

MILLET COOKIES MANUFACTURING UNIT

1. INTRODUCTION

As health and wellness increasingly dominate consumer preferences across India, millet-based products have become a powerful contender in the functional food market. Millets, often termed as 'supergrains,' are naturally enriched with essential nutrients such as dietary fiber, proteins, minerals like iron and calcium, and potent antioxidants. These properties make them particularly attractive to individuals aiming for a balanced diet, those managing lifestyle conditions like diabetes or gluten intolerance, and anyone seeking wholesome snacking alternatives. Among the innovative uses of millets, millet cookies stand out for their versatility, taste, and health benefits. They provide a delightful yet nutritious substitute to traditional wheat-based biscuits, appealing to health-conscious individuals and mainstream consumers.

The state of Uttarakhand, with its pristine environment, organic cultivation practices, and diverse agricultural produce, offers an ideal setting for establishing a millet cookies manufacturing unit. The region's agro-climatic conditions favor the growth of various millet varieties. At the same time, its growing ecosystem of food startups and government support for agri-enterprises creates a strong foundation for entrepreneurial success. Thus, launching a millet cookie production venture in Uttarakhand not only taps into a thriving market trend but also aligns with sustainable, locally sourced, and health-driven food innovation.

2. MARKET DEMAND AND TRENDS

There is a noticeable rise in the demand for healthy snack options across India, particularly in urban and semi-urban areas. Millet cookies, known for their nutritional value and dietary benefits, are emerging as a popular choice among consumers. This trend is primarily fueled by increasing health awareness, growing concerns about gluten intolerance and diabetes, and the rising inclination toward natural and organic food products. Additionally, the growth of modern retail chains and the expansion of online marketplaces have provided greater accessibility to these products. Government initiatives such as the International Year of Millets 2023 have amplified consumer interest and industry investment in millet-based foods, making this a favorable time to enter the millet cookies segment.

- Rising consumer preference for gluten-free and organic foods
- Increased awareness of millet's health benefits
- Expansion of retail and e-commerce platforms
- Government support for millet promotion through schemes like the International Year of Millets 2023 initiative



3. PRODUCT & ITS APPLICATION

Millet cookies are made using various types of millet flours such as ragi (finger millet), bajra (pearl millet), jowar (sorghum), and foxtail millet. These cookies can be:

- Plain or flavored (e.g., chocolate, vanilla, cardamom)
- Enriched with nuts, seeds, or jaggery for added nutrition

Applications:

- Healthy snacks for kids and adults
- Diet-friendly and diabetic-safe snacks
- School lunch boxes, corporate snack boxes, and travel packs

4. DESIRED QUALIFICATION FOR PROMOTER

Although there are no rigid academic requirements for setting up a millet cookies manufacturing unit, having foundational knowledge in food production and business management can be highly beneficial. A promoter with a background in culinary arts, nutrition, or food science may find it easier to manage recipe development and quality control. Additionally, familiarity with hygiene standards, food safety protocols, and baking techniques will ensure the production process meets regulatory and consumer expectations. Entrepreneurial experience or training in small business operations, marketing, and finance can also enhance the success potential of the venture. Above all, a strong passion for health-based food products and a willingness to learn and adapt are key traits for effectively leading this type of enterprise.

No specific educational qualification is required. However, basic knowledge of:

- Baking techniques
- Food safety and hygiene
- Small business operations

Is recommended. A passion for healthy foods and basic entrepreneurial skills will be an advantage.

5. BUSINESS OUTLOOK AND OPPORTUNITIES

The outlook for millet-based food products, especially cookies, is auspicious in the health-conscious market. As more consumers turn toward natural, organic, and functional foods, millet cookies stand out as a nutritious, gluten-free, and tasty option. Increasing cases of lifestyle disorders such as diabetes and obesity have prompted people to seek healthier alternatives to traditional snacks, which gives millet cookies a competitive edge. Additionally, millet cultivation is actively being promoted by the Indian government, making raw material sourcing more viable and affordable for entrepreneurs.



This sector also benefits from its adaptability across diverse distribution channels — from health food stores and supermarkets to online platforms and institutional tie-ups. Opportunities lie not only in domestic retail but also in exports, as demand for clean-label and allergen-free snacks grows globally. Millet cookies can be positioned strategically as a value-added product from India's rich agricultural diversity, creating both nutritional impact and entrepreneurial value.

The millet-based product segment is poised for growth due to:

- Rising lifestyle disorders and preventive health awareness
- Government campaigns promoting millets
- Export potential for gluten-free and organic products
- Tie-ups with retail chains, health stores, schools, and institutions

6. MARKET POTENTIAL AND MARKETING ISSUES

Market Potential:

- High in cities and towns with health-conscious populations
- Schools, gyms, organic food stores, and corporate offices are potential customers

Marketing Challenges:

- Educating consumers about millet benefits
- Competing with established biscuit brands
- Packaging and shelf life maintenance
- Gaining shelf space in large retail outlets

7. RAW MATERIAL & INPUT REQUIREMENTS

To manufacture millet cookies, several key raw materials and inputs are required to ensure nutritional value and product appeal. The primary ingredient is millet flour, sourced from various millets such as ragi, bajra, jowar, and foxtail millet, each offering distinct health benefits. Complementing the flour are natural sweeteners like jaggery and honey, which enhance flavor while maintaining a health-focused profile. Fats like ghee or vegetable oil are necessary for texture and taste, while flavoring agents like cardamom, vanilla, or cocoa help diversify the product range.

In addition to food ingredients, the unit will require standard bakery additives such as baking powder and baking soda to achieve proper consistency and texture in the cookies. For packaging, food-grade materials such as pouches, tins, or boxes are essential to preserve freshness and extend shelf life. These packages must be adequately sealed using sealing machines to prevent contamination and oxidation.



Altogether, the availability and quality of these materials significantly influence the final product's shelf appeal, taste, and consumer acceptance. Therefore, sourcing from reliable vendors and maintaining quality standards are critical aspects of the input procurement strategy.

Primary raw materials:

- Millet flours (ragi, bajra, jowar, foxtail millet)
- Natural sweeteners (jaggery, honey)
- Ghee or vegetable oil
- Flavoring agents (cardamom, cocoa, vanilla)
- Baking powder and soda

Packaging:

- Food-grade pouches, tins, or boxes with labeling
- Sealing machines for airtight packing

8. MANUFACTURING PROCESS

- Sourcing and cleaning of millets
- Milling into flour (if not pre-purchased)
- Mixing flour with other ingredients to form dough
- Shaping into cookies using cutters or molds
- Baking in the oven at a regulated temperature
- Cooling and quality inspection
- Packaging and labeling
- Storage and dispatch

Manufacturing Process Flowchart



Flow Chart



9. MANPOWER REQUIREMENT

Particulars	No.	Salary (Rs./month)	Annual Cost (Rs.)
Self-employed (owner)	1	-	-
Skilled Bakers	2	12,000	2,88,000
Helpers/Labourers	2	8,000	1,92,000
Sales & Admin Staff	1	10,000	1,20,000
Total			6,00,000



10. IMPLEMENTATION SCHEDULE

Activity	Duration (Months)
Location finalization and setup	1
Procurement of equipment & installation	1.5
Licensing and registrations	1
Hiring and training staff	1
Marketing and trial production	1
Total Duration	3 months

11. COST OF PROJECT

Particulars	Cost (Rs. in Lakhs)
Rent for premises (annual)	0.15
Equipment & furniture	1.75
Pre-op & registration expenses	0.20
Working capital	5.90
Total Project Cost	8.00

12. MEANS OF FINANCE

Source	Amount (Rs. in Lakhs)
Promoter's Contribution	3.20
Bank Loan	4.80
Total	8.00



13. LIST OF MACHINERY AND EQUIPMENT

Equipment	Cost (Rs. in Lakhs)
Oven (electric/gas)	0.80
Dough mixer	0.30
Cookie cutting & shaping tools	0.15
Weighing scale & trays	0.10
Packaging machine	0.25
Office furniture & safety tools	0.15
Total	1.75

14. SALES REALIZATION (Annual)

Product	Price/Unit (Rs.)	Units/Year	Revenue (Rs.)
Millet Cookies (200g)	80	30,000	24,00,000
Total Revenue			24,00,000

15. PROFITABILITY CALCULATIONS

Particulars	Amount (Rs. in Lakhs)
Sales Realisation	24.00
Cost of Production	15.10
Gross Profit	8.90
Less: Depreciation	0.10
PBIT	8.80
Income Tax	0.00
Net Profit	8.80
Loan Repayment	0.80
Retained Surplus	8.00



16. BREAK-EVEN ANALYSIS

Particulars	Amount (Rs. in Lakhs)
Fixed Cost	2.80
Variable Cost	15.10
Contribution Margin	30%
Break-Even Sales	9.33 Lakhs

17. STATUTORY/GOVERNMENT APPROVALS

- FSSAI License (mandatory for food businesses)
- GST Registration
- Factory License (if applicable)
- Pollution Control Certification (if required)
- Trade License from the local body

18. TRAINING CENTERS AND COURSES

- **CFTRI Mysore** – Food processing and bakery training
- **IIFPT Tamil Nadu** – Millet value addition courses
- **KVKs (Krishi Vigyan Kendras)** – Local agricultural support
- **EDII India** – Entrepreneurship training

19. SUPPLIERS

- IndiaMART & TradeIndia for bakery machinery
- Local flour mills for millet flour
- Packaging vendors in Dehradun or on online platforms

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help to run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII), and their affiliation is all over India.



Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

