

Kannauj's famous scent-making tech wins hearts in IFTM

Lucknow: The centuries-old perfume-making technique of Kannauj, known as Deg-Bhapka, charmed visitors at the International and French Travel Market (IFTM) Top RESA 2025 in Paris, said an official spokesperson on Friday.

The technique was showcased at the UP Pavilion, which evoked a positive response for the UP govt.

“We now look at some long-term collaborations with key stakeholders who were interested in perfume tourism, the Taj Mahal, and the Buddhist Circuit, among other things,” an official said.

Tourism and culture minister Jaiveer Singh said: “We aimed to strengthen cultural ties with Europe and boost tourism from the region, and we were able to achieve this to a good extent.” TNN

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