



First Lavender Festival

For Prelims: Purple Revolution, Aroma Mission

For Mains: Lavender Cultivation and its significance, Agricultural Pricing, Agricultural Resources

Why in News?

Recently, **India's First Lavender festival was inaugurated in Jammu's Baderwah.**

- Lavender cultivation has generated employment for about 5,000 farmers and young entrepreneurs in Jammu & Kashmir remote areas. Over 1,000 farming families cultivating it on 200 acres.

What is the Lavender Revolution?

▪ About:

- The Purple or Lavender Revolution was **launched in 2016 by the Union Ministry of Science & Technology** through the **Council of Scientific & Industrial Research (CSIR)** Aroma Mission.
- Lavender cultivation is practised in almost all the 20 districts of Jammu & Kashmir.
- Under the mission, **first-time farmers were given free lavender saplings**, while those who had cultivated lavender before were **charged Rs. 5-6 per sapling**.

▪ Aim:

- To support domestic aromatic crop based agro economy by moving from imported aromatic oils to homegrown varieties.

▪ Products:

- Main product is Lavender oil which sells for at least Rs. 10,000 per litre.
- Lavender water, which separates from lavender oil, is used to make incense sticks.
- **Hydrosol**, which is formed after distillation from the flowers, is used to make soaps and room fresheners.

▪ Significance:

- It is in sync with the government policy of **doubling farm incomes** by 2022.
- It will help in providing means of livelihood to budding farmers and agri-entrepreneurs and give a boost to **Start-Up India campaign** and promote a spirit of entrepreneurship in the region.
 - Over 500 youth had taken benefit from the purple revolution and augmented their income many-fold.

What is an Aroma Mission?

▪ About:

- The CSIR Aroma Mission is **envisaged to bring transformative change in the aroma sector** through desired interventions in the areas of agriculture, processing and product development for fuelling the growth of aroma industry and rural employment.
- The mission will **promote the cultivation of aromatic crops for essential oils** that are

in great demand by the aroma industry.

- It is expected to enable Indian farmers and the aroma industry to become global leaders in the production and export of some other essential oils in the pattern of menthol mint.
- It aims to provide substantial benefits to the farmers in achieving higher profits, utilisation of waste lands and protection of their crops from wild and grazing animals.

▪ **Aroma Mission Phase-I and II:**

- During Phase-I, CSIR helped cultivate 6000 hectares of land and covered 46 Aspirational districts across the country. Further, more than 44,000 people were trained.
- In February 2021, CSIR launched Phase-II of Aroma Mission in which it is proposed to engage over 45,000 skilled human resources and will benefit more than 75,000 farming families across the country.

▪ **Nodal Agencies:**

- The nodal laboratory is CSIR-Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP), Lucknow.

▪ **Intended Outcomes:**

- Bring about 5500 ha of additional area under captive cultivation of aromatic cash crops particularly targeting rain-fed /degraded land across the country.
- Provide technical and infrastructural support for distillation and values-addition to farmers/growers all over the country.
- Enabling effective buy-back mechanisms to assure remunerative prices to the farmers/growers.
- Value-addition to essential oils and aroma ingredients for their integration in global trade and economy.

Source: PIB

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