

Lavender

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About Lavender:

- Lavandula (common name lavender) is a genus of 47 known species of flowering plants in the mint family, Lamiaceae.
- The flowers may be blue, violet or lilac in the wild species, occasionally blackish purple or yellowish.
- Lavender has been used over centuries in traditional medicine and cosmetics.
- These flowers grow in temperate areas and are drought-resistant crops.
- A single Lavender plant bears flowers for 15 years, needs low maintenance and can be used from the second year of plantation.

AROMA Mission:

- **CSIR-AROMA Mission, under the Ministry of Science & Technology** aims to develop and disseminate the aroma-related science and technology to reach the end user/clients of CSIR: Farmers, industry and society.

- Under the Centre's 'One District, One Product' scheme, Lavender has been designated as the Doda brand product.

Bhaderwah:

- Bhaderwah, which is also known as 'Chhota Kashmir', has a mild cold climate during summers that is ideal for Lavender.
 - Bhaderwah is the birthplace of India's Purple Revolution.
 - India's first National Institute of High Altitude Medicine is also being built in Bhaderwah.
 - Bhaderwah (also Bhadarwah Valley) is a town, tehsil and sub-division in the district Doda of Jammu.
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Source : **PIB**

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