



# Purple Revolution

## Why in News?

Recently, the Union State Minister for Science and Technology stated that the **Purple Revolution offers attractive StartUp avenues.**

- The Ministry of Science and Technology initiated the **Purple Revolution or Lavender Revolution in 2016** through the **Aroma Mission of the Council of Scientific and Industrial Research (CSIR).**

## What is Purple Revolution?

- **About:**
  - It aims to promote the indigenous aromatic crop-based agro-economy by shifting from foreign aromatics to homegrown kinds.
  - First-time producers were offered **free lavender seedlings** as part of the goal, and those who had previously produced lavender were paid Rs. 5-6 per plant.
  - The CSIR-Aroma Indian Institute of Integrative Medicine (IIIM)'s Initiative have begun lavender cultivation in the Ramban district of Jammu and Kashmir.
  - Lavender farming is done in nearly all of Jammu and Kashmir's 20 districts.
    - Particularly, the districts of Kathua, Udhampur, Doda, Kishtwar, Rajouri, Srinagar, Bandipora, Budgam, Ganderbal, Anantnag, Kulgam, Baramulla etc. have made huge progress in this direction.
- **Products:**
  - The 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 significant since it aligns with the government's objective of **doubling agricultural earnings by 2022.**
  - It would provide a **livelihood for aspiring farmers and agri-entrepreneurs**, as well as **strengthen the Start-Up India** programme and encourage an entrepreneurial spirit in the region.
  - Over 500 young people benefited from the purple revolution, which eventually led to the doubling of their income.
  - Agricultural development is one of the most powerful tools to end economic constraints, boost shared prosperity and **feed a projected 9.7 billion people by 2050.**

## What is Aroma Mission?

- The CSIR Aroma Mission aims to bring about **transformational change in the aroma sector** by implementing targeted interventions in agricultural, processing, and product development in order to boost the aroma industry's growth and rural employment.
- It will encourage the development of aromatic crops for the **production of essential oils**, which are in high demand in the aroma sector.
- It is anticipated that Indian farmers and the aroma business will be able to become worldwide

leaders in the production and export of various essential oils in the menthol mint pattern.

- Aroma Mission is drawing entrepreneurs and farmers from all across the country. CSIR assisted in the **cultivation of 6000 hectares of land in 46 Aspirational districts** across the country during Phase I.
- In addition, almost 44,000 employees were trained. The CSIR has started Phase II of the Aroma Mission, which will include over 45,000 skilled human resources and help over 75,000 farming families.

## UPSC Civil Services Examination Previous Year Question (PYQ)

### **Prelims**

**Q. Norman Ernest Borlaug who is regarded as the father of the Green Revolution in India is from which country? (2008)**

- (a) United States of America
- (b) Mexico
- (c) Australia
- (d) New Zealand

**Ans: (a)**

**Exp:**

- Dr. Norman Ernest Borlaug was an American agronomist who was awarded the 'Nobel Peace Prize' for his lifetime work in the field of agriculture and for contribution to the society. He was also regarded as the father of the Green Revolution.
- The Green Revolution started in 1965 with the introduction of High Yielding Variety (HYV) seeds in Indian agriculture. This has resulted in high agricultural productivity, output and efficiency.

**Therefore, option (a) is the correct answer**

### **Mains**

**Q. Assess the role of National Horticulture Mission (NHM) in boosting the production, productivity and income of horticulture farms. How far has it succeeded in increasing the income of farmers? (2018)**

**Source: PIB**

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