

One-day workshop on perfume packaging concluded

Perfume packaging to go from local to global

Kannauj, November 16, 2024:

A one-day workshop on perfume packaging organized by Indian Institute of Packaging, Fragrance and Flavor Development Center and District Industry Promotion and Entrepreneurship Development Center, Kannauj was held at Conference Hall, FFDC, Kannauj.

About 80 students participated in this workshop with the main objective of improving packaging.

District Magistrate Kannauj, Shri Shubhrant Kumar Shukla, while expressing his views on the special occasion, said that the main objective of this workshop is to make the ODOP product perfume of our district from local to global. “For which we have to pay special attention to quality, packaging and transportation. For which a special course will be started by FFDC. Due to which our relationship with the students will improve and we will also meet them at regular intervals. This will greatly benefit our market at the local level. Our market needs transparency, new standards. The more open we are, the more we will benefit at the international level. We have to make our identity by following international standards. We have no shortage of customers, so we have to find possibilities to do better in our field. We will keep organizing such workshops in future as well. Our only goal is to get Kannauj perfume recognized at the world level.”

Dr. Prabodh Trivedi, Director, Central Institute of Medicinal and Aromatic Plants, while addressing the students said that this laboratory has been organized to remove small mistakes in packaging. The possibilities of perfume

in Kannauj inspire us to present perfume in a better way at the world level. Regarding the problems, he said that we have to stay away from chemical substances. We have to find an alternative to it and we have found one. Soon we are going to bring such a method at a very low cost which will help us to differentiate between synthetic and original and this method will give global recognition to our perfume because till now we had to take help of foreign methods to differentiate between synthetic and original but now in some time we will be able to differentiate between synthetic and original ourselves. We have to adopt science and also bring young entrepreneurs in the field of perfume. People will know us only when they see us.

Expressing his views in the workshop, IIP Director Mr. Tanveer Alam said that the main objective of today's workshop is to focus on packaging. "Because without packaging we cannot brand any of our products. We all know that what is visible sells. Your product will survive in the market only when its packaging is better, durable, attractive and engaging. It is the packaging that attracts the customers. It forces them to buy. We will make new entrepreneurs aware of the ways of better packaging and their standards and get recognition for Kannauj perfumes in the country and abroad," he said.

The aim of this workshop was to provide the representatives of the perfume industry with the necessary knowledge related to world-class and high-quality packaging of perfumes, and other aromatic products. In this workshop, students were told about strategic and state-of-the-art packaging techniques. Kannauj is all set to become a global hub of perfume exports and this workshop will further the efforts of the Uttar Pradesh government, Invest UP and manufacturers to make UP a global export hub.