



Purple Revolution Under Aroma Mission

Why in News

Around 500 farmers across villages in Doda district in Jammu **had their incomes quadrupled after shifting from maize to lavender cultivation** which is being called **purple revolution**. It was possible due to initiatives taken under **Aroma Mission**.

Key Points

▪ Purple Revolution (Under Aroma Mission):

◦ About:

- First-time farmers were given free lavender saplings and those who have 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.

◦ Main Agencies Involved:

- **Council of Scientific and Industrial Research (CSIR)** and **Indian Institute of Integrative Medicine, Jammu (IIIM Jammu)**, the two bodies are mainly responsible for making purple revolution under the Aroma Mission a success.

◦ Significance:

- Apart from being in sync with government policy of **doubling farm incomes** by 2022, lavender cultivation also provided employment to the district's women farmers thus gave impetus to inclusive growth.

▪ Aroma Mission:

- **Objectives:** 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 aroma industry **to become global leaders in the production and export** of some other essential oils on 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.
- **Nodal Agencies:**
 - The nodal laboratory is CSIR-Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP), Lucknow. The participating laboratories are CSIR-Institute of Himalayan Bioresource Technology (CSIR-IHBT), Palampur; CSIR-Indian Institute of Integrative Medicine (CSIR-IIIM), Jammu etc.
- **Coverage:**
 - The scientific interventions made under the mission project would provide assured benefits to the growers of **Vidarbha, Bundelkhand, Gujarat, Marathwada, Rajasthan, Andhra Pradesh, Odisha** and other states where farmers are exposed to frequent episodes of weather extremes and account for maximum suicides.
 - Aromatic Plants include lavender, damask rose, mushk bala, etc.
- **Intended Outcomes:**
 - Bring about 5500 ha of additional area under captive cultivation 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: DTE](#)

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