

**“A REPORT ON THE EXPOSURE VISIT TO CSIR-INDIAN
INSTITUTE OF INTEGRATED MEDICINE, JAMMU”
FROM 15TH -19TH NOVEMBER 2022**



Prepared by

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Introduction:

The purpose of the visit is to provide a first-hand experience and exposure to the farmers on the cultivation, primary processing, value addition and marketing of Medicinal and Aromatic plants cultivated in temperate region suitable for the state of Meghalaya in general and Lavender in particular. With these aim in mind, the Institute of Natural Resources, Meghalaya with the financial support from the World Bank through CLLMP fund, had arranged a five-day Exposure visit for farmers and officials to CSIR-IIIM, Jammu. Exposure visit is significantly important to farmers since such programme enable the farmers from two different regions to exchange their experience and good practices. It also enables participants to interact with and learn from each other, allowing them to view practical examples of successful cultivation of crops for sustainable livelihood.



Indian Institute of Integrative Medicine is a premier institute located in Jammu under the Council of Scientific & Industrial Research, Government of India. The institute has contributed significantly to creating essential oil-based aroma industry in India, which has greatly helped Indian industry, farmers, progressive growers, and entrepreneurs for in job creation and income-enhancement. The most successful achievement of IIIM under CSIR Aroma Mission is the end-to-end technology transfer on the cultivation of Lavender to the farmers of J&K.



The state of Jammu & Kashmir shared similar climatic condition with Meghalaya. There is a vast potentiality of replicating cultivation of crops like Lavender, Rosemary, Tegetus and different varieties of Tulsi and Basil in Meghalaya. Lavender is the crop which has a high market value because it also has medicinal properties. This crop thrives well in the valley of J&K and for the last couple of years it has boost the economy of the state particularly the marginal farmers who was earlier totally dependent on traditional crops. More than 1000 farming families are currently cultivating Lavender on more than 200 acres in different parts of J&K which gives

them a net income of 3 Lakhs/Ha/Year. Each farmer has employed at least five other people. This has given employment to more than 5000 farming families in the region.

A team of 15 people including progressive farmers, officials from Meghalaya under the leadership of Dr. H. Siangbood, Project Scientist, INR and Dr. R.P. Bansal, Resource Person, MBDA were taken on an exposure and learning visit to the state of J&K. Block Technical Assistant from Laskein C& RD was also taken for the exposure trip as a representative of MGNREGA in which 3 days training, field visit, demonstration and interaction among farmers and scientists from both the state took place.



Picture: Farmers and Official inside IIIM Campus, Jammu

Objective of the Program:

The main objectives of the Exposure Visit Program include the following:

1. Observe, understand, and learn the various research activities of the Institute.
2. Farm Visit for understanding package of Practices of different crops.
3. Visit and demonstration of Lavender field crop in Bhaderwah and
4. Visit to Lavender Nursery and Oil Extraction Unit.

Day 1: Inaugural Function and Farm Visit:

Inaugural Function took place on the 16th November 2022 in the premises of IIIM in the presence of Acting Director & Chief Scientist Dr. Zabeer Ahmad, Dr. Sumeet Gairola, Nodal Scientist Aroma mission, Dr. Dhiraj Vyas, Principal Scientist, Dr J.S. MoMo, Scientist and other Scientist and Technical Experts from IIIM and Industry representative. During the function, a brief presentation on the progress of Aroma Mission in the state of J&K in context to Lavender Cultivation which is known as 'Purple Revolution' was presented by Dr. Gairola followed by the Inaugural speech from the Acting Director and Chief Scientist Dr. Zabeer Ahmad. During the programme there



Picture: Sharing of experience and felicitating the host with Megh-Aroma Products during Inaugural function

was also a brief presentation on the progress of Aroma Mission in Meghalaya presented by Dr. H. Siangbood and experience sharing from farmers of Meghalaya.



Picture (L-R): A visit to Chatha Farm, Farm Senior Technical Assistant explained about the different crops planted in the farm

After the inaugural programme the team were taken for a lab visit followed by a visit to Chatha Farm. The team were appraised of different Medicinal & Aromatic Plants suitable for both temperate and subtropical climate.



Picture (L-R): Lab Visit

Day 2: Visit to Bhaderwah:

Bhaderwah is a town located in Doda District of Jammu. The place is located at the foothill of Himalayas which is about 300 Km from Jammu and is considered as the birthplace of Purple Revolution as over 10000 farmers switched from traditional farming practices to



Picture (L-R): close up of Lavender Plant and Lavender field

lavender cultivation. The team were taken to visit lavender nursery and plantation site where hands on training and nursery raising and plantation technique were

conducted by Dr. V.P. Rahul, Senior Scientist IIIM. On the same day an experience sharing session was also held in which Mr. Bharat Bhushan a successful



Picture: Farmers and Scientist interaction at field



Picture: Farmers are being interviewed by the media

progressive farmer who is also a pioneer of Lavender cultivation in Jammu shared his journey from being a marginal farmer to a successful Lavender grower. The team were also taken to Deodar Essential oil factory in which they were exposed to various kind of oil extraction unit.



Picture: Farmers and Scientist interaction and Experience Sharing organized by IIIM at Bhaderwah, Jammu both from Meghalaya and Jammu

Day 3: Velictory Session, Farmers' Meet, Distribution of Planting Material:

On the velictory day, interaction meeting between Farmers from Meghalaya and Bhaderwah were organized at the conference hall of the University of Jammu whereby Chairman of District Development Council of Doda Shri. Dhanantar Singh Kotwal was the Chief Guest. In his speech



he said that it was a great honour for the farmers of Bhaderwah to be visited by farmers from NE India to learn about their cultivation. He also stated that Lavender is an avenue of employment generation and will help the farmers in doubling their



Picture (L-R) : Distribution of Lavender to Farmers from both NE and Jammu

income. Senior Scientists of CSIR-IIIM Jammu along with a team of lavender growers led by Touqeer Bagban explained the nuances of lavender farming and motivated the participants to switch from traditional agricultural practices to growing of aromatic plants for better future.

After the formal session, there was an interaction among farmers from both the region on which farmers from Meghalaya participated well followed by Sapling distribution. The distribution of lavender plants is primarily aimed at catalysing rural empowerment through cultivation, processing, value addition and marketing of aromatic plants (for north-eastern region and J&K farmers) under CSIR Aroma Mission Phase 2. On the same day about 4 Lakhs sapling were distributed to all the farmers and about 2000 saplings were also given to Meghalaya Farmers.



Picture: Scientist, Farmers and Industrialist were being interviewed

In all the three days, there was a huge media coverage where the visit of the farmers and scientist from the state was highlighted as it was the first time where farmers from North East, particularly Meghalaya visited the lavender and other aromatic Field and met with the farmers from that area to exchange ideas and innovations.

<https://www.devdiscourse.com/article/headlines/2259356-farmers-from-jk-and-north-eastern-states-get-4-lakhs-lavender-plants-training-of-its-cultivation>

<https://www.devdiscourse.com/article/headlines/2256723-n-e-agriculturists-throng-capital-of-lavender-farming-jk-to-learn-mission-aroma>

<https://youtu.be/WNMfIAH8NGw>

Learning from the Exposure Visit:

1. Extension of Technical support by IIIM.
2. Different crops like Tulsi, Basil, Tegetus, Lavender, etc. could be propagated in large scale in the state of Meghalaya. This could help the farmers in extending their economy and livelihood.
3. There is an assure market for each crop as there is a huge demand for each crop both in terms of dry herbage and essential oil.
4. Farmers-Farmers interaction was the best approached for interchange of ideas and sharing of experience as it motivates and help to ignite the spark for taking up the ideas to revolutionize certain plants in the state.

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List of Participants:

Sl No.	Name	Designation
1.	Dr. RP Bansal	Resource Person
2.	Dr. Hygina Siangbood, INR	Project Scientist
3.	Mr. Baniaraplang Syiemiong, INR	Field Assistant
4.	Smt. Bhalang Kamar	Block Technical Assistant
5.	Mrs. Mardalin Lyngdoh, Rangmaw, SWKH	Farmer
6.	Mrs. Eldrinda L Nonglang, Nongsynrih, SWKH	Farmer
7.	Mr. Kitboklang Marwein, Umkrem, EWKH	Farmer
8.	Mr. Ferdinand Thabah, Umkrem, EWKH	Farmer
9.	Mrs. Trimtimai Lyngkhai, Mawphanlur, EWKH	Farmer
10.	Ms. Bashemsuk Kharsyntiew, Pyndenglitha, EKH	Farmer
11.	Mr. Besterly Marwein, Nongshillong, EWKH	Farmer
12.	Smt. Rosana Lyngdoh, Ri bhoi	Farmer
13.	Mr. Chanki Lyngdoh, WJH	Farmer
14.	Ms. Ibashisha Wanniang, Langsymphut, EKH	Farmer
15.	Ms. Timery Wanniang, Pharmahiong, SWKH.	Farmer