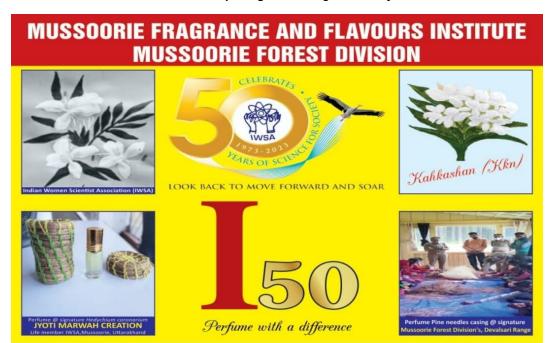
UTTARAKHAND IN BUSINESS CIRCLES IN MUMBAI

GarhwalPirul craft reaches Mumbai to packagenatural Signature Perfumel50: a creation from Mussoorie









The Signature Perfume 50 is a Uttarakhand creation by Mussoorie Fragrance and Flavours Institute

with casing for its pckaging 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 theVashi Head quarters of IWSA was attended by Dr. JyotiMarwahfrom MussoorieFrgarance and Flavours Institute and the Forest Ranger of DevalsariAloki representing the DFO KhakashanNaseem of the Mussoorie Forest Division. The perfume and its packaging was highly appreciated by the participants at the event.

Pine Needle Casing for 15@ Mussoorie Forest Division's Dhatree Devalsari Mahila SHG

The perfume has been launched with a booklet titled 50 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 Indias traditional and heritage perfumery techniques, as Signature

Perfume 50is like a cousin of the attar or itr.





LOOK BACK TO MOVE FORWARD AND SOAR

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 Divisions 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 50 is a unique, oil on oil creation by Dr. JyotiMarwah with the young women of Mussoorieusing the flowers of Sontaka (HedychiumCoronarium), Roman Chamomile, Lavender, Himalayan Musk Rose, Pine, Cyprus, Pahadi Ginger, KapurKacheri (HedychiumSpikata) and vegetable oils of sesame, chyura, rosehip and others from the western Himalaya region. The perfume thus designed aninhouse 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 todesigning of end products. This then establishs its credibility in terms of it being organic, natural, unadulterated and untouched by rectifiation.

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 velevet 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 oppurtunity in livelihood option and an entry into the commercial world of packaging perfumes and introduced their craft to the market in Mumbai.