

## **Lavender Cultivation**

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## **Context:**

When lavender cultivation was first introduced to Bhaderwah subdivision in Jammu and Kashmir's Doda district in 2015, most farmers were sceptical and only a few adopted it. Today, these early adopters have significantly expanded cultivation, employ 30-40 people each on a full-time basis, have their own distillation units for making lavender oil, and market their products in different parts of the country.

## **Background:**

- The CSIR (Council Of Scientific and Industrial Research) Aroma Mission is a flagship project of CSIR under which Lavender cultivation is being promoted in the temperate regions of J&K.
- 2. The aim of the project is to increase the income of small and marginal farmers and develop agriculture-based Startups.Besides lavender, the Aroma Mission aims to inject scientific research and development into the cultivation of aromatic plants such as rose, lemon grass, rosemary and wild marigold.

## **About Lavender Cultivation:**

- 1. Lavender, which can be grown in areas that experience snowfall and have a hilly terrain, blossoms and is ready for harvesting two-and-a-half years after it is planted.
- 2. The same plant can bear flowers for 18-20 years, and does not require the amount of insecticides, pesticides, and other chemicals used on conventional crops like maize and paddy.
- 3. The uses of lavender includes manufacturing perfumes, soaps, agarbatti, and room fresheners. Lavender oil has a calming effect and is a stress buster.
- 4. CSIR developed an elite variety of lavender suitable for cultivation in temperate regions of J&K and provided free saplings and end-to-end agro-technologies to farmers and also installed distillation units for essential oil extraction in several regions of J&K. The success of Lavender cultivation in J&K earned it the sobriquet, 'Purple Revolution'.
- 5. The variety of Lavender is highly suitable for cultivation in the rainfed temperate regions of India
- 6. The crop was officially introduced in Bhaderwah by the Council Of Scientific and Industrial Research-Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu, in 2015.
- 7. According to officials, more than 700 acres of farmland has been brought under lavender cultivation in the area since 2017, and another 100 acres is set to be added.
- 8. CSIR plans to distribute lavender plants to farmers in parts of Kathua, Rajouri, Poonch, and the Kashmir Valley, besides Uttrakhand, Himachal Pradesh and the Northeast.