



Lavender Cultivation

For Prelims: Lavender Cultivation, Lavender, Aroma Mission.

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

Why in News?

'Lavender Cultivation' under CSIR-IIIM's Aroma Mission will be started in Ramban district (Jammu Kashmir) as a part of Purple Revolution.

- Aromatic Plants include **lavender, damask rose, mushk bala, etc.**
- [Council of Scientific & Industrial Research \(CSIR\)](#) is a contemporary R&D organization under the Ministry of Science and Technology.

What is the Purple 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's (CSIR) Aroma Mission**.
 - Lavender cultivation is practiced 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, utilization 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.
 - On 9th 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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