



# Kannauj's perfume

## Why in News?

- On September 6, 2022, a spokesperson of the Uttar Pradesh government said that the state government would host the first International Perfume Festival in February next year with the aim of establishing the perfume of Kannauj in the global market under the One District One Product (ODOP) scheme, in which delegations from all the leading countries including Europe and the Middle East, including France, a leader in the perfume industry, will be invited.

## Key Points

- At the International Perfume Festival, visitors from different countries will be introduced to the process of manufacturing the perfume of Kannauj, the basic ingredients used in it, among other features.
- The festival will provide a platform to the perfume makers and entrepreneurs of Kannauj to do business with foreign companies. Through this, perfume traders of Kannauj will also get an opportunity to showcase their products to foreign buyers and explore the possibilities of global trade.
- The Confederation of Indian Industry (CII) will be responsible for bringing the foreign delegation for the International Perfume Festival.
- Under this event, there will be a one-day program in Lucknow, in which various seminars will be organized. After this all the foreign guests will be taken to Kannauj. Here they will get a chance to meet perfume entrepreneurs, perfume manufacturers and exporters.
- The International Perfume Festival will be attended by representatives of countries from all over the world, who are related to the perfumery, perfume-related industries. These will include manufacturers, entrepreneurs and sellers. Especially representatives of European countries like France, Germany, Switzerland will be present. Apart from this, many countries of the Middle East including Dubai will also participate in it. France is the most important of all these countries, as it is considered a leader in the perfume industry.
- It is worth mentioning that the perfume of Kannauj is famous all over the world. The most important thing about the perfume of Kannauj is use of essential oil in the manufacturing of perfume. It is completely organic and does not cause any side effect or harm to its users. At the same time, in most countries, alcohol is used more in the manufacturing of perfume. Gradually the world market is moving towards essential oil. In such condition, these countries are looking towards India.
- Foreign guests coming to this festival will also be taken to the perfume park being built on the Lucknow-Agra Expressway. The state government is constructing a perfume park in an area of 57 acres in Kannauj. Its first phase is likely to be inaugurated by the end of November this year. In the first phase, 30 acres will be constructed, while in the second phase, the park will be constructed on the remaining 27 acres.
- Plots will be provided to the small perfume traders of Kannauj in the perfume park, where they will be able to display their products on large scale. Through this perfume park, the government aims to provide common facilities with advanced machinery to the people doing perfume work from homes or shops on a small scale.

