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CRAFTING A FRAGRANCE



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FASHION COMMUNICATION

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A background image featuring a large, dense bunch of lavender plants with purple flowers and green foliage. In the foreground, there are several books or cards with floral designs. One card on the right has a yellow background with blue and purple flowers and the text "Fragrant good wishes". Another card on the left has a white background with yellow flowers. The overall tone is warm and natural.

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PREFACE

In a world increasingly dominated by mass production and synthetic scents, there exists a timeless craft that has withstood the march of time: the art of ittar making. This ancient tradition, which spans centuries and cultures, is a fragrant testament to humanity's enduring love affair with nature and its bountiful offerings. Ittar, also known as attar, is more than just a perfume; it is a sensory journey into the heart of history, culture, and craftsmanship. Each drop of this exquisite natural essence carries with it the whispers of an era when luxury was handmade and beauty was celebrated through the delicate balance of natural elements.

This book is an ode to the world of ittar—a world where flowers, herbs, and spices are transformed into liquid poetry through methods passed down through generations. From the vibrant lanes of Kannauj, often hailed as the "Perfume Capital of India," to the opulent courts of the Mughal emperors who cherished these scents, this book explores the rich history and cultural significance of ittar. It delves into the meticulous processes that turn raw, fragrant materials into the precious elixirs that have captivated the senses for millennia.

UTTAR PRADESH





Uttar Pradesh, situated in northern India, is a state rich in culture, history, and spirituality. It is famous for the Taj Mahal in Agra, a symbol of love and one of the Seven Wonders of the World, and the sacred city of Varanasi, renowned for its ghats along the Ganges River. The capital, Lucknow, is known for its Nawabi heritage, classical music, and delicious Awadhi cuisine. Uttar Pradesh is a spiritual center with important religious sites like Ayodhya, Mathura, and Vrindavan. The state is also an agricultural hub, producing crops like sugarcane, wheat, and rice. It reflects a unique blend of ancient traditions and modern development, making it a microcosm of India's diversity. Festivals like Holi, Diwali, and Eid are celebrated with great enthusiasm across the state.



CULTURE OF UTTAR PRADESH

Uttar Pradesh (UP) boasts a diverse culture influenced by its historical, religious, and artistic heritage. It is renowned for its classical music, particularly Hindustani classical, and its dance forms like Kathak, which have their roots here. Festivals such as Holi, Diwali, Eid, and Janmashtami are celebrated with great fervor, showcasing the state's cultural unity. UP is famous for its traditional arts and crafts, including Chikankari embroidery from Lucknow

and Banarasi silk weaving. The state is a spiritual hub with pilgrimage sites like Varanasi, Ayodhya, and Mathura-Vrindavan attracting visitors worldwide. The diverse linguistic landscape includes Hindi, Urdu, Awadhi, Bhojpuri, and other regional dialects. Literature and poetry, especially in Hindi and Urdu, have a deep-rooted legacy. The architectural heritage, from Mughal monuments to ancient temples, reflects its rich past. Overall, it represents the diversity and unity that define India.



CUISINE OF UTTAR PRADESH

The cuisine of Uttar Pradesh (UP) is a rich blend of flavors influenced by Mughal, Awadhi, and regional traditions. It is known for its royal Awadhi cuisine from Lucknow, featuring delicate dishes like kebabs (Tunday, Galouti, Kakori), biryanis, and kormas, which are slow-cooked to perfection with aromatic spices. The state is also famous for its street food, such as chaat, pani puri, aloo tikki, and kachori, especially in cities like Varanasi and Kanpur. Vegetarian dishes like Baati Chokha, Aloo Puri, Tehri, and Mathura ke Pede are staples,

reflecting the local flavors. The eastern part of UP has its unique offerings, like litti chokha and bhanta. Sweets are a significant part of the cuisine, with jalebi, malaiyo, petha, and balushahi being popular choices. The region's food is marked by a balance of spices, a variety of breads such as naan, rumali roti, and kulcha, and the use of clarified butter (ghee) for an authentic taste. The cuisine of UP captures the essence of North Indian culinary traditions, offering a delectable range of flavors that appeal to both vegetarians and non-vegetarians.



LUCKNOW

Lucknow, the capital of Uttar Pradesh, holds a significant place in the history of ittar making, a craft deeply intertwined with the city's rich cultural heritage. The tradition of creating ittar in Lucknow dates back to the Mughal era and flourished under the patronage of the Nawabs of Awadh, who were known for their refined tastes and luxurious lifestyles. These Nawabs, influenced by Persian culture, turned Lucknow into a cultural hub where the art of perfumery was


highly valued. Local artisans, known as ghazis, developed unique and distinctive blends using natural ingredients like flowers, herbs, and spices through traditional methods such as In the narrow lanes of old Lucknow, particularly in areas like Chowk and Aminabad, small shops still sell a wide range of ittars, from traditional favorites like rose and jasmine to more exotic blends. These shops often use the same age-old methods passed down through generations, ensuring that each bottle of ittar is a piece of history.

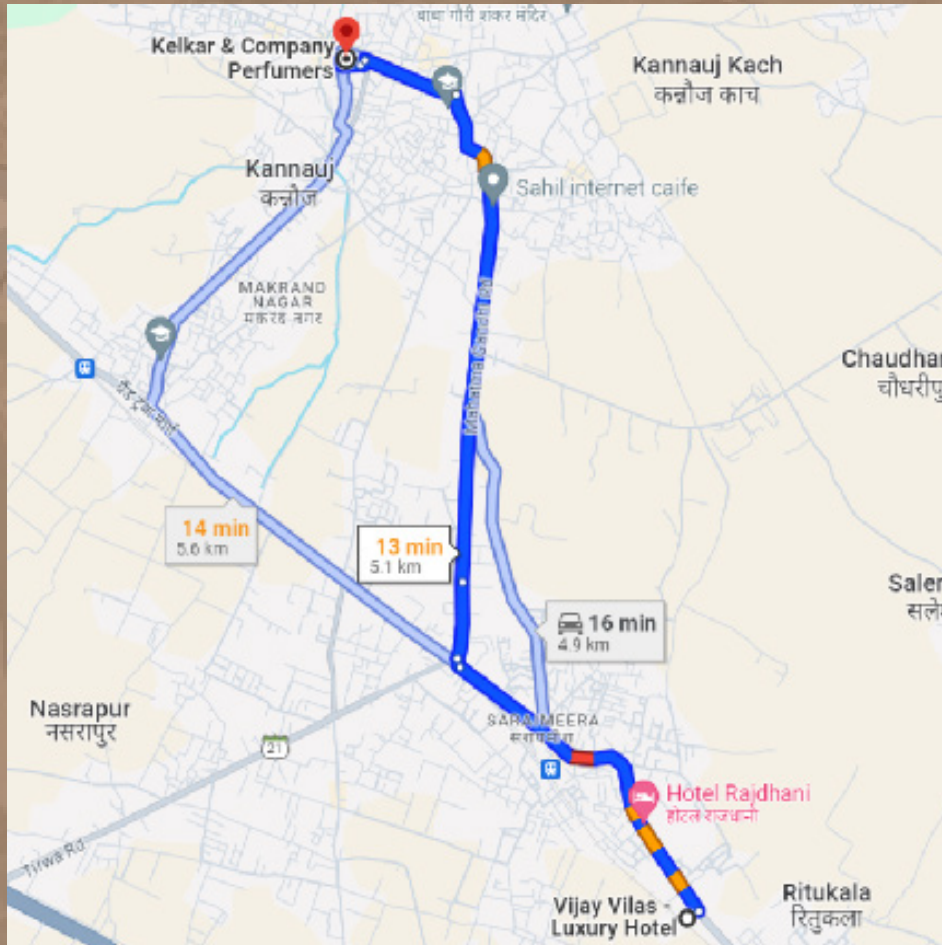
BENIRAMMOOLCHAND
PERFUMERS KANAUJ U.P.

KANNAUJ

Kannauj, famously known as the "Perfume Capital of India," has a rich and enduring legacy in the art of ittar making that spans over a thousand years. This ancient city in Uttar Pradesh has been a center for the production of natural perfumes since the Vedic period, and its reputation only grew during the Mughal era, when the emperors, with their penchant for luxury, became avid patrons of Kannauj's skilled perfumers. The traditional method of ittar making in Kannauj, known as hydrodistillation, is a meticulous

and time-honored process that has remained largely unchanged over the centuries. Despite the rise of synthetic perfumes, Kannauj's ittar industry has remained resilient, preserving a craft that is celebrated for its purity, natural ingredients, and the unique, timeless quality of its fragrances. Today, Kannauj continues to be a beacon of traditional perfumery, producing some of the finest natural perfumes in the world, and maintaining a legacy that is as rich and fragrant as the ittars it produces.





SPOT 2 Home stay place to perfume manufactures in Kannauj (Kelkar and Sons Perfumers)

इत्तार

Ittar (or Ittar) refers to a type of traditional perfume made from natural ingredients such as flowers, herbs, and spices. Unlike alcohol-based perfumes, ittar is usually alcohol-free and is known for its long-lasting fragrance.



The production involves extracting essential oils through methods like distillation, blending them to create distinctive scents, and sometimes aging the mixture to enhance its aroma. Varieties include floral notes like rose ittar and rich, woody scents like oud ittar. In many cultures, ittar symbolizes luxury and is used in special occasions and rituals. Today, while traditional ittar remains cherished, modern versions may incorporate synthetic elements to replicate natural scents.



ORIGIN

Ancient India: Indian culture has a long history of producing ittar. Indian historical literature, such the “Vedas,” mentions the usage of incense, oils, and aromatic plants in religious ceremonies. India was one of the first and most well-known countries to produce ittar, having developed the craft over centuries of distilling aromatic oils from flowers and herbs.

Persia: Fragrant oils and perfumes were widely used in religious rituals and royal courts in ancient Persia. The art of distillation, a crucial

step in the production of ittar, was developed in large part thanks to Persian perfumers. Around the tenth century, the Persian scholar Avicenna is credited with refining the distillation process, increasing its efficiency and enabling the extraction of purer essences.

Arab World: The manufacturing of ittar has a long history in the Arab world. Ittar became popular as a result of the spread of Islam throughout the Middle East and North Africa, as Islamic culture encourages the wearing of perfume.





इत्र की बूंदों में बसा है सदीयो का इताहास
फूलों की रूह से रचा, ये खुशबू का उपहार ।



THE PROCESS

“इत्र की खुशबू में खो जाती है यादे भी,
हृदय से हृदय ऋश्तो की ये परभाष है।”

The creation of ittar is a meticulous and artful process that involves several detailed steps to produce a high-quality and distinctive fragrance. It begins with the careful extraction of essential oils from natural materials such as flowers, herbs, spices, and resins. This extraction is typically done through steam distillation or cold pressing, which preserves the delicate and complex aromas of the raw ingredients. Once the essential oils are obtained, they are skillfully blended to create a balanced and harmonious fragrance profile. This blending process requires a deep understanding of scent composition, as different oils interact in

unique ways to form a cohesive scent. The blended ittar mixture is then aged, a critical step that allows the various elements to meld and develop a richer, more refined aroma over time. Aging can take weeks or even months, depending on the desired outcome. After aging, the ittar is filtered to remove any impurities, and it may be diluted with a base oil, such as jojoba or coconut oil, to adjust the concentration and ensure that the final product is gentle on the skin. The result is a luxurious, alcohol-free perfume that is celebrated for its long-lasting and nuanced scent, reflecting both the quality of its ingredients and the expertise of its creator.



THE KARKHANA

The ittar karkhana is more than just a built structure. The karkhana environment is what permits the process of ittar-making to take place, and the necessities of the process are what have shaped the karkhana in return.

This karkhana is around 25 feet by 30 feet, making it an average-sized workplace given that it is part of the home. Evidence of this smoke can

be found on the blackened walls of the karkhana. The arrangement of the tools and apparatus in the open space is interesting; kande (cow dung cakes) are put in a line between the two rows of bhathi (furnace), for simplicity of use, so that the kaarigar does not have to take the kande to the bhathi. Naaliyan (open water duct) runs down the floor of the karkhana, transporting discharged water to the drains.



DEG

The deg is a crucial component in the traditional ittar-making process, serving as the primary vessel for the distillation of natural ingredients like flowers, herbs, and spices. Copper is traditionally chosen for making the deg in ittar production due to its exceptional properties that perfectly suit the distillation process. As an excellent conductor of heat, copper ensures the even and controlled heating of natural ingredients, which is crucial

for the slow extraction of essential oils without damaging their fragrance. Its durability allows the deg to withstand repeated heating and cooling cycles over many years without degrading, making it a long-lasting choice for distillers. Additionally, copper's relative non-reactivity with the natural ingredients preserves the purity of the final ittar, ensuring that the delicate, natural scents remain untainted by any metallic contamination.

BHAPKA

The bhapka is typically a rounded, bulbous container with a narrow neck and a wide body, a shape that is ideal for capturing and collecting the condensed steam that carries essential oils from the distillation process. Traditionally made from copper, similar to the deg, the bhapka benefits from copper's durability, non-reactivity, and excellent heat conductivity. In some cases, other metals like brass might also be used, but copper remains the preferred material due to its superior

properties in maintaining the quality of the ittar. The bhapka is connected to the deg, the primary distillation vessel, via a bamboo pipe called a chonga. As steam rises from the deg, it travels through the chonga and enters the bhapka, where it begins to cool and condense back into liquid form. Inside the bhapka, the condensed steam separates into water and essential oil. Since essential oils are lighter than water, they float on top, making it easier to collect the oil without contamination.



TOOLS

SARPOS

It is the lid that sits on top of the deg. It features apertures for receiver connections.



KUPPI

This is the place where our Indian Attar is allowed to settle down. It's a leather container that absorbs moisture allowing it to evaporate, leaving only the attar behind.

CHONGA

A bamboo pipe twine-wrapped for insulation serves the purpose of a condenser. It connects the Deg to the Bhapka.

GACHCHI

This is the place where Bhapka, or receiver is kept and used for cooling the distillate from Deg.





USES OF



INTAR

“अत्तर लगते नहीं है, पहनते है”

Ittar, is a natural perfume derived from flowers, herbs, and spices, widely used in various cultures for its numerous benefits. It serves as a personal fragrance, preferred for its alcohol-free composition and soothing aroma, making it ideal for daily wear and special occasions. In spiritual and religious practices, ittar is integral, used in meditation, rituals, and ceremonies to create a sacred ambiance. .

Kelkar Ji described the following uses of ittar: Anulepan, Dhoopan, and Tambulam. Anulepan involves applying ittar to different regions of the body, Dhoopan involves fumigating a space for therapeutic purposes, and Tambulam involves consuming a fragrant delicacy to maintain freshness. The manner in which ittar is to be utilized is equally important in terms of personal use. In some cultures, ittar is believed to have therapeutic properties.



GULAB (rose)

MEDICINAL USE

- Vapour therapy from rose essential oil cures nervousness, headaches and hypertension.
- It helps in keeping the skin clear and away from skin problems.
- prevents heat strokes.

RELIGIOUS USE

- Widely used as a manner of welcoming and greeting to Hindu deities;
- Banke Bihari is offered rose.
- Shiv linga is sprinkled with gulab ittar as well.
- Majuma, a blend of kewda and rose is used by muslim sufi saints.
- Sikhs use rose ittar to scent the rumala sahib (sacred cloth) in Gurudwaras.
- 'Ruh gulab' or pure rose extract is a favorite of worshipers of 'Shyam Baba', a local deity in the north western state of Rajasthan

COSMETIC USE AND OTHERS

- Used to impart flavour in sweets.
 - Used in beauty products in diluted amounts.
 - used as air freshener -
- Used to give flavour and fragrance to pan masala and tobacco



BELA (jasmine)

MEDICINAL USE

- Drops of Bela Ittar are used - Goddess lakshmi is offered to cure ear pain.
- Has antifungal and antibacterial properties

RELIGIOUS USE

- Goddess lakshmi is offered with both the flower as well as the ittar

COSMETIC USE AND OTHERS

- used in beauty products in diluted amounts
- used as air freashner





KESAR (saffron)

MEDICINAL USE

- key ingredients in skincare medications

RELIGIOUS USE

- used by Hindus in Anulepan
- Muslims use it mixed with other ingredients

COSMETIC USE AND OTHERS

- used to impart flavour and fragrance to sweets as well as skincare products



APPLYING ITTAR

Use a Dropper or Applicator: If your ittar bottle has a dropper or applicator, use it to place small amounts of ittar on your skin. This helps control the amount you apply and prevents waste.

Direct Application: For bottles without droppers, you can gently touch the neck of the bottle to your skin. Be careful not to apply too much at once

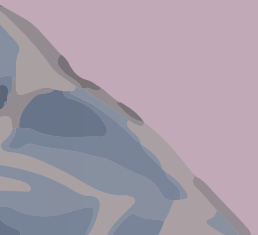
Where to Apply It

Pulse Points: Apply ittar to pulse points, which are areas where blood vessels are close to the skin's surface. These areas emit heat, which helps to diffuse and enhance the fragrance. Common pulse points include:

Wrists: Dab a small amount on the inner wrists.

Neck: Apply a small amount to the sides of your neck or the base of your throat.

Behind Ears: Dab a bit behind each ear.



A close-up photograph of a person's hands holding a large, dense bouquet of pink cherry blossoms. The hands are positioned in the center, with the left hand slightly higher than the right. The person is wearing a red string bracelet on their left wrist. The background is a soft-focus field of many more pink cherry blossom petals, creating a dreamy, romantic atmosphere. The lighting is warm and natural, highlighting the delicate texture of the petals.

ROOH GULAB

Ingredients:

Fresh Rose Petals: Approximately 10-15 kilograms (for a high-quality attar).

Sandalwood Oil: About 1 liter (as the base oil).

Process:

Collection of Rose Petals: Harvest about 10-15 kg of fresh rose petals. The type and quality of roses significantly impact the final fragrance.

Hydro-distillation: Place the rose petals in a copper still (deggh) and add water. The ratio is generally 1:3 (rose petals to water). This mixture is then distilled.

Collection of Rose Oil: As the water is heated, the steam passes through the rose petals, capturing the essential oils. The steam is then condensed and collected, with the oil separating from the water.

Mixing with Sandalwood Oil: The collected rose oil is mixed with sandalwood oil. The typical ratio is about 1 part rose oil to 10 parts sandalwood oil, but this can be adjusted depending on the desired intensity of the fragrance.

Maturation:

The blend is then stored and left to mature for several months, allowing the scents to fully develop and integrate.

Final Product:

The result is a rich, floral Rose Ittar, which is then bottled and used for various purposes, including personal fragrance, religious rituals, and aromatherapy.

माटी के इत्र में सजी है धरती की महक,
बरसात की बूंदों संग जैसे यादों की चहक।




गुलाब के इत्र में बसी है प्यार की मीठास,
हर सांस में समा जाए इसकी खुशबू की प्यास ।



SWOT Analysis

A stylized illustration of a hand in shades of brown and tan, holding a thin orange line that extends downwards towards the bottom right corner of the image. The background is a solid light purple color.

A stylized illustration featuring a hand and a rock. The hand, rendered in various shades of brown and tan, is positioned in the lower-left corner, with fingers slightly curled. Above it, a dark, jagged rock formation is visible. The background is a solid, muted purple color.

SWOT analysis for the craft of ittar making provides insight into the strengths, weaknesses, opportunities, and threats associated with this traditional and culturally significant craft.

Strengths:

- Authenticity appeals to customers who value heritage and traditional practices.
- Unlike synthetic perfumes, ittars are made from natural ingredients, making them appealing to health-conscious consumers and those who prefer organic products.
- The fragrances produced through traditional ittar making are often unique and highly concentrated, offering a sensory experience that synthetic perfumes cannot replicate.
- The craft requires a high level of skill and knowledge passed down through generations, which adds value and distinction to the products.

Opportunities:

- Ittars can be positioned as luxury or niche products in the global market, appealing to consumers looking for exclusive, artisanal fragrances.
- As consumers become more aware of the environmental and health impacts of synthetic chemicals, there is increasing demand for natural and organic products, including fragrances
- There is significant potential to expand into international markets, especially in regions where natural and traditional products are gaining popularity..
- Offering workshops, experiences, and tours related to ittar making can attract tourists interested in cultural and artisanal experiences, creating additional revenue streams.

Weaknesses:

- The traditional process of making ittar is labor-intensive and time-consuming, which can limit production capacity and scalability
- The use of high-quality natural ingredients and traditional methods can make ittars more expensive to produce, which may result in higher prices for consumers
- While ittars are well-known in certain regions and among specific demographics, there is a general lack of awareness in global markets, particularly in Western countries..
- The natural ingredients used in ittar making can have a limited shelf life, leading to potential waste and losses if not managed properly.

Threats:

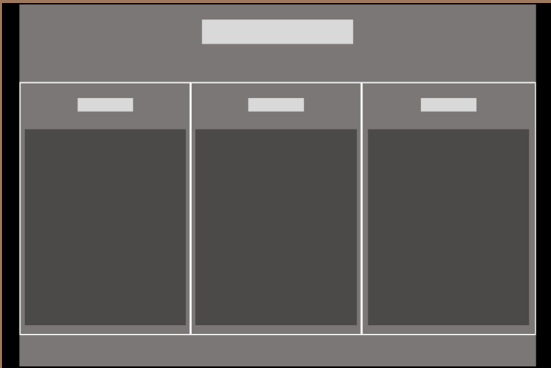
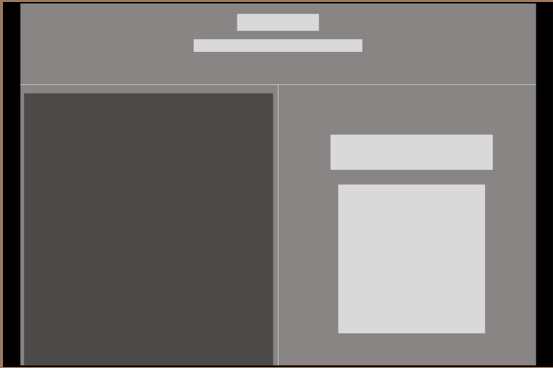
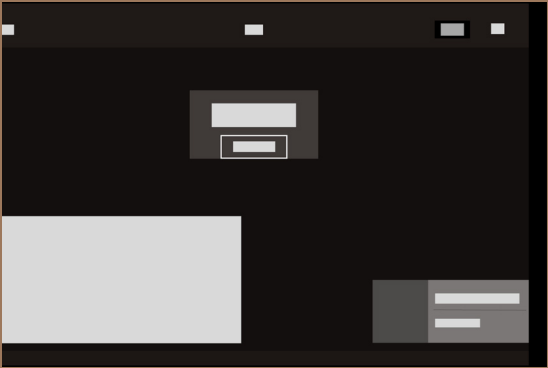
- The global fragrance market is dominated by synthetic perfumes, which are often cheaper and more widely available, posing a challenge to the popularity of ittars.
- The market for ittars is vulnerable to counterfeit products, which can damage the reputation of genuine ittar makers and reduce consumer trust.
- The availability of certain natural ingredients can be affected by environmental changes, such as climate change or deforestation, potentially disrupting production.
- Stricter regulations on the use of natural resources, export laws, and labeling requirements can pose challenges to traditional ittar makers, particularly when entering new markets.



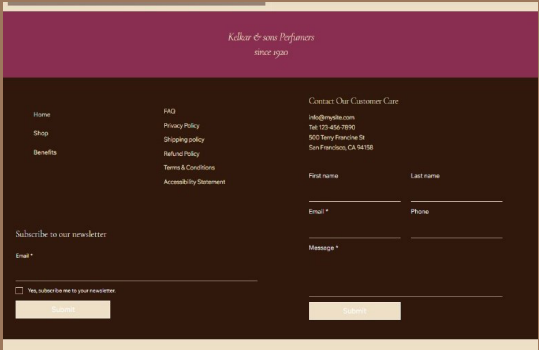
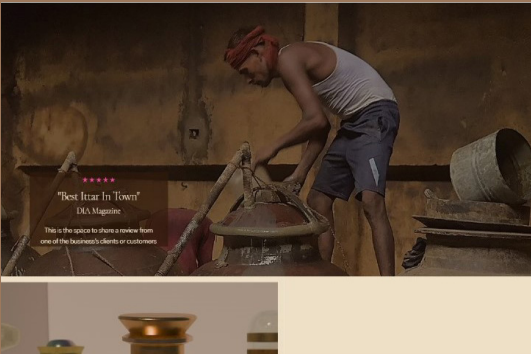
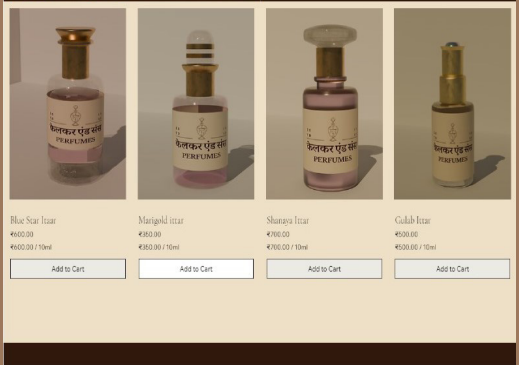
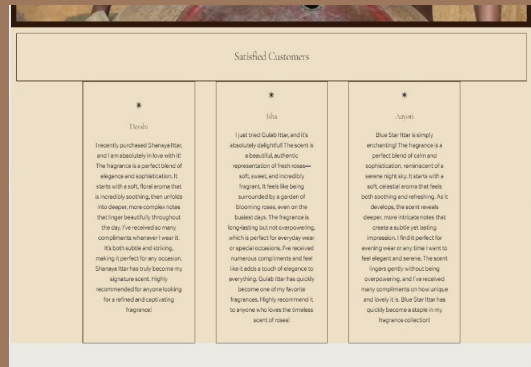
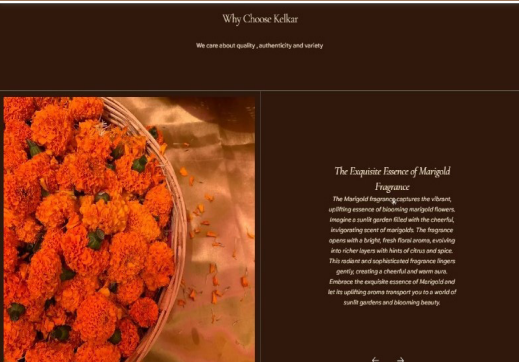
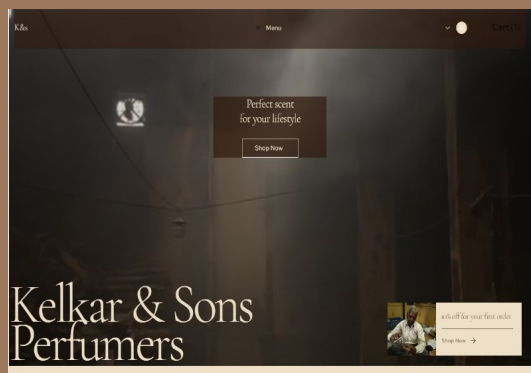
DESIGN

INTERVENTION

LOW FIDELITY WIREFRAMES



High Fidelity Wireframes



MOCK UPS



Why Choose Kelkar

We care about quality, authenticity and variety

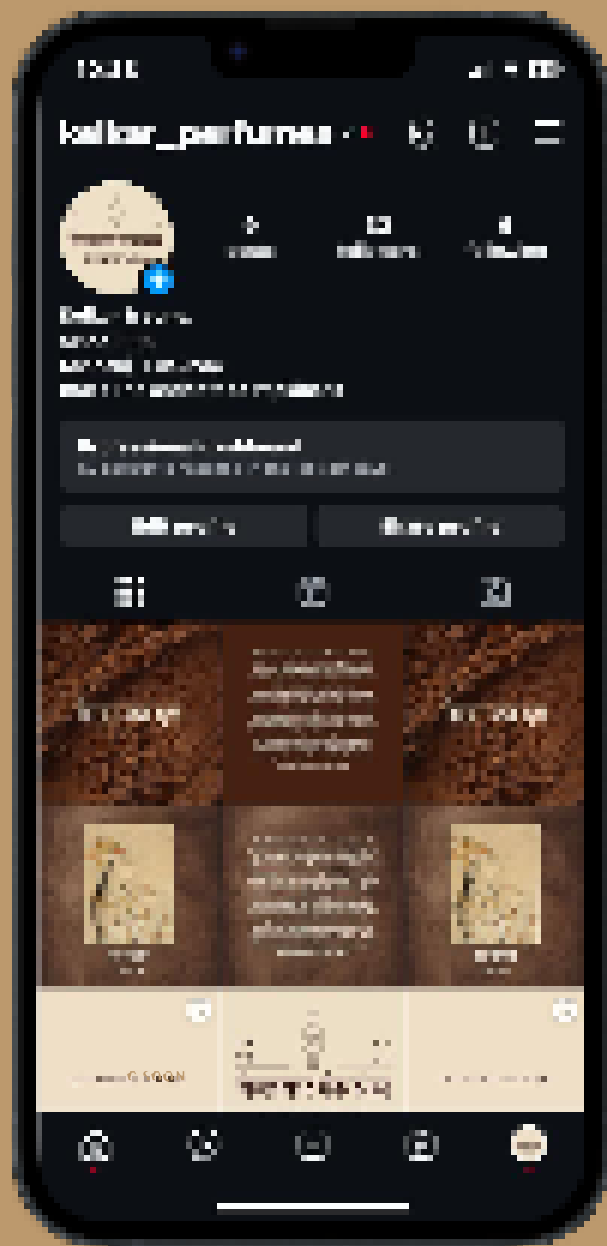


The Exquisite Essence of Marigold Fragrance

The Marigold fragrance captures the vibrant, uplifting essence of blooming marigold flowers. Imagine a sunlit garden filled with the cheerful, invigorating scent of marigolds. The fragrance opens with a bright, fresh floral aroma, evolving into richer layers with hints of citrus and spice. This radiant and sophisticated fragrance lingers gently, creating a cheerful and warm aura. Embrace the exquisite essence of Marigold and let its uplifting aroma transport you to a world of sunlit gardens and blooming beauty.



INSTAGRAM



3:31

LTE 72%

KELKAR_PERFUMES

Posts

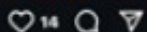


kelkar_perfumes



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14



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kelkar_perfumes Extracted from parched clay and distilled with ancient techniques, it is today known as mitti attar – Earth's perfume.

#IttarArtistry #FragranceReimagined #Newinitars
#discoverittars #newbeginnings #kannaujittars
#craftedwithcare #attarmaking

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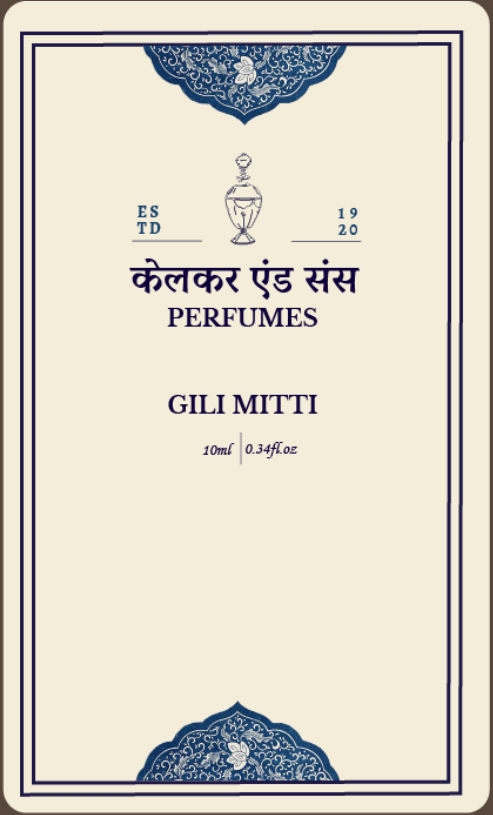
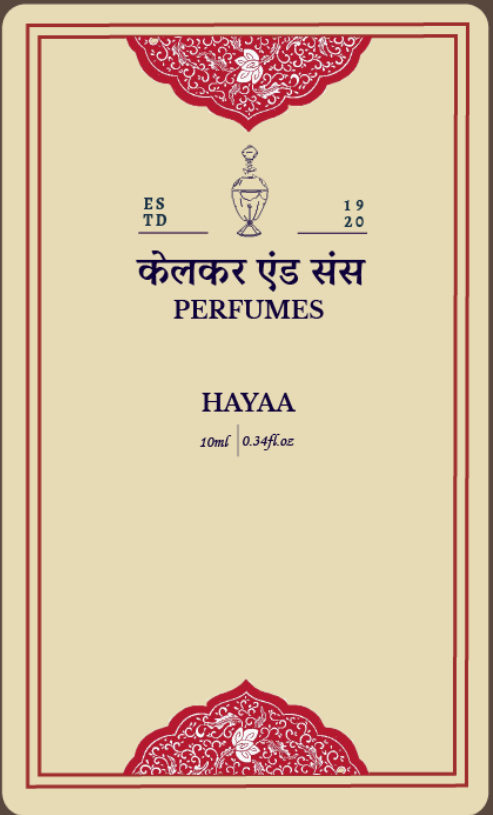


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<http://www.kelkarsonspfumers.co.in>

PRODUCT LABEL





PRODUCT PHOTOSHOOT







THE KARIGARS

The process of making the fragrance is dependent on various factors, most of which are environmental. From the raw material to the weather, as well as the seasonal nature of the craft, the expertise of the craftsperson is equal to that of the influence of nature. In the craft of ittar making, it is understood how a greater power that is beyond the kaarigar is necessary to get favourable outcomes. How the kaarigar pulls the work in a direction

and how the work pulls him in a direction is a part of the process in ittar ka kaam. The kaarigars may be involved in the extraction of essential oils from natural sources such as flowers, herbs, or woods. This process often requires careful handling and knowledge of distillation techniques to ensure the purity and quality of the oils. They follow specific formulas or recipes to achieve desired scents.



ARTISANS PROFILE

Aftab, Master Distiller.

Age: 50

Aftab comes from a family that has been producing Ittar for centuries in Kannauj, India's perfume capital. At the age of 15, he began studying the trade from his father and has spent the last 35 years honing it.

Aftab specializes in hydro-distillation, which is the most traditional way of obtaining essential oils from flowers and plants. His expertise lies in regulating the temperature and timing of the distillation process to achieve the highest yield and quality.

Calm, patient, and highly respected among his peers, Aftab is known for his dedication to preserving the traditional techniques of Ittar-making that have been passed down through generations.



Rajesh – Raw Material Procurement Specialist

Age: 40

Rajesh comes from a farming family and has been involved in the Ittar industry for over 20 years. He started his career by helping his uncle, who was a well-known supplier of raw materials to Ittar factories, and developed a deep understanding of the supply chain.

Specializes in sourcing high-quality flowers, herbs, and spices from various regions. Rajesh travels extensively to procure the best raw materials, ensuring the flowers are picked at the peak of their fragrance.

Charismatic and well-connected, Rajesh is known for his negotiation skills and ability to source rare and premium ingredients.



Imran – Perfume Blender

Age: 63

He inherited the technique of mixing from his grandpa and father, both of whom were well-known in Kannauj for their distinctive Ittar designs.

Expert in creating well-balanced and sophisticated blends, Imran specializes in keeping perfect harmony between the top, middle, and base notes.

Has a highly tuned sense of smell, which allows him to detect small changes in scents. This sensitivity is critical to assuring the uniformity and quality of each batch.



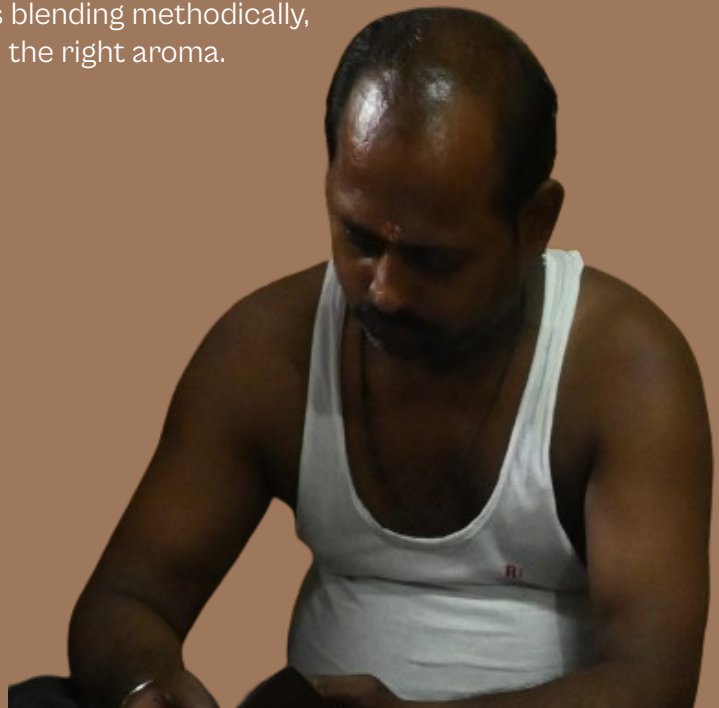
Sanjay – Perfume Blender

Age: 47

Sanjay grew up in a household recognized for their skill in combining Ittars. Sanjay has continued the tradition while infusing it with his own creativity.

Expert in creating balanced and subtle Ittar mixes. Sanjay's job include blending several essential oils, such as rose, jasmine, and sandalwood, to produce distinctive smells that stand out on the market.

Sanjay, who is both creative and patient, approaches blending methodically, testing and refining many combinations until he finds the right aroma.





CONCLUSION

Ittar making in India is a centuries-old tradition that holds immense cultural and historical significance. Known for its exquisite natural fragrances, the craft has been an integral part of India's heritage, especially in regions like Kannauj, often referred to as the "Perfume Capital of India." Indian ittars are prized for their purity, unique aromas, and the skilled craftsmanship involved in their production. However, the ittar industry in India faces several challenges, including competition from synthetic perfumes, limited global awareness, and the high costs associated with traditional production methods. Despite these hurdles,

there is growing interest in natural and organic products, both within India and internationally, which presents significant opportunities for the revival and expansion of this traditional craft. For ittar making in India to thrive, it must adapt to modern market demands while preserving its traditional roots. By focusing on quality, sustainability, and marketing to niche and luxury markets, Indian ittar makers can position their products as premium offerings on the global stage. Furthermore, increasing awareness and appreciation for this ancient craft, both domestically and abroad, will be crucial in ensuring its continued success and cultural preservation.

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