

Foundation of International Perfume Museum and Perfume Park to be laid by Hon'ble Chief Minister at Kannauj tomorrow

Lucknow | April 11, 2016:

In a major boost to famous perfume industry of Kannauj, Hon'ble Chief Minister, Shri Akhilesh Yadav will lay the foundation stone of International Perfume Museum and Perfume Park at Kannauj tomorrow on April 12, 2016. Hon'ble Member of Parliament from Kannauj, Smt. Dimple Yadav will also grace the occasion along with senior officials.

Giving the information, **Principal Secretary, Infrastructure & Industrial Development – Shri Mahesh Kumar Gupta said, “It is the initiative of Hon'ble Chief Minister to provide a world-class platform to the Ittar (perfume) manufacturers to showcase their age-old skill and to upgrade their skills according to the changing times.”**

Shri Gupta said that once the perfume park project is completed it would rejuvenate the old glory of Kannauj as a fragrance hub internationally besides increasing the export of locally made perfumes.

To be developed by U.P. State Industrial Development Corporation (UPSIDC), the project is proposed to include a special perfume manufacturing zone in Kannauj for modern distillation and extraction units in addition to International Perfume Museum, which will house various varieties of fragrances.

Kannauj has traditionally been a manufacturing centre for natural perfumes and essence, made from natural perfumed oil prepared from flowers and natural extracts. Different kinds of products, such as- *Mehndi paste, body oil, Ayurvedic medicines, Gulkand*, etc. are made from fragrance and essence of flowers, like rose and jasmine, etc.