCS, 2013). The size of the Indian bakery market is at Rs. 3,295 crore and out of this, bread and biscuits have major share of about 82% (Assocham, 2012). The growth opportunity and employability in bakery industries has been categorised by ministry of food processing industries (MoFPI) Govt of India under the sector of packaged and convenience food products which is expected to expand at an average rate of 9.3 % during 2019 - 2024.

At this juncture, the Department of Food Science & Technology of Maulana Abul Kalam Azad University of Technology is organizing this seminar to build up linkages between Institution -Industry-Govt. organization in view of reporting the challenges of Technology & Quality Aspects being faced by the industry to-day to face the growing demand of consumers for more quality based healthier products of long shelf life and at affordable prices. . The University intends to encourage entrepreneurial spirit among its student and alumni community by organizing this seminar an interactive platform for innovative discussions with reference to the following Key Questions :

- 1. How has the Indian bakery market performed so far and how will it perform in the coming years?*
- 2. Which are the popular product types in the Indian bakery market?*
- 3. What are the major distribution channels in the Indian bakery market?*
- 4. What are the various stages in the value chain of the Indian bakery market?*

5. *What are the key driving factors and challenges in the Indian bakery market?*

6. *What is the structure of the Indian bakery market and who are the key players?*

7. *What is the degree of competition in the Indian bakery market?*

You are requested to encourage the students and faculty members of your institution to participate in this seminar and create their interests to actively join in the discussion session. Please identify a competent member of the faculty in your institute and assign him/her the responsibility coordinating this initiative at your end.

Please instruct them to get in touch with either of the two coordinators –Prof. Utpal Raychaudhuri ( 9830329408 ) or Dr. Sebak Ranjan Roy (9775903854) and event organizer -- Dr. Sushil Pareek (9163167145) of MAKAUT, WB as soon as possible. Our coordinators will guide your coordinator and participating students for Registration in the seminar.

All participants will be awarded with participation certificate.

Deadline for REGISTRATION FOR PARTICIPATION: **March 16, 2020.**

Participation is free.

Participation for industries: 10 head (**maximum on first cum first basis**)

Participation for Students/teachers: 25 heads (**maximum on first cum first basis**).

Kindly send your Name and other Details as follows:

1. Name in Block Letters:
2. Name of the Institution/ College/ University/ Industry:
3. Department/ Division/ Section:
4. Student/ Scholar/ Faculty/ Industry Representative/ Entrepreneur/ Other :
5. Contact No. and E-mail ID:

For REGISTRATION to the E-mail ID: [urcfoodtech@yahoo.co.in](mailto:urcfoodtech@yahoo.co.in) or [roy\\_sebak@rediffmail.com](mailto:roy_sebak@rediffmail.com)

With best regards,

**Prof. Utpal Raychaudhuri**  
**Head, Department of Food Science & Technology,**  
**MAKAUT, HARINGHATA, NADIA, WB**