

MSME – Technology Development Centre  
Ministry of Micro, Small and Medium Enterprises

**Fragrance & Flavour Development Centre  
Kannauj (India)**

**Announces**

**International Techno-Management Programme  
on**

**‘Supply & Value-Chain of Aromatic Plants based  
Essential oil, Fragrance & Flavour and Herbal Industry’**

**8<sup>th</sup> - 28<sup>th</sup> August, 2012**



Reg. Opens on: 15.03.2012 Limited Seats: 10 - for Indian, 10 - for overseas participants Reg. Closes on 16.07.2012



## PROGRAMME OBJECTIVES

This is a **three-weeks** (*working days*) full time residential international programme designed to provide the participants an overview of various Techno-management functions required for the effective management of Aromatic plant based Herbal industry in an increasingly complex and challenging global environment. Its specific objectives are:

- ✚ To provide the participants an overview of the changing context of Aromatic plant based Herbal industry in the global environment;
- ✚ To impart basic knowledge in functional areas of technology as well as management, essential for the management of Essential Oil, Fragrance & Flavour based industry;
- ✚ To enable the participants to develop analytical and practical skills required for effective management of industry; and
- ✚ To provide space to the participants for sharing of their experiences as stake holders & practitioners of various segment of Value-chain, to reflect on their own organisations, and to learn from each other.



## PROGRAMME OVERVIEW

The programme is designed around six modules covering various aspects of understanding Technology (A:8-22.08.12) and Management (B:23-28.08.2012). Overall there will be 20% Industrial Exposure, 40% Practical/ Instrumentation exposure and 40% Theoretical.

### *Programme Modules*

1. Overview of Aromatic plant based Essential oil, Fragrance & Flavour and Herbal industry in Supply Chain Context.
2. Agronomic intervention for sustainable raw material supply
3. Value addition in essential oil and rectification technology (fractionation, reaction, hydrogenation, etc)
4. Quality assessment & control technology through instrumentation
5. Fragrance & Flavour creation methodology and its industrial application
6. Regulatory requirements & sustainable financing for entrepreneurs (in the context of domestic & global market) and general Management.

Besides these programme modules, there would be several intensive workshops focusing on specific aspects of Supply Chain management and development. The workshops would be organised on the following themes:

1. Emerging issues & designing sustainable Supply Chain
2. Social Innovation through Medicinal & Aromatic plant for sustainable livelihood
3. Project management tools for direct intervention in development action
4. Information and Communication Tech. (ICT) for outreach
5. Design as value addition through an Innovation

## PEDAGOGY

Classroom sessions will be interactive with scope for practical work analysis and small group discussions based on the participants 'experiences. Audio-visuals on specific topics will be used to enhance learning.

FFDC will provide the participant opportunities to enrich their experiential knowledge base through sharing their learning. In addition, field trips to Industries/Farmers field in U.P. will be organised to enhance their learning on management in practice.

### WHO SHOULD PARTICIPATE?

Ideal participants for Programme would be personnel from related organizations in developing countries who have spent considerable period of time in these organizations and whose job content is managerial rather than involving direct implementation. It is these human resources of the Commercial/ Developmental organization, who co-ordinate the activities of many people, mentor younger entrants into the working of the organization, maintain critical interface with external agencies and perhaps manage an entire project or programme for the organization. The managerial staff of the organization would benefit from a formal exposure to the principles and applications of technology based development management, which form the core of this programme. FFDC encourages applications especially from Women managers.

**Entrepreneur; Development agents; Govt. & Non-Govt. strategic planner; Perfumers of FMCG companies; Livelihood Manager;.. more..**



Product Development Training for Women Empowerment at Entrepreneurs site

### Programme Requirements

The intensive character of the programme requires full and undivided attention and attendance of the participants in all classroom sessions and field trips. For this reason, participants must be free from any professional or other obligations for the entire duration of the programme. Since classroom liberations and pedagogic materials are in English, a good understanding of the language is essential to enhance learning and facilitate participation in discussions.



**International Hostel at FFDC, Kannauj**

### Venue

The programme will be conducted at FFDC campus. FFDC has modern and well-equipped classrooms, 16 furnished and air-conditioned rooms, AC dining hall, a lounge and other facilities.

## Programme Duration

The programme will commence at 10:00 hours on August, 08<sup>th</sup> 2012 and conclude at 17:00 hours on August, 28<sup>th</sup>, 2012. Participants are expected to make their travel plans accordingly.



## Fee

The programme fee is INRs.67,500/- per participant for Indian participants & US\$ 2200 for overseas participants. This includes boarding & lodging, raw materials for practical and supply of reading material. The fee should be paid in advance by demand draft in favour of the Principal Director, Fragrance & Flavour Development Centre, Kannauj, payable at Kannauj 209726 (India). **An early bird discount of INRs 17,500/- available to applicant against registration made before 30.03.2012** (fees includes a non-refundable registration charge @20%). Participants from abroad must possess valid passport and visa for the entire duration of the course. They may explore the possibility of financial assistance from nearest Indian embassy under ITEC, SCAAP Programme, etc subject to availability

## Campus and Facilities

FFDC has a very fine infrastructure for all activity like Agro-technology and Extension Services, Process Technology Division, Quality Assessment and Standardization, Fragrance & Flavour Development, Information, Documentation and Training, Hostels (Twin sharing, AC) with canteen facility.



**Important Deadlines:** Last date for Confirmation of Participation: **July 16<sup>th</sup>, 2012**

Write in given format to :

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India Phone: +91-5694-234791/234465

Fax: +915694235242 URL: <http://www.ffdcindia.org>

For details, please contact:

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### About FFDC

Fragrance & Flavour Development Centre (FFDC), Kannauj has been set-up in the year 1991 by Government of India (MSME-DO) with the assistance of UNDP / UNIDO and Government of Uttar Pradesh. UNDP/UNIDO has provided technical expertise and imported equipments. Government of U.P. has provided land, building and infrastructure, while Government of India is contributing grant-in-aid for the recurring, non-recurring and indigenous equipments. The Fragrance and Flavour Development Centre (FFDC) is serving to sustain, and upgrade the essential oil, fragrance and flavour industry under the Ministry of MSME, Government of India.



The aroma industry is growing at a fast pace, especially in mint, floral absolutes and spice oleoresins group. Exports in this sector are growing steadily and are projected to achieve major heights. Given the varied geo-climatic conditions of this country, this centre is dedicated to act as an interface between Laboratory Research and Industry and to assist both to tap global market opportunities.

**Fractionation Facility**

This is the unique centre in the country, where processes covering the entire value chain of the industry (right from cultivation of aromatic crops to development of fragrance and flavour) are available under one roof. This centre is dedicated to support innovative ideas and concepts and to provide the much needed fillip to the rapid growth and development of micro-small and medium essential oil, fragrance and flavour industry. An essential activity in the centre is to provide technical assistance to farmers for cultivating of aromatic crops. The overall objective and strategy is to make aroma industry more competitive in a changing scenario in the emerging natural aroma market.

To add unique fragrance & flavour in people's life

To unlock the secrets of 'Aroma Factor' of our life

FFDC offers 16 nos. of scheduled Programme in different aspects of supply-chain of Aromatic plant based Herbal industry to prepare young and talented professional managers with appropriate values and ethos, who strive to help organisations and institutions in professionalizing their Techno-Management. FFDC has also been offering customized training Programme to develop researchers and scholars in the field of Essential oil and related industrial management. To address the training needs of the executives and managers working in the corporate, private, and government and semi-government organisations engaged in this sector, FFDC offers a number of short and long duration client-oriented Training Programmes since 1991.



In addition, FFDC faculty also undertake research and consultancy with multi-disciplinary focus to generate new knowledge for improving the sector.

The institute also launched a one year diploma in 'Aroma Technology' jointly with Forest Research Institute, Dehradun (UK), India to cater to technical & managerial manpower needs of the sector.

**FFDC, Kannauj - A unique centre of its own kind where entire supply-chain right from Agro- technology to Product development are available under one roof and working to add fragrances & flavors in our life.**

**HOW TO REACH FFDC, KANNAUJ**

- ☞ From Lucknow Airport to FFDC : 150 kms.  
via Kanpur towards Delhi  
on G. T. Road
- ☞ From Delhi (by road) towards : 360 kms.  
Kanpur on G.T. Road
- ☞ From Kanpur to FFDC : 80 kms.  
(by Bus or Train)
- ☞ From Kannauj (Saraimeera) : 4 kms.  
Railway Station to FFDC  
on G.T. Road towards  
Gursahaiganj
- ☞ From Kannauj (Saraimeera) : 4 kms.  
Bus Stand to FFDC  
on G.T.Road towards  
Gursahaiganj
- ☞ From Kannauj City Railway : 1 km.  
Station (Makrandnagar)  
To FFDC on G.T.Road towards  
Gursahaiganj

