
Stakeholders urged to invest in Kannauj's attar industry

KANPUR: The Uttar Pradesh government is working hard to attract global partners for Kannauj's attar or perfume industry, officials said.

At a workshop of perfumers held in Kannauj, district magistrate Shubrant Shukla said the work was going on as per vision of Prime minister Narendra Modi and chief minister Yogi Adityanath to 'reform, perform and transform' Kannauj into a global hub. Shukla called upon stakeholders to invest in a perfume park developed by the gov-

ernment.

Kannauj has about 350 to 500 small and big size perfumery units, which cater to 600 crore domestic market, and export essential oil worth Rs 60 crore.

The workshop brought in the experts to discuss the future of attar and essential oils, explore market potential and address the regulatory concerns. Pradeep Jain, secretary of Essential Oils Association of India, SV Shukla, director, fragrance and flavour development centre, Kannauj also spoke at the workshop. HTC