



ABOUT BHADERWAH : Bhaderwah is a small valley of Doda district of Jammu Province J&K India. The place is located on the foot hills of middle Himalayas. It has an average altitude of about 5000 ft. It is situated at a distance of about 80 km from Batote. Bhaderwah is one of the most beautiful places of Jammu. It has some incredibly beautiful locations with some great natural beauty that casts a spell on the beholders. Such is the beauty of the place that it has the name as Chota Kashmir, literally small Kashmir.

Programme Details

DATE: 25-05-2022 (COMMUNITY HALL, BHADERWAH)

Industry-Academia-farmers meet under Aroma Mission with a special focus on Lavender.

Lavender field visits

Live distillation of Lavender oil.

Cultural program by local Bhadarwahi artists.

Date: 26-05-2022 (Higher Secondary School Ground, Bhaderwah)

Inauguration of Lavender Festival by releasing Purple air balloons by Hon'ble Minister.

MOUs signing under CSIR-Aroma Mission.

Virtual inauguration of distillation units by Hon'ble Minister.

Felicitation of Lavender farmers, Start-ups, etc.

Addresses by dignitaries and Hon'ble Minister.

Interaction of Hon'ble Minister with farmers, Agri-entrepreneurs.

Visit of Hon'ble Minister to distillation unit, Lavender Nursery and fields

LAVENDER FESTIVAL – 2022

Bhaderwah, Doda District, J&K,
25th to 26th May 2022
CSIR-IIIM, Jammu



Chief Guest
DR. JITENDRA SINGH

Hon'ble Union Minister of State (IC) of the Ministry of Science & Technology, Minister of State (IC) Ministry of the Earth Sciences, MoS in Prime Minister's Office and Ministry of Personnel, Public Grievances & Pensions, Department of Atomic Energy and Department of Space

Patron

D.S. Reddy

Organizing Secretary

Sumeet Gairola

Co-organizing Secretary

Dhiraj Vyas

EXECUTIVE COMMITTEE

Abdul Rahim

Zabeer Ahmed

Dhiraj Vyas

Qazi Parvaiz

Sumeet Gairola

Sr. COA

CoF&A

SPO

ORGANIZING COMMITTEE

Zabeer Ahmed

Qazi Parvaiz

Prasoon Gupta

Sumeet Gairola

Prashant Misra

Vikash Babu

Rajendra Bhanwaria

V.P. Rahul

Sabha Jeet

Kota Srinivas

Phalistein Sultan

Vikrant Awasthi

Rajendra Gochar

Chandra Pal Singh

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Lavender Festival 2022

PURPLE REVOLUTION IN J&K

Under CSIR-Aroma Mission
Bhaderwah, Doda District, J&K, INDIA
25th to 26th May 2022



CSIR-IIIM

CSIR-Indian Institute of Integrative
Medicine, Canal Road, Jammu

Email:- director@iiim.res.in

ABOUT CSIR-AROMA MISSION

The mission aims to develop and disseminate the aroma related S&T developments to reach the end users/clients of CSIR - the farmers, the industry and the society, leading to business opportunities, rural development, life-quality enhancement.

This Mission aims to achieve following outcomes :

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



Mission Statement

Catalyzing Rural Empowerment Through Cultivation, Value Addition And Marketing of Aromatic Plants



PURPLE REVOLUTION

in Jammu & Kashmir

Rural Development through Lavender cultivation in Jammu & Kashmir under CSIR-AROMA MISSION

Over many decades of scientific interventions, the CSIR-Indian Institute of Integrative Medicine, Jammu (CSIR-IIIM) has developed elite variety (JRL-12) and agrotechnology of Lavender. The variety of Lavender is highly suitable for cultivation in the rain fed regions of the temperate area of India, including Kashmir valley and temperate regions of the Jammu division. Under CSIR-Aroma Mission, CSIR-IIIM Jammu introduced Lavender to the farmers of different districts of J&K like Doda, Ramban, Kishtwar, Kathua, Udhampur, Rajouri, Pulwama, Anantnag, Kupwara, and Bandipora. Under CSIR-Aroma Mission, CSIR-IIIM, Jammu provided free Quality planting material (QPM) and end-to-end technology package on cultivation, processing, value addition, and marketing of the Lavender crop to the farmers. To support farmers in processing their produce, CSIR-IIIM installed 5 dry distillation units (45 fixed and five mobile) at different locations across J&K under CSIR-Aroma Mission.



An intervention of CSIR-IIIM under CSIR-Aroma Mission

1. Lavender cultivation has employed large numbers of farmers and young entrepreneurs (>5,000) in the geographically remote regions of J&K.
2. New industry around Lavender cultivation has developed in the region.
3. More than 1000 farming families in the J&K are currently cultivating Lavender on more than 200 acres in different parts of J&K.
4. **Women empowerment** : This has increased the income of women in the region.
5. Many young entrepreneurs have started small-scale businesses through the value addition of Lavender oil, hydrosol, and flowers.
6. CSIR-IIIM conducted many skills developments program under CSIR-Aroma Mission and trained more than 2500 farmers and young entrepreneurs from J&K on cultivation, processing, value addition, and marketing of Lavender.



MAJOR IMPACT ON SOCIETY AND INDUSTRIES

Lavender oil produced in J&K has a market price of around Rs 10,000/- per kg in the Indian market. Dry Lavender flowers fetch a price between Rs. 1000/- to Rs 1500/- in the Indian market. Many small and marginal maize farmers in the temperate regions of the Jammu division have successfully adopted Lavender, who used to get an annual income of around Rs. 2,500/- per Kanal (one hectare= 20 Kanal). Lavender oil production in the area varies between 40-60 liters per hectare per year, with an average of around 50 litres per hectare per year. The net annual income of Lavender farmers has increased many folds from around Rs. 40,000/- to Rs. 60,000/- per hectare to between Rs. 3,50,000/- to Rs. 6,00,000/- per hectare. Farmers of the Doda district produced 300, 500, and 800 Litres of Lavender oil in 2019, 2020, and 2021. They earned > Rs. 3.0 Crore between 2018-2021 by selling dry flowers, QPM of Lavender, and Lavender oil. The current production of Lavender oil in the region is at the inception stage. The production of Lavender oil is expected to increase manifold in the coming years. The production of Lavender oil in J&K will help import substitution and save foreign reserves. Besides, there is also excellent scope for exporting Lavender oil as it has good global demand.



The successful end-to-end technology transfer on the cultivation of Lavender to the farmers of J&K by CSIR-IIIM, Jammu under Aroma Mission has been widely covered nationally and internationally by print and electronic media. The media has recognized this initiative of CSIR-IIIM, Jammu, as the **"Purple Revolution in Jammu."** CSIR-Indian Institute of Integrative Medicine, Jammu, received CSIR award for S&T innovations for rural development (CAIRD- 2020) for Purple Revolution in Jammu & Kashmir: Rural Development Through Lavender Cultivation in J&K.

