

Doda brand product

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In news– The **Union government has designated Lavender as Doda brand product recently** and Doda is the birthplace of India's Purple Revolution (Aroma Mission).

Key updates-

- It was also announced that lavender can be promoted under 'One District, One Product' initiative to attract Agri- StartUps, entrepreneurs and farmers.
- Kishtwar's Rattle Hydropower Project has been revived after over eight years.
- Rattle Project, which along with Pakkal-Dul project and Kiru project make the entire region Power-surplus.
- Khilani – Goha – Sudhmahadev National highway, also linking Kalota and Humbal, and National High Altitude Medicinal Plant Bhaderwah will become functional early next year in district Doda.

About Purple Revolution (Aroma Mission)-

- It was **launched by the Union Ministry of Science & Technology through the Council of Scientific & Industrial Research (CSIR) Aroma Mission**, which **aimed at increasing lavender cultivation in Jammu and Kashmir**.
- The mission's **focus is to take advantage of the geographical conditions and increase the homegrown market along with farmers' income**.
- Lavender cultivation is practiced in almost all the 20 districts of Jammu & Kashmir.
- **Under the mission, first-time farmers were given free lavender saplings**, while those who had cultivated lavender before were charged Rs. 5-6 per sapling.
- **Initially, CSIR introduced high-value essential oil-bearing lavender crops through its Jammu-based laboratory, Indian Institute of Integrative Medicines**

(IIIM) for cultivation in districts Doda, Kishtwar, Rajouri. However, the crop is native to Europe.

- Apart from providing planting material, distillation units are provided and farmers are trained in the extraction process.
- As a result, many of them have become entrepreneurs specializing in lavender oil.
- CSIR has launched Phase-II of Aroma Mission in which it is proposed to engage over 45,000 skilled human resources and will benefit more than 75,000 farming families across the country.
- Apart from Lavender, many other high-value aromatic and medicinal cash crops have been introduced by CSIR in J&K.

Further

reading:

<https://journalsofindia.com/jammus-purple-revolution/>