

REPORT
on
One-Day National Webinar on

Revitalizing the Potential of Aroma
Industry in Arunachal Pradesh: Local
to Global Perspectives



Organized by:

Rajiv Gandhi University (A Central University)
Rono Hills, Doimukh - 791112, Arunachal Pradesh, India.

July 8, 2021

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Acknowledgments

We are extremely grateful to Prof. Saket Kushwaha, Hon'ble Vice-Chancellor, Rajiv Gandhi University for his persistent encouragement and support for smooth conduct of this webinar.

We would like to convey our deepest gratitude to Prof. Amitava Mitra, the Pro Vice-Chancellor of the university, and Dr. N.T. Rikam, the Registrar of the university for their tireless commitment and support to the event.

We feel privileged to host the learned dignitaries, including Shri S.V. Shukla (Principal Director, FFDC), Shri Amit Bajpai (Assistant Director (i/c), Br.MSM-DI, Itanagar), Dr. A.P. Singh (Assistant Director, FFDC, Kanauj), Shri Rishabh Kothari (President, Fragrance and Flavour Association of India), and Dr. Rohit Seth (President, Sugandha Vyapar Sangh). We thank them all for their active involvement in the online session and for expressing commitment to collaborate a *Center for Fragrance and Flavor* in the university.

We are humbled by the presence of the learned faculty members of RGU and other universities of the nation, young research scholars from the university and beyond, budding entrepreneurs, and of those who have directly or indirectly contributed to the grand success of the program. Thank you all.

Webinar Organizing Committee

Organizing Committee

- **Chief Patron:** Prof. Saket Kushwaha, Honorable Vice-Chancellor, Rajiv Gandhi University.
- **Patrons:**
 - a) Prof. Amitava Mitra, Pro Vice-Chancellor, Rajiv Gandhi University.
 - b) Dr. N.T. Rikam, Registrar, Rajiv Gandhi University.
- **Keynote Speaker:** Shri S.V. Shukla, Principal Director, FFDC.
- **Chairman:** Prof. Sumpam Tangjang, Dean, F/O Life Sciences & Agricultural Sciences, Coordinator, Department of Agriculture Sciences & Food Technology, Rajiv Gandhi University.
- **Resource Persons:**
 - a) Shri Amit Bajpai, Assistant Director (i/c), Br. MSM-DI, Itanagar, Arunachal Pradesh.
 - b) Dr. A.P. Singh, Assistant Director, FFDC, Kannauj.
 - c) Shri Rishabh Kothari, President, Fragrance & Flavour Association of India.
 - d) Dr. Rohit Seth, President, Sugandha Vyapar Sangh.

- **Organizing Committee:**

Prof. G. Nimasow, Dept. of Geography, RGU

Mr. Arindam Chakrabarty, Dept. of Management, RGU.

Mr. Gautam Huidrom, Dept. of Management, RGU.

Ms. Moyir Riba, IDE and PRO, RGU.

Dr. Kaushalendra Pratap Singh , Dept. of Social Work, RGU.

Dr. Anil Kumar Singh, Dept. of Management, RGU.

Dr. Nikhil Kumar Mahnot, Dept. of Food Technology, RGU.

Mr. Deependra Rajoriya, Dept. of Food Technology, RGU

Objectives of the Webinar

- To showcase the biodiversity of Arunachal Pradesh and recognize the market potential of the fragrance and flavor industry.
- To orient younger generations and other stakeholders towards the varied career opportunities in the fragrance and flavor market.
- To deliberate and sensitize entrepreneurs and key stakeholders about the relevant schemes of MSME, and
- To enter into an Memorandum of Understanding (MoU) with the Fragrance & Flavour Development Centre (FFDC), Ministry of MSME, Government of India, Kannauj, Uttar Pradesh for conducting various collaborative activities in future.

Expected Learning Outcomes

- Motivating the younger generations and researchers to explore the fragrance and flavor market in the state.
- Creating awareness about the various schemes of MSME among entrepreneurs along with other stakeholders to establish aroma industry in the state of Arunachal Pradesh, and
- Establishing an industry-academia platform for developing know-how for local fragrance and flavor products of Arunachal Pradesh and exploring the possibilities at the national and global level.

Program Schedule

Programme Schedule		
Inaugural Session		
11:30 AM	Beginning of the Session with the National Anthem	
11:35PM	Welcome Address by Dean, Faculty of Life Sciences, RGU	Prof. Sumpam Tangjang
11:40 AM	Address by the Registrar, RGU	Dr. N.T. Rikam
11:45 AM	Address by the Pro-Vice Chancellor, RGU	Prof. Amitava Mitra
11:50 AM	Address by the Principal Director, FFDC	Shri S.V. Shukla
11:55 AM	Address by the Vice Chancellor, RGU	Prof. Saket Kushwaha
12 Noon	End of Inaugural Session	
Technical Session		
12 Noon	Keynote Speech on, "Bio-diversity strength of Arunachal Pradesh".	Prof. Saket Kushwaha Vice Chancellor, RGU
12:30 PM	Keynote Speech on, "Career and business opportunities in essential oils, fragrance and flavour:Local to Global".	Shri S.V. Shukla Principal Director, FFDC
1:00 PM	Keynote Speech on, "Schemes of Ministry of MSME".	Shri Amit Bajpai Asst. Director(i/c) Br. MSM-DI, AP
1:30 PM	Keynote Speech on," National and export potential of aroma industry".	Shri Rohit Seth/Shri Yogesh Dubey/Shri Rishabh Kothari
2:00 PM	End of Technical Session	
Valedictory Session		
2:00 PM	Valedictory Address by Dean, Faculty of Life Sciences, RGU	Prof. Sumpam Tangjang
2:05 PM	MOU ceremony between RGU and FFDC, UP	
2:10 PM	Vote of Thanks	Dr. Nikhil

Executive Summary

The RGU, in collaboration with the FFDC organized a national webinar on “Revitalizing the Potential of Aroma Industry in Arunachal Pradesh: Local to Global Perspectives” today on July 8, 2021. It was the first webinar held at the University on exploring opportunities in the aroma and fragrance industry. The webinar was segmented into three dedicated sections, i.e., inaugural session, technical session, and valedictory session.

The webinar commenced with the welcome address delivered by Prof. Sumpam (Dean, F/O Life Sciences & Agriculture Sciences, Coordinator, Dept. of Agriculture Sciences & Food Technology, RGU). The Finance Officer, RGU, Prof. Otem Padung, welcomed all the dignitaries, participants, and practitioners attending the webinar. He appreciated the dynamic leadership of the honorable VC, RGU. Prof. Padung coined the idea of setting a dedicated “Center for Fragrance and Aroma” in the University under a scheme or grant from an appropriate ministry or agency. Prof. Amitava Mitra, honorable Pro VC, RGU, enlightened the participants about the overall market size and potential demand of the aroma industry in the country.

Shri Shakti Vinay Shukla, Principal Director FFDC, elaborated on the different dimensions of the aroma industry and the various linkages across other sectors. He earmarked the potential market demand in national and global markets, which can strengthen rural India.

Mr. Amit Bajpai (Assistant Director (i/c) Br. MSM-DI, Itanagar, Arunachal Pradesh) highlighted various schemes and funding opportunities for setting

up the dedicated center in the University. He pressed for efforts to create new startups, expand existing firms, capacity building, and training in the region to propel the economy in the area.

Since Arunachal Pradesh is gifted with bountiful natural resources and biodiversity, including medicinal plants, Dr. Rohit, the famous entrepreneur in the fragrance and aroma business, expressed his willingness to explore business opportunities in the state.

Mr. A.P. Singh conveyed to the participants that FFDC, Kannauj, conducts several training programs to enhance the schemes and employability of the rural artisans catering to the aroma and fragrance industry.

In the valedictory session, an MoU was signed between the RGU and the FFDC to strengthen the collaborative partnership to promote research, training, and resource mobilization to develop the fragrance and aroma sector in northeast India.

Professor Otem Padung, Registrar (i/c), was the signatory from RGU, while Mr. S.V. Shukla signed the MoU from FFDC. Prof. Sumpam Tangjang was the witness to this MoU signing ceremony.

Prof. Sumpam Tangjang moderated the entire webinar, and Dr. Nikhil Mahot delivered the vote of thanks.

Outcomes of the Webinar

- The webinar has advanced the strategic academic and research relations between FFDC and Rajiv Gandhi University (RGU) by signing an MoU. This MoU is a landmark achievement in devising and improvising the aroma industry in the northeastern region. The MoU would open the gateway for exploring entrepreneurial opportunities in the field, leading to socio-economic transformation in the entire region.
- The webinar participants have been exposed to the dynamics of the aroma and fragrance industry in various applications across different sectors keeping in view the sustainable development in the region.
- The webinar has various enlightened dimensions of research, training, and capacity building in the domain concerning the available resources and optimization of capacity utilization in the region.
- The webinar has explored the possibility of establishing a dedicated center of aroma and fragrance in the RGU with support from the various stakeholders.

Photo Gallery

The flyer features the logos of Rajiv Gandhi University and the Fragrance & Flavour Development Centre (FFDC) at the top. The title of the webinar is prominently displayed in red, along with the date and time. Below this, the roles of the participants are listed: Chief Patron, Patrons, Keynote Speaker, and Chairman. Each role is accompanied by a circular portrait and the name and title of the individual. A section for Resource Persons follows, also with portraits and names. At the bottom, there are two buttons for registration and joining the webinar, each with a corresponding URL. An image of a diffuser and oranges is placed in the bottom right corner.

Rajiv Gandhi University, Rono Hills, Arunachal Pradesh
in collaboration with
Fragrance & Flavour Development Centre (FFDC)
Ministry of MSME, Govt. of India, Kannauj- 209726, Uttar Pradesh, India

Organises

One-Day National Webinar on
“Revitalizing the Potential of Aroma Industry in Arunachal Pradesh: Local to Global Perspectives”
July 8, 2021 | 11:30 AM- 02:00 PM

CHIEF PATRON **PATRONS** **KEYNOTE SPEAKER** **CHAIRMAN**

Prof. Saket Kushwaha
Vice Chancellor
Rajiv Gandhi University

Prof. Amitava Mitra
Pro Vice Chancellor
Rajiv Gandhi University

Dr. N.T. Rikam
Registrar
Rajiv Gandhi University

Shri. S.V. Shukla
Principal Director
FFDC

Prof. Sumpam Tangjang
Dean,
FIO Life Sciences & Agriculture Sciences,
Coordinator, Dept. of Agriculture
Sciences & Food Technology, RGU

RESOURCE PERSONS

Shri Amit Bajpai
Assistant Director (IC)
Br. MSME-DI, Itanagar, AP

Dr. A.P. Singh
Assistant Director
FFDC, Kannauj

Shri Rishabh Kothari
President
Fragrance & Flavour Association of India

Dr. Rohit Seth
President
Sugandha Vyapar Sangh

FREE REGISTRATION

LINK TO REGISTER
<https://docs.google.com/forms/d/e/1FAIpQLSeafZ-0gsNPIHyqPPOYP0NNQXDNf67C42dQe9ScvH6-gUTEw/viewform>

LINK TO JOIN WEBINAR
<https://meet.google.com/aeh-owpe-pha>

Figure 1: The Webinar Flyer

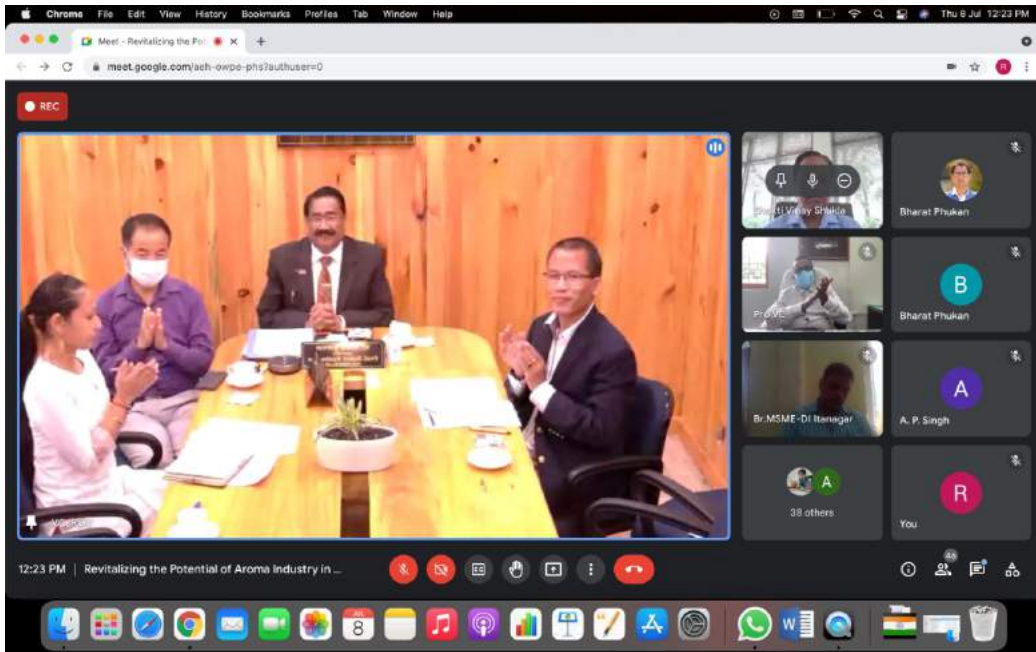


Figure 2: Welcome address by the Hon'ble VC

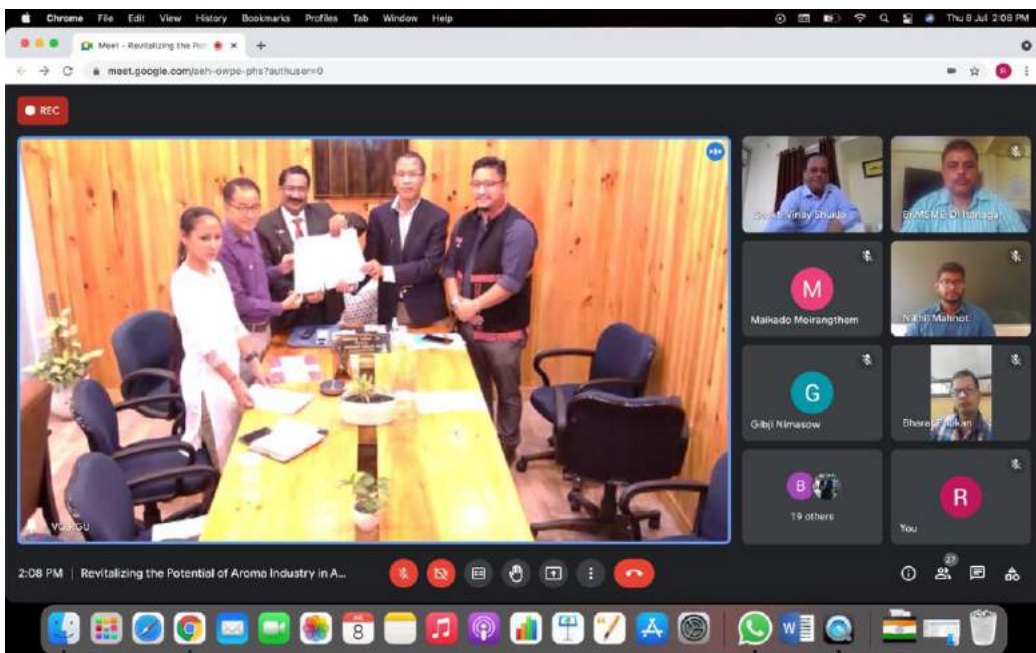


Figure 3: MoU Signing_RGU

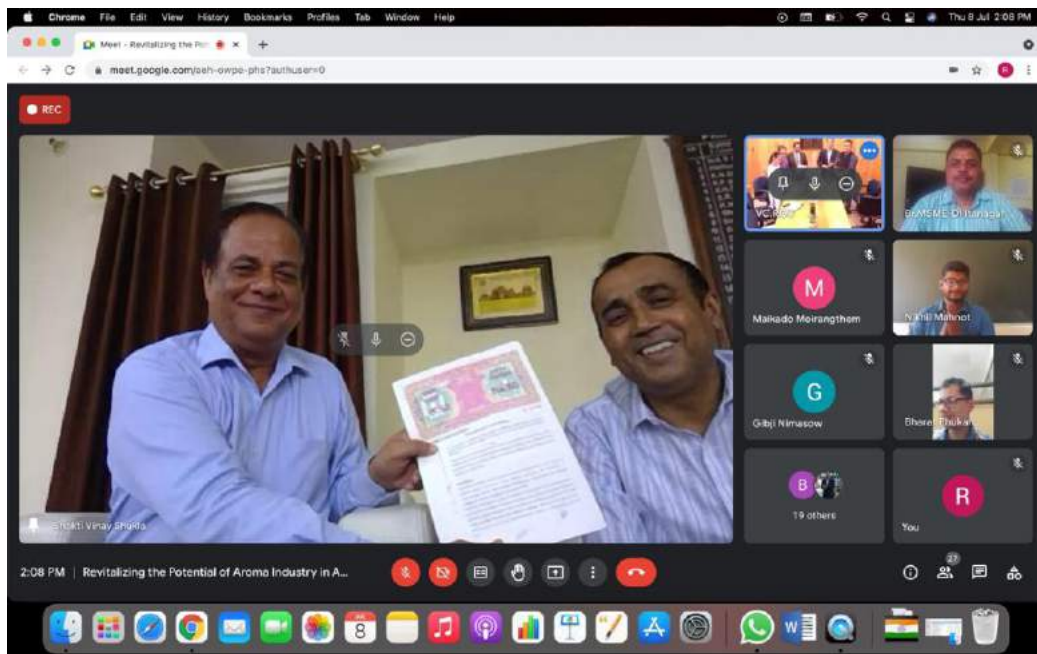


Figure 4: MoU Signing_FFDC

List of Registered Participants

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Statewise Participation Snippet

The webinar attracted participation from diverse geographic locations across India. Participation was registered from not only Arunachal Pradesh, but an encouraging number of attendees logged in from other states such as Assam, Manipur, West Bengal, Maharashtra, Uttar Pradesh, and others. The attendance distribution can be visualized from the figure below.

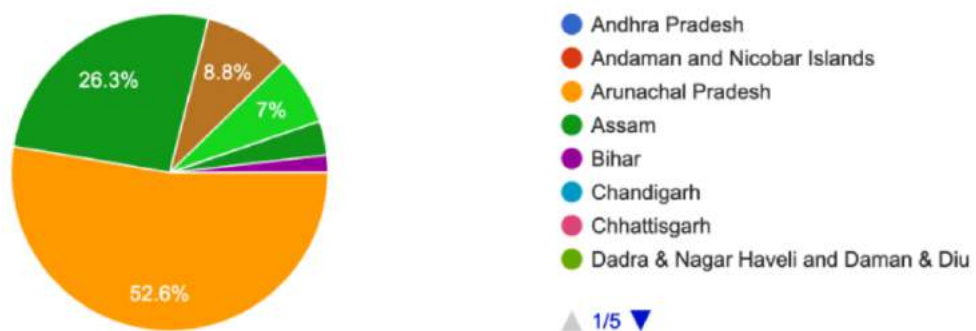


Figure 5: Statewise Attendance Distribution

The Webinar Brochure



Rajiv Gandhi University

Rono Hills, Arunachal Pradesh

in collaboration with



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Centre (FFDC) , Ministry of MSME,
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11:30 AM- 02:00 PM

FREE REGISTRATION

CLICK HERE TO REGISTER

CLICK HERE TO JOIN WEBINAR



Figure 6: The Webinar Brochure (Page 1)

CHIEF PATRON



Prof. Saket Kushwaha

Vice Chancellor
Rajiv Gandhi University

PATRONS



Prof. Amitava Mitra

Pro Vice Chancellor
Rajiv Gandhi University



Dr. N.T. Rikam

Registrar
Rajiv Gandhi University

KEYNOTE SPEAKER



Shri. S.V. Shukla

Principal Director
FFDC

CHAIRMAN



Prof. Sumpam Tangjang

Dean,
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Sciences & Food Technology, RGU

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Shri Rishabh Kothari

President
Fragrance & Flavour
Association of India



Dr. Rohit Seth

President
Sugandha Vyapar Sangh



Figure 7: The Webinar Brochure (Page 2)

Background Note

India has always been a land of olfactory indulgence right from ancient times. The benefits of essential oils from aromatic herbs and fragrant plants for mental well-being, beauty and healing power is quite well known and is even recommended by the Ayurveda. The global fragrance & flavour market reached a value of US\$ 31.7 billion in 2020, which is further expected to reach a value of US\$ 40.6 billion by 2025. India contributes US\$ 500 million (approx.) to the global fragrance & flavour market. The Indian fragrance market is stably growing at the rate of 11% in recent times. The key driving force for this growth is due to widespread application of fragrance and flavour in varied sectors viz. foods and beverages industries, home-care, health (aromatherapy) aesthetics, personal care and cosmetic market. India, being a land of rich floral diversity and varied geo climatic zones can sufficiently produce organic fragrant raw materials, having great demand worldwide. Considering the close linkages of the fragrance and flavour industries with grass-roots economics, it can be a major thrust to the Indian economy.

Arunachal Pradesh is bestowed with rich biodiversity by Mother Nature. The prevailing agro-climatic conditions are favourable for producing a great variety of exotic fruits, vegetables, herbs, and fragrant plants with unique flavor, aroma, and essential oils. Thus, the state has huge potential for fulfilling the needs of the fragrance and flavour market in the country and abroad. In this backdrop, the Rajiv Gandhi University (RGU), Arunachal Pradesh proposes one day national webinar on theme **"Revitalizing the Potential of Aroma Industry in Arunachal Pradesh: Local to Global Perspectives"** in collaboration with Fragrance & Flavour Development Centre (FFDC), Ministry of MSME, Govt. of India, Kannauj, Uttar Pradesh. The proposed webinar envisions to explore the possibilities of setting up aroma industries in the state leading to the enhancement of livelihood opportunity for the people.

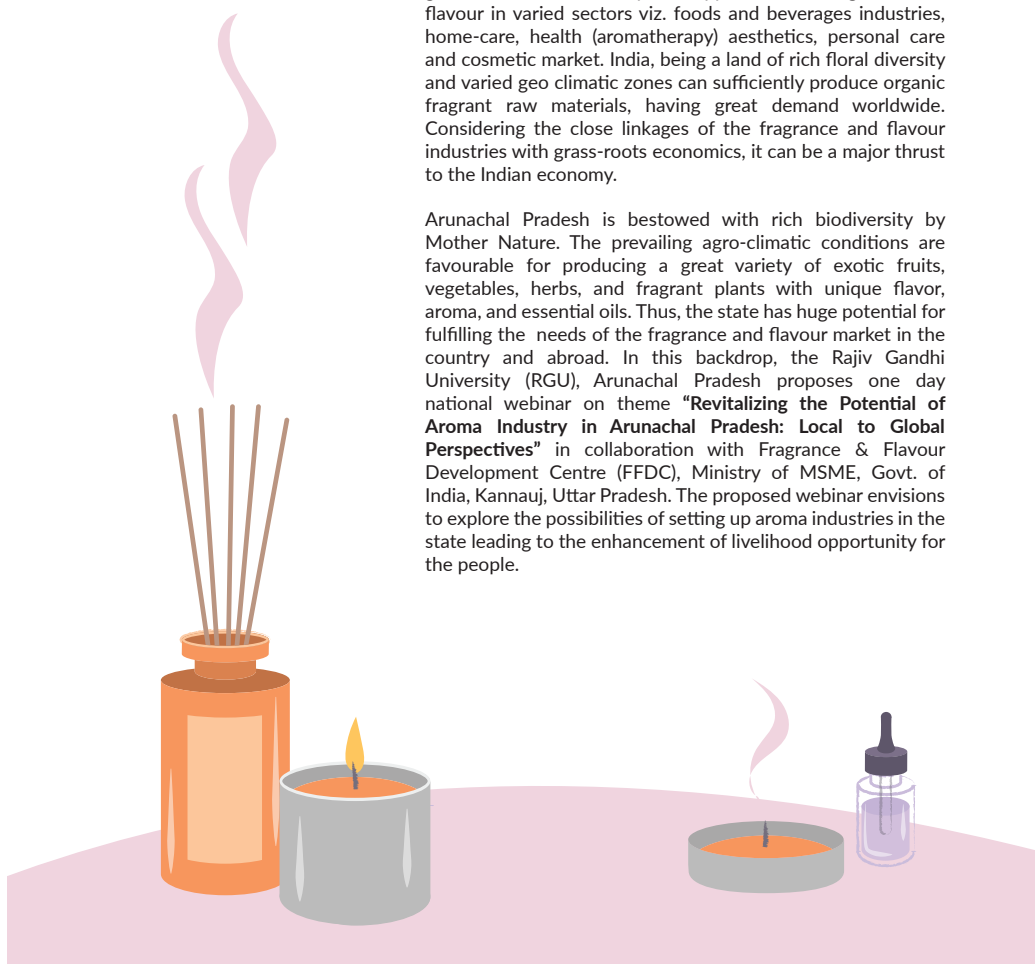


Figure 8: The Webinar Brochure (Page 3)

Objectives of the webinar

- To showcase the biodiversity of Arunachal Pradesh and recognize the market potential of the fragrance and flavour industry;
- To orient younger generations and other stakeholders towards the varied career opportunities in the fragrance and flavour market;
- To deliberate and sensitize entrepreneurs and key stakeholders about the relevant schemes of MSME; and
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Expected learning outcomes

- Motivating the younger generations and researchers to explore the fragrance and flavour market in the state;
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ORGANISING COMMITTEE

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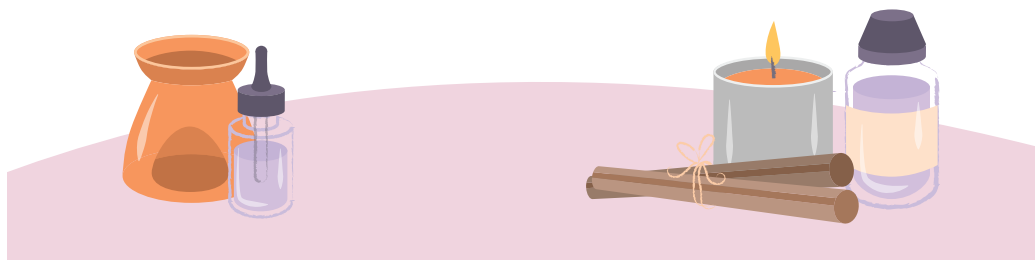


Figure 9: The Webinar Brochure (Page 4)