

# Lavender

## Revolution in Jammu and Kashmir

An initiative of J&K Science Technology & Innovation Council

**Establishment of Demonstration Farms  
of Aroma Cash Crops in the UT of J&K**



Govt. of Jammu & Kashmir  
J&K Science Technology & Innovation Council  
Department Of Science & Technology

# Introduction

The farmers from hills and Mountains of frontier District of Kupwara suffer from inherent constraints of Remoteness, Inaccessibility, Marginality and Fragility, Short Growing season, poor productivity, poor production Management, labour shortages, poor post-harvest Management etc. Agriculture overtime has also become relatively less remunerative profession due to low yields, with new generation of farm youth shying away from Agriculture and looking for urban centric vocations. The farming Community of the District Kupwara as in the rest of country are facing tough times to earn sufficient economic returns with traditional farming and crops, as the global Warming has taken severe toll on Agricultural productivity.



Lack of infrastructure, Illiteracy, poor irrigation sources, traditional and less remunerative cropping system are the major problems of the target farmer community. Farmers receive only 10% to 20% of the consumer price from traditional crops. Besides a serious trend of Converting Agricultural land holding to non-agricultural sectors due to poor profitability is posing a serious threat to Agricultural production and sustainability, as **the income per kanal from the traditional crops like Wheat/ corn would fetch an amount of Rs 4000-Rs 5000 against Rs 15000 to Rs 20000 from the cultivation of Aromatic/ Medicinal plants.**

The project K-5000 is a flagship initiative of JKST&IC in collaboration with CSIR-IIIM Jammu wherein the cultivation, processing and utilization of Lavender, Rose, Salvia, Tagetus, Mints and other high value aromatic and medicinal crops, Development of extraction/ processing infrastructure, capacity building and skill development was being carried out through "Establishment of Demonstration Farms for Cultivation of Aromatic Crops" over the un-cultivated/unutilized Kahcharie (UT Graze land), State land and property land at different remote locations in the District over a period of 03 years initially. Cultivation Processing and value addition of these crops based on CSIR-IIIM technologies will also provide



an alternate crop to the farmers for adoption in the existing cropping systems for increased income generation and employment opportunities besides Developing of sustainable agri-business model for prospective Entrepreneurs, Indigenous supply source of raw material for Food, Flavour, Cosmetic, Therapeutic and Essential oil industry. Globally essential oils constitute multi-billion dollar business and the Natural Aroma Sources having greater acceptability to the industry have tremendous potential to give a quantum leap to the Aroma Business.

## **Co - relation between Industrial Biotechnology Park, Handwara and Project K-5000**

Industrial Biotechnology Park, Handwara is being established by Department of Biotechnology, Ministry of Science and Technology, Govt. Of India in collaboration with JK science , Technology and Innovation Council (JKST&IC) to:

- To utilize the Medicinal and Aromatic plant Bio-resources available in the State.
- To create core technology, infrastructure to enable setting-up of new industries in the UT based on unique bio-diversity (Medicinal and Aromatic Plants), protein therapeutics, vaccines and fermentation products to incentivize and support.
- To incentivize and support start-up companies for incubation and development of Innovative high growth and knowledge based business in Medicinal and Aromatic crop sector.
- To ensure human resource development leading to the Entrepreneurship Development.
- To promote setting-up of Biotechnology and industry ventures.

# Project **K-5000** and IBT, Handwara

for development of Kupwara as the hub of Aroma Sector in J&K. The Project K-5000 and Industrial Biotechnology Park at Handwara will complement in the creation of an industrial ecosystem in the District. The production of the huge Quantity of Biomass, Raw Material, Essential oil of different Aromatic Crops in the Project K-5000 and by the farmers of the District involved in the cultivation of the target crops will be processed for its value addition for production of different Products, packaging and storage at IBT Park, Handwara. The raw material generated at project sites will require quality analysis and quality assurance certification to attract the industry, and the facilities for such certification will be developed at IBT Park. IBT Park will serve as incubation center for the farmers, entrepreneurs and start-ups for Marketing and value Chain Management. The dissemination of the production, processing, post-Harvest Management, value addition, product Development technologies of the different target crops in the Project K-5000 will be imparted to the students, farmers, Agri-Entrepreneurs through skill Development and capacity building at Industrial Biotechnology Park.



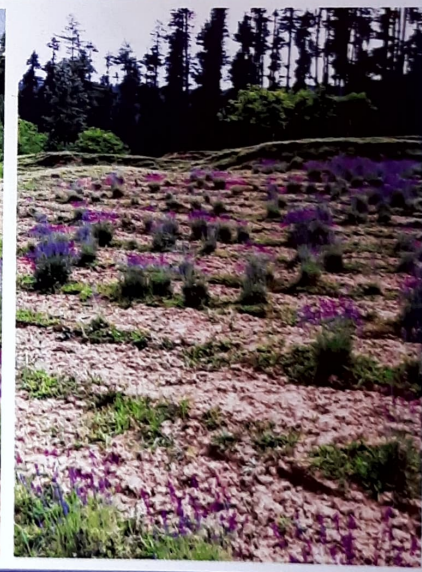
## List of few sites under Aroma Crops in UT of J&K

As per the data available, the total land Area/crop wise under cultivation of Aromatic and Medicinal plants for the current Financial Year is as under

Sr. No.	Area	Land under Cultivation	Standing Crop
1	Gonipora	65 Kannals	Rose (Damascene)
2	Machipora	25 Kannals	Lavender(Lavendula Officinalis)
3	Bahadurpora	25 Kannals	Lavender
4	Riangpath	15 Kannals	Lavender(Lavendula Officinalis)
5	Natnusa	130 Kannals	Lavender(Lavendula Officinalis)
6	Tangchack	10 Kannals	Lavender(Lavendula Officinalis)
7	Nagri	25 Kannals (Site A and B)	Lavender (Lavendula Officinalis)
8	Dedikoot	25 Kannals	Lavender(Lavendula Officinalis)
9	Harai	500 Kannals	Lavender(Lavendula Officinalis)
10	Kakroosa	194 Kannals	Lavender (Lavendula Officinalis)
11	Waisa Kawnar	20 Kannals	Lavender (Lavendula Officinalis)
12	Lanchanpora	130 Kannals site A	Lavender (Lavendula Officinalis)
13	Lanchanpora	25 Kannals Site B	Lavender (Lavendula Officinalis)
14	Kutlari	25 Kannals	Lavender (Lavendula Officinalis)
15	Hampora	05 Kannals	Lavender (Lavendula Officinalis)
16	Warpora	35 kannals	Lavender (Lavendula Officinalis)
17	Shogpora	30 Kannals	Salivia Sclarea

## Estimated value of cash crops

Sl.	Name of Crop	Yield/ Hectare	Extracted Oil/ Hectare	Minimum cost of oil p/l
1	Rose (Rosa damascene)	10-15 quintal	1 kg	Rs 8,00,000-00
2	Lavender (Lavandula officinalis)	50-60 quintal	50-60 kg	Rs 10,000-00
3	Clary sage (Salvia sclarea)	30-35 quintal	20-25kg	Rs 5,000-00
4	Tagetes (Tagetes minuta)	80-100 quintal	35-40 kg	Rs 7,000-00



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