4TH SEA-AICOSCA COTTONSEED, OIL & MEAL CONCLAVE-2023

COTTON SEED BASED CENTRE FILLED COOKIE

ENRICHED WITH COTTON SEED FLOUR TO COOKIE DOUGH AND COTTON SEED MILK TO CENTRE FILLING

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COTTON SEED BASED CENTRE FILLED COOKIE

TO ERADICATE MALNUTRITION

- The percentage of malnourished children in 2023 is 2.6 per cent out of 5.6 crore (The number comes to be 14,56,000).
- This product will sort out this specific issue as the net protein content of 10 centre filled is 19.16g

CAUSE OF INNOVATION → **VALUE ADDITION**

- India produced **over ten million metric tons** of cotton seeds in fiscal year 2022 and it is is estimated to be increasing every year.
- To enhance effective utilisation of cotton seed and its by products

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PRODUCT DESCRIPTION → **KEY INGREDIENTS** → **COTTON SEED FLOUR**, **COTTON SEED MILK**

- For the preparation of **cookie dough** cotton seed flour is added to the maida, flavours, sweeteners, water, oil and preservatives are mixed to form a dough. Following this resting of dough is done.
- For the preparation of **centre filling** cotton seed milk is added to the low fat cream, sweetener, flavours, stabilizers ,emulsifiers and preservatives are added and concentrated to be filled
- Centre filling is filled into dough ,then it is shaped, sheeted, baked and cooled.

SPECIALITY OF PRODUCT

- Recommended daily intake of protein is 0.8g/kg body weight/day.
- According to assumptional ingredient quantification cotton seed based centre filled cookies have 19.16g of protein in one serving pack of 10 centre filled cookies of 7.5g each. Thus it accounts to ensure the nutritional aspect of eradicating malnutrition in children.

PRODUCT FEATURES

NUTRITIONAL BENEFITS

- Weight gain
- Protein in 7% CSF equals 12% non-fat milk solids.
- Low in saturated fat
- Omega-3 and Omega-6 Fatty Acids
- "Triple nutrient" as it has protein, vital fatty acid and carbohydrates.
- High in leucine
- Fibre source
- Rich in micronutrients

TECHNICAL BENEFITS

- Reduced dough stickiness
- Improved machining properties
- Reduced fat absorption
- Creamy texture of cotton seed milk
- Baking quality of flour is good
- Imparts colour to dough
- Increased shelf-life of the baked products
- Delayed rancidity

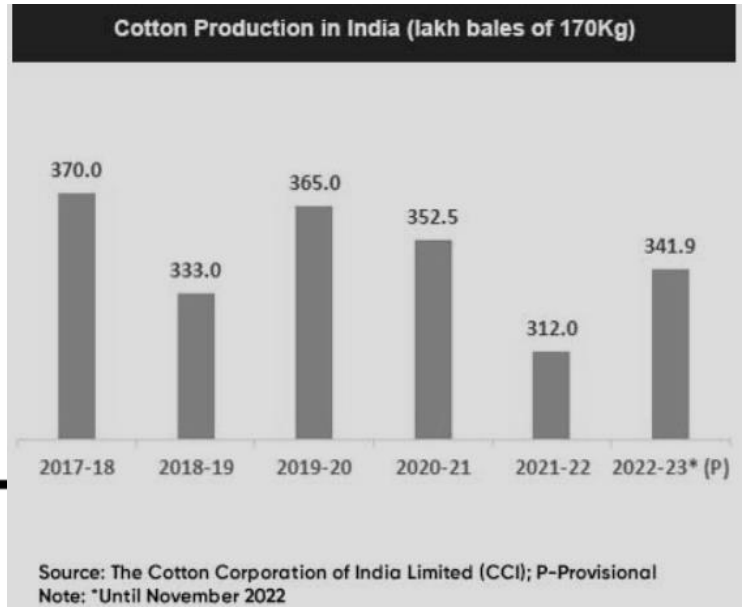
Protein content of Cotton seed milk is about 20-25%

Protein content of Cotton seed flour is about 50%. Moisture < 8% by weight

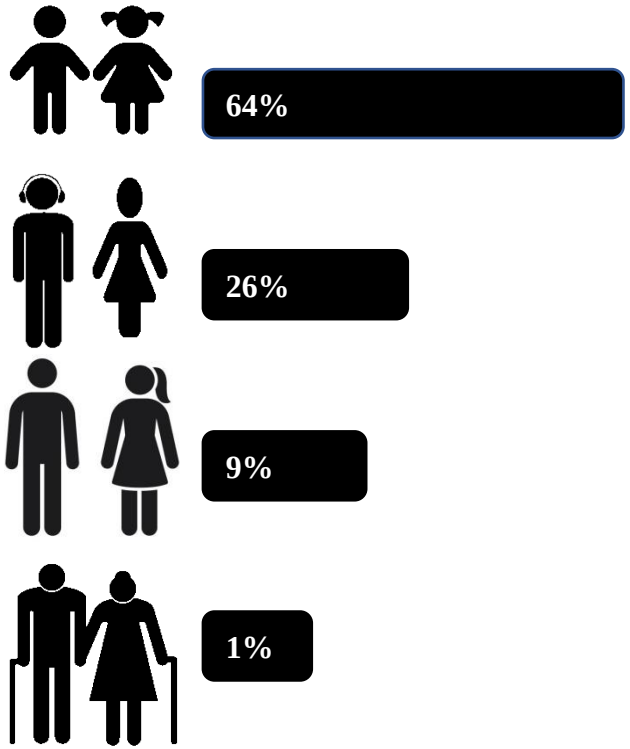
According to FSSAI recommended daily intake of cotton seed is 10-20g/day

MARKET POTENTIAL OF PRODUCT

- Marketing plans created to meet consumer wants and achieve marketing goals are fundamentally supported by marketing tactics.
- Increased viability and affordable price with additional nutritional quality and processing quality tends to have an increased market demand.
- Proper marketing and effective campaign for target customer will lead increased profit.



TARGET CUSTOMER



- This product is specially meant against malnutrition in children, they are the prime target and teenagers, working professionals, aged people are secondary, this product is the best protein source for a quick meal.
- The campaign strategy is meant for fixing the target consumer's sensory profile. Children, age 18-25 years old, age 25 years old and above, and family are the four categories of target consumers. The following displays the target consumer's attributes.

➢ Between the ages of 18 and 25, This entire group is made up of adolescent students and young professionals on a tight budget.

➢ Above the age of 25: Due to their hectic work schedules, they go restaurants frequently, and they have relatively high earnings and spending flexibility.

➢ Businessman: This group does not consider cakes to be a high-end product, and it is simple to grab meals on their way to work.

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