



Lavender Festival 2025

Why in News?

Union Minister Dr. Jitendra Singh **inaugurated the 2-day [Lavender Festival 2025](#)**, organized by [CSIR](#)-IIIM Jammu, **highlighting Bhaderwah's transformation into a national hub for agri-business innovation.**

- The [cultivation of lavender](#), a fragrant flower, has not only given the town a national identity but has also become a symbol of **India's rural [startup](#) revolution.**

Key Points

India's Purple Revolution

- **About the Lavender Festival:** It is held annually to promote aromatic farming and marks a vital part of the '**Purple Revolution**', a **central initiative under the Aroma Mission** to boost farmer incomes through high-value crops.
- **Lavender Cultivation:** The state of Kashmir in India **is perceived as the hub of medicinal plants.**
 - Lavender, particularly, **shows promising potential as a therapeutic and aromatic herb** that can positively contribute to India's economic and medical prospects.
 - Lavender is suitable for J&K's climate, tolerating cold winters and mild summers.
 - It is a low maintenance crop with the productive life of about 15 years starting from the second year.
 - It provides higher returns compared to traditional crops.
 - Bhaderwah has **emerged as the lavender capital of India**, turning many former conflict-ridden villages into hubs of agro-based prosperity.
- **The Aroma Mission:** It was launched by the **Ministry of Science & Technology** and the [Council of Scientific & Industrial Research \(CSIR\)](#).
 - It aims to promote lavender cultivation commercially to **boost farmers' income.**
 - Lavender oil sells for **around ₹10,000 per liter.**
 - Other products include medicines, incense sticks, soaps, and air fresheners.
- **Mission Progress and Future Plans:**
 - **Phase-I Achievements:**
 - Reached 46 aspirational districts across India.
 - Trained over 44,000 farmers and entrepreneurs.
 - **Phase-II Goals:**
 - Plan to employ over 45,000 skilled workers.
 - Targeting support for more than 75,000 farming households nationwide.
- **Branding and Market Expansion:**
 - **One District One Product (ODOP) Initiative:**
 - Lavender is designated as the "Doda brand product" under [ODOP-DEH \(Districts as Export Hub\) scheme.](#)
 - Helps promote lavender cultivation and support farmers, entrepreneurs, and agribusinesses.
- **Overall Mission Objectives:**

- Revolutionize India's fragrance industry.
- Expand the aroma sector and generate rural employment.
- Support cultivation, product refinement, market development, and expansion strategies for lavender.

State PCS Course

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Significance of the Lavender Festival

▪ Rising Incomes and Employment:

- Lavender cultivation has become a major source of income for local farmers and entrepreneurs.
- On average, young individuals involved in lavender farming in the region are earning more than ₹65 lakhs annually.
- This growth has led to **increased interest in agriculture** as a viable and profitable career option.

▪ Infrastructure and Market Access:

- Around 50 lavender distillation units are currently operating in Bhaderwah.
- These units **process lavender into various products** that are distributed to states such as Maharashtra and beyond.
- The presence of this infrastructure has created a strong value chain and opened new market opportunities.

▪ National Recognition and Policy Alignment:

- The lavender initiative aligns with national programs like **Startup India** and **Standup India**, which aim to promote entrepreneurship and self-reliance across different sectors.

▪ Expanding the Scope of Startups:

- Lavender farming in Bhaderwah challenges the traditional notion that startups are limited to technology or urban centers.
- The model shows that **individuals from diverse backgrounds, including rural and non-technical sectors, can succeed as entrepreneurs.**
- Efforts are being made to encourage participation from all age groups, including senior citizens, in upcoming editions of the festival.

▪ Interest from Other Regions:

- The success of lavender cultivation in Bhaderwah has **attracted interest from states** like Himachal Pradesh, Uttarakhand, and the Northeast, with representatives attending the festival to explore its replication.