

UTTARAKHAND IN BUSINESS CIRCLES IN MUMBAI

GarhwalPirul craft reaches Mumbai to packagenatural *Signature Perfume I50* : a creation from Mussoorie

**MUSSOORIE FRAGRANCE AND FLAVOURS INSTITUTE
MUSSOORIE FOREST DIVISION**

LOOK BACK TO MOVE FORWARD AND SOAR

I50
Perfume with a difference

Indian Women Scientist Association (IWSA)

Kahkashan (Kkn)

Perfume @ signature Hedychium coronarium
JYOTI MARWAH CREATION
Life member IWSA, Mussoorie, Uttarakhand

Perfume Pine needles casing @ signature
Mussoorie Forest Division's, Devalsari Range





The *Signature Perfume* **I50** is a Uttarakhand creation by Mussoorie Fragrance and Flavours Institute

with casing for its packaging designed by SHG women of Devalsari under the Mussoorie Forest Division. It was launched for the Golden Jubilee celebration of Indian Women Scientists' Association on 13th June 2022 at Vashi, Navi Mumbai. The launch of the perfume and the golden jubilee celebrations at the Vashi Head quarters of IWSA was attended by Dr. Jyoti Marwah from Mussoorie Fragrance and Flavours Institute and the Forest Ranger of Devalsari Alok representing the DFO Khakhashan Naseem of the Mussoorie Forest Division. The perfume and its packaging was highly appreciated by the participants at the event.



The perfume has been launched with a booklet titled **I50** that explains the importance of natural perfumery and the need to expand it further to save the environment from the adverse effects of

aerosols that are bad for all be it humans, animals, plants and the environment at large. Thus it highlighted the importance of India's traditional and heritage perfumery techniques, as *Signature*

Perfume 150 is like a cousin of the attar or itr.



The perfume was also launched with a self-explanatory song titled *SURSURBHI* to tell the story behind the making of this perfume by Mussoorie Fragrance and Flavours Institute and its packaging of Pine casing by the Mussoorie Forest Division's Devalsari women. The song was highly appreciated by the crowd and they clapped and sang along with its video-audio presentation.

The Signature Perfume branded *150* is a unique, oil-on-oil creation by Dr. Jyoti Marwah with the young women of Mussoorie using the flowers of Sontaka (*Hedychium coronarium*), Roman Chamomile, Lavender, Himalayan Musk Rose, Pine, Cyprus, Pahadi Ginger, Kapurkacheri (*Hedychium spicata*) and vegetable oils of sesame, chrysa, rosehip and others from the western Himalaya region. The perfume thus designed is an in-house product with value addition done locally and with flowers, leaves and roots being cultivated on site, at Mussoorie Fragrance and Flavours Institute situated at Duggal Villa Estate, Library, Mussoorie. Hence it is a product that satisfies the requirement of 100 percent tracking from cultivation to value addition to designing of end products. This then establishes its credibility in terms of it being organic, natural, unadulterated and untouched by rectification.

The signature perfume was cased in a pine needle or pirul casing which was the handiwork of women from Devalsari, running the SHG under Mussoorie Forest Division, branded as Dhatree. This was a unique initiative as it broke away from the stereo type casings of velvet pouches or paper boxes for roll-on perfumes. Its value lies in the fact that it is natural and a sustainable way to package branded items. It also gave the rural women an opportunity in livelihood option and an entry into the commercial world of packaging perfumes and introduced their craft to the market in Mumbai.

