



## **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**

**FREE REGISTRATION**

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**Prof. Saket Kushwaha**

Vice Chancellor  
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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,  
F/O Life Sciences & Agriculture  
Sciences, Coordinator, Dept. of  
Agriculture Sciences & Food  
Technology, RGU

## RESOURCE PERSONS



**Shri Amit Bajpai**

Assistant Director (i/c)  
Br. MSME-DI, Itanagar,



**Dr. A.P. Singh**

Assistant Director  
FFDC, Kannauj



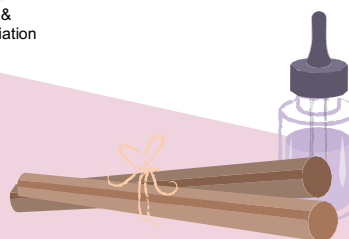
**Shri Rishabh Kothari**

President  
Fragrance &  
Flavour Association  
of India



**Dr. Rohit Seth**

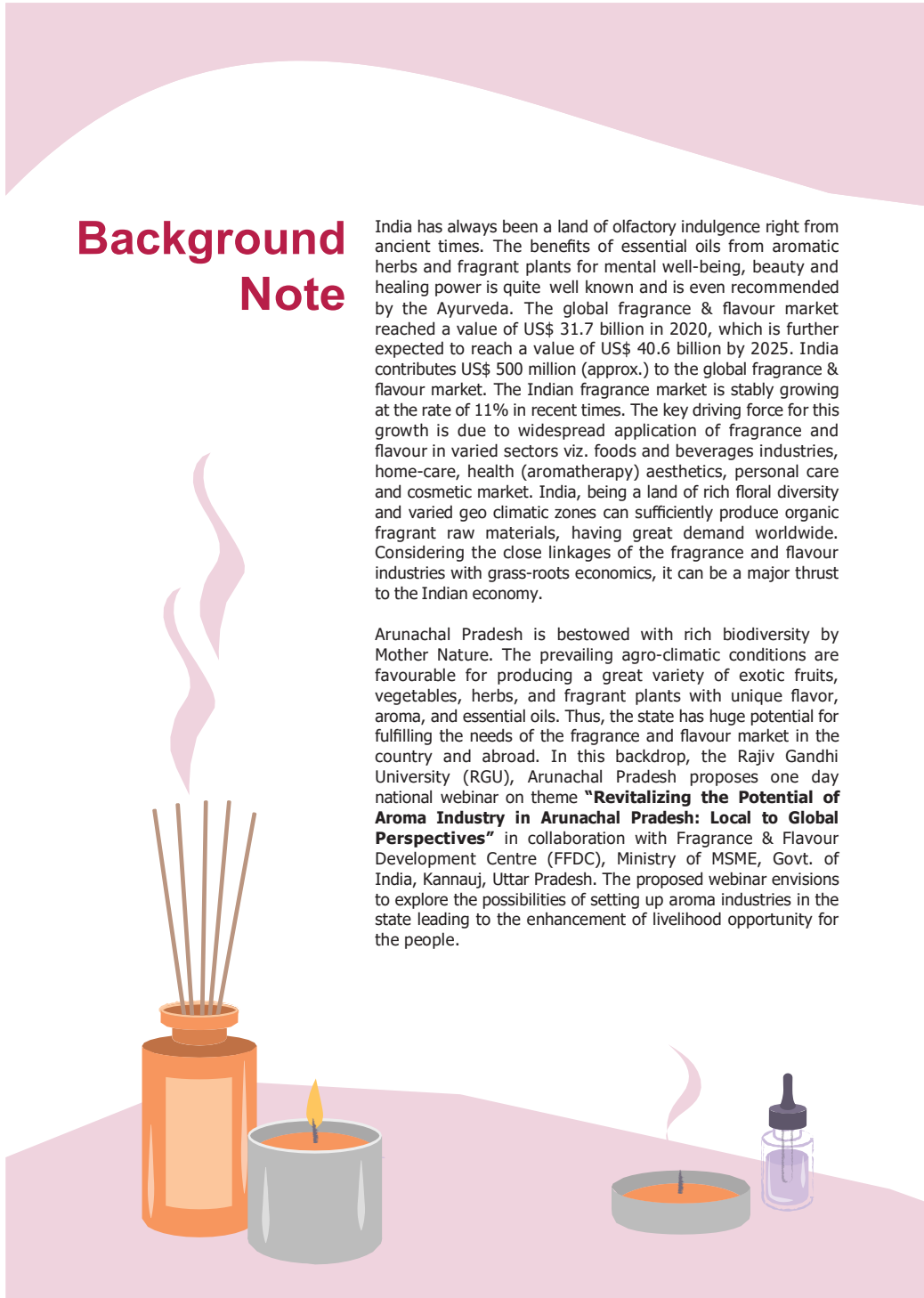
President  
Sugandha Vyapar Sangh



## 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.



## 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
- To enter into an Memorandum of Understanding (MoU) with Fragrance & Flavour Development Centre (FFDC), Ministry of MSME, Govt. 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 flavour 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 flavour products of Arunachal Pradesh and exploring the possibilities at the national and global level..

## ORGANISING COMMITTEE

- Prof. G. Nimasow, Dept. of Geography,
- RGU Mr. G. Huidrom, Dept. of Management, RGU
- Dr. K. P. Singh, Dept. of Social Work, RGU
- Dr. N. K. Mahnot, Dept. of Food Technology, RGU
- Mr. A. Chakrabarty, Dept. of Management, RGU
- Ms. M. Riba, IDE and PRO, RGU
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