



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



MSME INSIDER

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Flavors and Fragrances

AROMA OF INDIA

India has always been a land of olfactory indulgence, where aromatherapy, incense and ittar have existed since ancient times, where essential oil perfume were a part of the ancient royal lore. The earliest scents used were the healing scents introduced through Ayurveda, which recommended the use of aromatic herbs and fragrant plants for mental well-being, beauty, treatment of ailments, hygiene and age-control which are well known even today.

This traditional fragrance industry in India has seen vast changes in the recent years with the introduction of technology and wider usage. The Indian fragrance industry is one of the largest in terms of production, consumption and at present, the fragrance market is set to grow and offer innumerable opportunities for new entrants to grow in this market. India being the leading country in the world with rich diversity in flora and fauna with its 15 Geo-climatic zone. India can produce organic fragrant raw materials which

have great demand in the world. Considering its close linkages with grass-root economics, it can reboot Indian economy from ground level.

Global fragrance & flavour industry is worth \$24.10 Billion and India contributes approximately \$500 million. However, growth rate in India is approximately 11% in the last few years but is projected to grow exponentially in the upcoming years due to rising personal care, brand awareness, increasing disposable income, growing demand in middle class people and affordable price of fragrance in the form of mass perfumes & deodorants.

Looking into the success of Fragrance & Flavour Development Centre, Kannauj & its self-sustainability for last six year and increasing demand for its need across the country and potential, there exists need for opening such kind of centre in all states. Different geographical locations need different approach for different products and technology to work with.

Potential for India:

Worldwide, approximately 300 important natural fragrant raw materials are in use. Out of these, only 50% are cultivated and rest are found in wild habitation (e.g. Nagarmotha, Kewra etc). Out of the cultivated raw materials, 110 cultivated natural fragrant raw material cover 95% of the current global consumption is in fragrance & flavour. Out of these, there are 31 for which India is well known globally and there are nearly 21 which are grown but not to a level for global significance. India has made global impact with essential oils of Menthol mint, Sandalwood, Jasmine, Tuberose and spices.

Menthol Mint was introduced in India in 1954 and then different variants were developed by CSIR-CIMAP and extension work was done by different organizations including FFDC Kannauj.

[Read more here](#)





MoU SIGNING BETWEEN MINISTRY OF MSME AND IIPA WITH AN OBJECTIVE TO COLLABORATE

Ministry of MSME, Govt of India, signed a Memorandum of Understanding (MoU) with Indian Institute of Public Administration (IIPA), New Delhi on 16.04.2019 with an objective to collaborate and undertake certain activities for implementing strategies and policies on MSME. The area of cooperation inter-alia includes

Micro Enterprise Development, Development of Service Sector MSMEs, Policy & Governance, Social Enterprise Development, Statistics & Data (Information and Data Coordination), Knowledge partner for Green Economy and Sustainable Development and other relevant areas.



CFTI, AGRA HAS TRAINED OVER 5000 CANDIDATES IN THE PLACEMENT ORIENTED OPERATOR LEVEL COURSES

Central Footwear Training Institute (CFTI), Agra, has trained 5040 candidates in the placement-oriented Operator Level Courses under the Indian Footwear Leather and Accessories Development Programme (IFLADP) of Department for Promotion of Industry and Internal Trade (DPIIT). A total of 1099 trainees were assisted for placement in 48 footwear manufacturing units located in Agra, Unnao and Kanpur and also started 3 Skill Development Programmes exclusively for SC/ST candidates.



INDO DANISH TOOL ROOM (IDTR), JAMSHEDPUR STARTS THE ENTREPRENEURSHIP AWARENESS PROGRAMME

Indo Danish Tool Room (IDTR), Jamshedpur, has started Entrepreneurship Awareness Programme for 25 prospective Rural & Tribal Women Entrepreneurs at Jadugoda, East Singhbhum District, Jharkhand and also manufactured import substitutes, Bush Bucket and Filling Fixtures for M/s. Tata Cummins Ltd., Jamshedpur and Ordnance Factory, Rajgir, Nalanda respectively.

SCHEME CORNER

The National Scheduled Tribe and Scheduled Caste Hub (NSSH)



The Government of India envisions entrepreneurship inevitable for economic growth and is dedicated to spread growth across all communities of society, in particular the marginalized sections including SC/ST entrepreneurs.

The Public Procurement Policy for MSEs of 2012 mandates that Central Government Ministries, departments and PSUs procure minimum 20% of such procurement from MSEs. A sub-target of 4% out of 20% target of annual procurement earmarked for procurement from MSEs owned by SC/ST entrepreneurs.

Ministry of MSME has made an initial allocation of Rs. 490 crore for the period 2016-2020 for the NSSH (National SC/ST Hub).

[Click here to know more about NSSH](#)



MADHUR MAHESHWARI, RPM INDUSTRIES, RAJASTHAN

Mr. Madhur Maheshwari is an entrepreneur running RPM Industries LLP, where they process and export spices on the domestic and global front. Their Unique Selling Point is maintaining the latest state of the art production capabilities via green technology. He understood the need of the hour was ensuring customer satisfaction by processing natural and safe products and valuing these concerns he joined the training program on the FFDC, Kannauj to learn about the manufacturing process that has wide recognition throughout the nation. Mr. Madhur Maheshwari expresses his appreciation to the training in FFDC, Kannauj and the Government of India.

RAMKRISHNA DEVA PRASAD D RAGA NATURAL PVT. LTD, TAMIL NADU



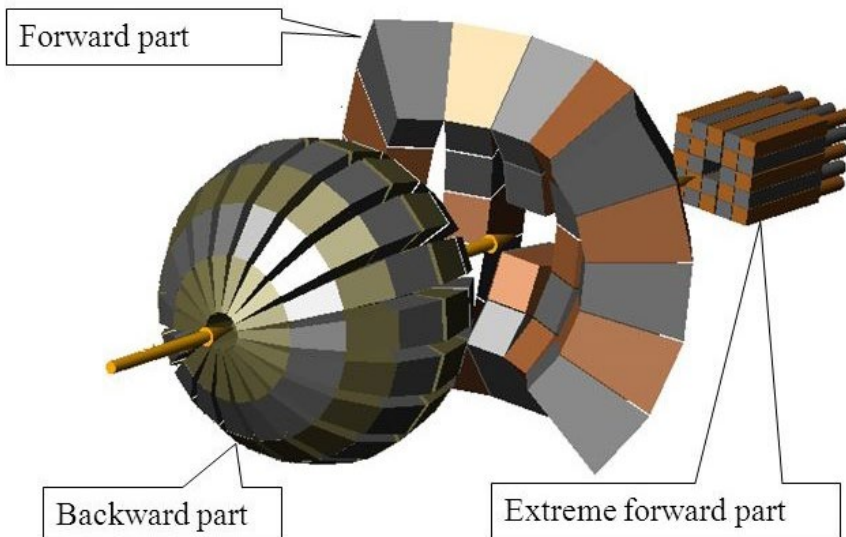
Raga Naturals Private Limited has been the Manufacturer of eugenol, moringa oil & neem oil since 2018 in Sattur, Tamil Nadu, where Mr. Ramkrishna Deva Prasad D is the manager. Mr. Ramkrishna Deva wanted to learn how to set up a small-scale level fractional of essential oil unit that is based on low material availability, which is why he joined the FFDC training Program to gain knowledge and increase his production. Mr. Ramkrishna after finishing his course is now manufacturing Eugenol from clove leaves and he plans to do Geranial and others in the future. Mr. Ramkrishna expresses his gratitude to the training in FFDC, Kannauj and the Government of India.

AISHWARYA GUPTA THE WINDSOR CHOCOLATIER, DEHRADUN



The Windsor Chocolatier company, a division under EASTMAN Group has been mastering the art of chocolate making since 2013. Ms. Aishwarya Gupta came in FFDC, Kannauj along with her father to learn how to master the art of Essential Oil, Perfumery & Aromatherapy and subsequently attended the Fragrance & flavor Creation Level-1 followed by the Level-2 training program. Now the company is selling high-quality hand-made chocolate which is a different version of Windsor Chocolatier flavour and is one of the best chocolate manufacturing company in Delhi. Smt. Aishwarya Gupta expresses her gratitude to FFDC, Kannauj and the Government of India.

CCTC DESIGNS 'CHARGE PARTICLE DETECTOR HOUSING (CPDA) STAND



Central Tool Room Training Centre (CTTC), Kolkata, has designed a Research and Development product namely, 'Charge Particle Detector Housing (CPDA) stand' for Variable

Energy Cyclotron Centre under the Department of Atomic Energy, Government of India and 11 trainees of CTTC, Kolkata have been placed in different organizations.

FFDC CONCEPTUALIZES A PROJECT ON AROMA PRODUCTS FROM FLORAL WASTE



FFDC, Kannauj has conceptualized a project for U.P. Mahila Kalyan Nigam, Govt. of UP on Aroma products from floral waste for Women of Chaitnya Vihar Ashraya at Vrindavan, UP to explore the possibilities of utilizing floral waste from temples of Vrindavan

for the livelihood of women of Chaitanya Vihar Ashraya. The project focus on utilizing floral waste to produce agarabtti & gulal after rendering training to 210 women of Chaitanya Vihar Aashraya, Vrindavan.

ACHIEVEMENTS

(2018-2019 upto April)

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.2.27 crore has been disbursed by the banks up to 30.04.2019 which will facilitate setting up of 65 micro enterprises creating employment of around 520 persons.

MSE -Cluster Development Programme

One Common Facility Centre (CFC) in Pharmaceutical Cluster, Karnal, Haryana has been completed in the month of April 2019.

MSME Sambandh

Procurement of Rs. 39,239.46 crore has been made by 155 CPSEs from 1,22,351 Micro and Small Enterprises (MSEs) including procurement of Rs.774.11 crore from 4390 SC/ST owned MSEs and Rs. 221.88 crore from 1274 Women owned MSEs out of a total procurement of Rs.1,44,989.63 crore thereby achieving 27.06% of the total procurement from MSEs during 2018-19.

Credit Support Scheme (CGTMSE)

200469 credit proposals involving an amount of Rs. 8158.48 crore have been approved in the month of March, 2019.



60K FARMERS UNDER KASAM RECEIVED THE GI TAG FOR 'KANDHAMAL HALDI'

60,000 farmers under Kandhamal Apex Spices Association for Marketing (KASAM) received the Geographical Indication Tag from Intellectual Property of India 'Kandhamal Haldi' a variety of turmeric that has more oleo resin & volatile oil contents compared to other turmeric varieties, indigenous to southern Odisha on 6th April 2019 with the support, guidance & assistance of Central Tool Room & Training Centre (CTTC), Bhubaneswar. The Kandhamal regions is famous for its turmeric, a spice that enjoys its pride of place in an array of cuisines. The agricultural product turmeric also stands out for its healing properties and arresting aroma.



SHRI R.M. MISHRA AS&DC, MINISTRY OF MSME WELCOMES DELEGATE FROM THE GOVERNMENT OF INDEPENDENT STATE OF PAPUA NEW GUINEA (PNG)

Shri R.M. Mishra, CMD, NSIC and AS&DC, Ministry of MSME welcomed the high-level delegation led by Mr. Richard Maru, Hon'ble Minister of National Planning, Government of Independent State of Papua New Guinea (PNG) at NSIC. CMD, NSIC appraised the delegation of various activities of NSIC for promotion of MSMEs in the country and abroad. He also discussed the opportunities of cooperation between the two countries in MSME sector. Delegation from PNG also visited NSIC's Technical Incubation Centre. Hon'ble R. Maru, expressed that NSIC's model is the apt model for engaging youth in productive activities in Papua New Guinea.

UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF MAY

NSIC

MSME-DI

TECHNOLOGY CENTRES

NIMSME

INTERNATIONAL SME CONVENTION

CLICK ON THE CATEGORIES ABOVE FOR FURTHER DETAILS



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