



Purple Revolution

Why in News?

The [Lavender cultivation](#) success in Jammu and Kashmir exemplifies the powerful collaboration between research institutions, industry, and [youth entrepreneurship](#), offering a path to [boost farmers' income](#) and enhance the [rural economy](#).

Key Points

- **Aroma Mission and Lavender Cultivation:**
 - [Council of Scientific and Industrial Research \(CSIR\)](#) launched the [Jammu and Kashmir Aroma Arogya Gram \(JAAG\)](#) project to promote alternative crops like [medicinal and aromatic plants \(MAPs\)](#).
 - The [Aroma Mission](#) introduced lavender cultivation **to boost farmers' income** and create employment.
 - Farmers received **free planting material, training, and support in cultivation, processing, and marketing.**
 - Originating in **Bhaderwah, Doda, lavender cultivation** has spread to other J&K districts and states like **Uttarakhand, Himachal Pradesh, Arunachal Pradesh, and Nagaland.**
- **Economic Impact:**
 - Over 1,300 hectares in J&K are under lavender cultivation, with significant **progress in districts like Udhampur, Poonch, and Rajouri.**
 - Lavender farms have gained national recognition and **boosted tourism**, as seen in the [Republic Day tableau at Kartavya Path.](#)
 - In 2024, **Doda district extracted 100 kg of lavender oil** and harvested 10 quintals of dry flowers, generating significant revenue for farmers.
- **Agricultural Challenges in J&K:**
 - Agriculture employs **65% of the population** and contributes **27% to J&K's** economy.
 - The region faced challenges like **difficult terrain, monkey menace, and poor accessibility, limiting land utilization for traditional crops** (rice, maize, wheat, pulses).
- **Future Prospects:**
 - Lavender farming opens opportunities in **value-added medicinal and cosmetic** products.
 - The initiative is a [model for rural entrepreneurship](#), fostering growth in India's path to becoming a developed nation.

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- Purple revolution is also known as **Lavender Revolution** and aims to promote the **indigenous aromatic crop-based agro-economy** by shifting from foreign aromatics to homegrown kinds.
- First-time producers were offered free lavender seedlings as part of the goal, and those who had previously produced lavender were paid Rs. 5-6 per plant.
- The [CSIR-Aroma Indian Institute of Integrative Medicine \(IIIM\)](#)'s Initiative has begun lavender cultivation in the **Ramban district of Jammu and Kashmir.**
- Lavender farming is done in nearly all of **Jammu and Kashmir's 20 districts.**

- Particularly, the districts of Kathua, Udhampur, Doda, Kishtwar, Rajouri, Srinagar, Bandipora, Budgam, Ganderbal, Anantnag, Kulgam, Baramulla etc. have made huge progress in this direction.

▪ **Lavender Cultivation:**

- Native to Europe, lavender was introduced in the temperate regions of Jammu & Kashmir by the **CSIR Aroma Mission**.
- It is a small, perennial aromatic herb shrub used in fragrance, specialty food, and alternative medicine industries.
- **Propagation Methods:**
 - Seeds
 - Rooted cuttings
 - Tissue culture
 - Layering
- **Soil:**
 - Grows well in light, well-aerated soil rich in organic matter.
 - Thrives in neutral to alkaline soil that is free-draining.
 - Sensitive to waterlogging but can grow in poor or eroded soil.
- **Rainfall:**
 - Performs well with an annual rainfall range between 300 to 1400 mm.
- **Climate:**
 - A hardy temperate plant, tolerant to drought and frost.
 - Prefers cool winters and cool summers with ample sunlight.
 - Can be cultivated in areas with snowfall and hilly terrain.
- **Applications:**
 - Food and flavouring
 - Pharmaceutical and therapeutic uses
 - Cosmetic products
 - Industrial purposes

