

INTERVIEW: EFCM - MBM GRADUATE ASHNA ROY

*Ashna Roy, Indian student elected head of the class 2015-2017,
shares her experience as EFCM-MBM student
and much more*



1) When did you first discover your passion for Fragrance and Cosmetics?

I've always had a passion for both Fragrance and Cosmetics - or at least using them. It helped that I loved chemistry too! Of course, I didn't realise that the two could be combined until I learned about the EFCM program. After applying and getting accepted to the program, there really was no turning back!

2) How would you describe your experience in the EFCM MBM program?

If I had to keep it short, I'd say "Life Altering". But two words aren't enough to encapsulate the experiences that the EFCM MBM program has given me. Of course, it has helped academically, but more importantly it has given me a lot of leverage as a professional in the industry. The MBM program itself really helped with a lot of soft skills such as team building and communication - niches that the sciences don't focus on. And because of these exercises, I've also made friends that I know I can count on, even if we're continents apart.

3) What about your internship at Mane in Thailand?

It was amazing to have been given the opportunity to work in a market that I had absolutely no experience with. My seniors at Mane Thailand were all so supportive, and really helped me understand how crucial the role of an Evaluator is to a fragrance company. I was entrusted with projects for clients from Thailand, Vietnam, Bangladesh and Myanmar spanning almost all product categories. I was expected to see them to completion and work with perfumers if need be. I also undertook proactive projects, creating concepts and either choosing or developing fragrances to fit these themes and concepts.

All in all, it was an extremely satisfying experience, especially as I was able to immerse myself in Thai culture (and Thai food, of course!).

4) Which are your plans for the future?

I am currently waiting to start my job at Quintessence Fragrances, which was originally a UK based company. I'll be working out of the Mumbai office to help them develop their operations in Mumbai and align operations with the UK, as a Fragrance Evaluator and Marketing Executive. For now, the plan is to stick around, learn as much as I can and see where the wind takes me!

5) What advice would you offer to current and future EFCM - MBM students?

I'd like to say something ideal like "hard work takes you places", but honestly, the experiences I had and the people I met and was able to learn from were what really made those two years so special. So I'd say - put yourself out there, make every moment a memory worth remembering. Things always fall into place when the time is right.

**Thank you so much dear Ashna!
Wish you the best!**