

Kannauj Hosts Pioneering Workshop on Attar & Essential Oils with Leading Experts

- *Perfume Industry in Kannauj Holds Significant Growth Potential in the Domestic and Global Market: DM Kannauj*
- *Essential Oil Association of India and FFDC Organize Key Event in Kannauj*

Kannauj, August 18, 2024 – Kannauj, renowned for its rich tradition in attar and essential oil production, today hosted a groundbreaking workshop organized by the Essential Oil Association of India (EOAI). Held at Hotel MY Heritage, the event brought together industry leaders, government officials, and experts to discuss the future of attar and essential oils, explore market potential, and address regulatory concerns.

The workshop was formally inaugurated with Shri Akhilesh Pathak, Chairman, Attar & Perfumers Association, Kannauj, welcoming attendees and emphasizing Kannauj's significant legacy in the essential oils industry. "Today's workshop is a testament to the thriving legacy of Kannauj in the world of attar (perfume) and essential oils," remarked Shri Pathak. "We aim to foster innovation and explore new avenues for growth within this sector."

The Chief Guest, **Shri Shubhrant Kumar Shukl, District Magistrate of Kannauj**, along with **Shri Pradeep Jain, Secretary, Essential Oil Association of India (EOAI)**, participated in the ceremonial lighting of the lamp along with other dignitaries. Shri Sanjay Varshney, President of EOAI Noida, outlined the workshop's objectives, highlighting Kannauj's critical role in the global essential oils market.

Additionally, Shri S.V. Shukla, Director of the Fragrance & Flavour Development Centre (FFDC) Kannauj, and Shri Yogesh Dubey, Immediate Past President of EOAI, provided insights into industry advancements and future prospects.

The highlight of the event was the address by the District Magistrate of Kannauj, Shri Shubhrant Kumar Shukl (IAS). In his keynote address, Shri Shukl emphasized Kannauj's potential as a key hub for attar (perfume) and essential oil production. He remarked, "The Uttar Pradesh Government has embraced the mantra of '**Reform, Perform, and Transform,**' as envisioned by Hon'ble Prime Minister Shri Narendra Modi and under the dynamic leadership of Hon'ble UP Chief Minister Yogi Adityanath Ji, to develop Kannauj into a global hub for attar (perfume) and essential oils."

He further highlighted how the state's Ease of Doing Business initiatives are fostering growth and attracting investment within the industry. Shri Shukla underscored the crucial role of InvestUP, along with investor-friendly policies and the Nivesh Mitra portal, in promoting and facilitating sustainable investment in Uttar Pradesh.

Shri Shukl called upon industry stakeholders to seize the opportunity and invest in the Perfume Park in Kannauj, developed by **Uttar Pradesh State Industrial Development Authority**, reinforcing the district's standing in the global market. He mentioned the presence of 350 to 500 perfume units in Kannauj and expressed the district's ambition to attract new global partners.

Noting that Kannauj currently exports perfumes and essential oils worth Rs. 55-60 crore and has a domestic market worth Rs. 600 crore, Shri Shukl encouraged the pharma, food, and beverage industries to utilize the essence facilities available in the district. He also highlighted that the proposed industrial corridor along the Agra Expressway in Kannauj would further boost the local perfume industry.

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The workshop's technical sessions featured presentations on various industry aspects. Shri Anurag Katiyar, Vice President of EOAI Noida, discussed the "Market Potential & Export of Attars and Essential Oils," noting that global demand is increasing and Kannauj is well-positioned to capitalize on this trend by exploring new markets and enhancing export strategies.

Shri Ashish Jhunjhunwala from AFF Aromatics, Kolkata, addressed the "Attar in Global Context," emphasizing Kannauj's unique position due to its traditional craftsmanship and heritage.

Shri S.V. Shukla, Director of FFDC Kannauj, presented on the "Utilization of Attars in Fragrance, Flavour & Aromatherapy," stressing that attar (perfumes) are integral to various applications.

Dr. Tanweer Alam, Additional Director of Indian Institute of Packaging (IIP) Delhi, covered "Regulation & Compliance for Packaging of Attars & Essential Oils," highlighting the importance of regulatory adherence to ensure product safety and quality, which will facilitate international trade.

The workshop concluded with an open Q&A session and the distribution of awards and mementos. This workshop provided a vital platform for knowledge exchange, networking, and collaboration among industry stakeholders, underscoring Kannauj's pivotal role in the global attar and essential oils market and setting the stage for future innovations in this essential sector.