

Goan herbal cosmetics have the potential to go global.

The cosmetics industry is expanding rapidly, with shifting market demands driving innovation and growth. Recognizing this trend, the MSME Development and Facilitation Office (MSME DFO) in Goa launched an Entrepreneurial Skill Development Program (ESDP). This certificate course was designed to help participants deepen their knowledge and refine their skills in various disciplines, equipping them with advanced techniques for manufacturing herbal cosmetics.

On July 9, 2024, World Trade Center (WTC) Goa joined the program to conduct a session on export preparedness. Mr. Cyril Desouza, Assistant Director of Trade Promotion at WTC Goa, led the session, guiding participants through essential steps for international market entry, including licensing requirements, obtaining an Import-Export Code, capturing market share, and the significance of post-market support. The session provided invaluable insights, preparing attendees to navigate the global marketplace.

The ESDP, led by Ms. Chhaya Puri, ran from June 26 to August 2, 2024, in Margao and attracted over 20 aspiring women entrepreneurs interested in establishing their own cosmetic businesses. The comprehensive course covered all facets of herbal cosmetics, from sourcing raw materials to marketing finished products domestically and internationally. Participants left with a robust understanding of the global industry, enabling them to reach new markets, enhance visibility, and improve profitability.

The programme was held on July 9 2024 at Margao, Goa.

