



Integrated Aroma Dairy Entrepreneurship

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- Union Minister Dr. Jitendra Singh proposes 'Integrated Aroma Dairy Entrepreneurship' for Jammu & Kashmir to augment the income of farmers. Jammu & Kashmir has abundant stock of **Animal Husbandry and Dairy resources that can be effectively integrated with Aroma Mission**. This will ensure sustainable growth and pave the way to increase income of farmers along with their livelihood.
- The **Aroma Mission also popularly referred as 'Lavender or Purple Revolution'** has already been launched in J&K by CSIR under the aegis of Union Ministry of Science & Technology. This crop is native to Europe. By the efforts of CSIR the cultivation of this crop has been introduced in the districts of Doda, Kishtwar and Rajouri of Jammu and Kashmir.
- The Aroma Mission was launched in line with PM's vision of improving farmers' livelihood. Apart from providing planting material, distillation units and effective training are also being provided. Because of the bumper demand of the lavender oil farmers get benefits, who were cultivating it.
- Apart from lavender, many high value Aromatic and Medicinal cash crops have been introduced by CSIR in J&K. It is now being expanded as Aroma Mission Phase II. Here floriculture mission has also been launched, which will lead transformative changes in the life of farmers and women.

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ऑफलाइन बैच

कक्षा आरंभ : 20 सितंबर 2021

समय : 11:30 AM – 2:30 PM

ऑनलाइन लाइव कोर्स

कक्षा आरंभ : 25 अगस्त 2021

समय : 6:30 PM – 9:00 PM



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