

Herbal cosmetics exports to boost Goan companies' finances

According to reports available, India exported a total of USD 612.1 million Ayush and Herbal products in the financial year 2021-2022 and will continue on the upward trend in exports of these products as the west looks to us for the supply of natural herbal products as well as herbal cosmetics.

In light of this and seeing the huge potential that this sector has to offer the MSME Development and Facilitation Office Goa started a unique course under the Entrepreneurship Skill Development Programme (ESDP) Scheme to train potential entrepreneurs in the art of manufacturing herbal cosmetics.

This one-month course was held from September 11, 2023 - October 20, 2023 and the resource person for the same was **Ms. Chhaya Puri, Founder, Butterworks Pvt. Ltd.** Around 25 budding herbal cosmetics entrepreneurs took active part in this Skill Development Course. World Trade Centre Goa organized a special session on exports and international trade for all those enrolled for this course.

In his opening remarks, **Mr D. R. Johari, Assistant Director, MSME DFO Goa**, gave an insight of the Ministry of MSME's scheme to provide hand holding and upgradation of Skills for budding entrepreneurs. He expressed appreciation for the significant number of enrolments in this skill development initiative, who wholeheartedly participated in every aspect of the learning opportunities the course presented.

Mr Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa conducted this session. He spoke on the various essentials of international trade like basic local licencing and legal permissions that a firm needs to start their export business including a trade licence from the concerned local Government bodies to the Import -Export licence to be obtained from the Directorate of Foreign Trade. Mr. Desouza spoke on the importance of a strong presence in the local market to enable one to be competitive in the international market and concluded by giving an insight on how to research new markets, role of competitors and finally how to best execute their business in the international markets.

The vote of thanks was given by **Ms. Chhaya Puri** which was followed by a Q & A Session.

Seated from left to right: Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa; Mr. D. R. Johari, Assistant Director, MSME DFO Goa and Ms Chhaya Puri, Founder, Butterworks Pvt. Ltd.

The session was held on October 7, 2023 at Raia, South Goa.

