



Northeast's bio-potential holds promise for India's economic ascent, says Dr Jitendra Singh

“Technology Transforming Rural Livelihoods in Northeast”: Dr. Jitendra Singh at CSIR–NEIST Aroma Mission Meet in Mizoram

Dr. Jitendra Singh Calls for Replicating ‘Purple Revolution’ Model in Northeast to Boost Aroma and Floriculture-Based Entrepreneurship

“Northeast Can Emerge as India’s Hub for High-Value Plant-Based Industries”: Dr. Jitendra Singh

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Northeast's bio-potential holds promise for India's economic ascent. This was stated here today by Dr. Jitendra Singh, Union Minister of State (Independent Charge) for Science & Technology and Earth Sciences, and Minister of State in the Prime Minister’s Office, Personnel, Public Grievances & Pensions, Department of Atomic Energy, and Department of Space, and Vice President, CSIR, while addressing the "Stakeholder-cum-Awareness Meet" and Distribution of Quality Planting Materials under the CSIR–Aroma Mission and CSIR–Floriculture Mission here, organised by CSIR -NEIST.

In his inaugural address, Dr. Jitendra Singh highlighted that science-led interventions are playing a transformative role in uplifting rural livelihoods and driving sustainable economic growth across the Northeastern region. He commended CSIR–NEIST’s efforts in empowering farmers, entrepreneurs, and youth through the cultivation of medicinal, aromatic, and floricultural crops.

Dr. Jitendra Singh emphasized that the Northeast, blessed with rich biodiversity and unique agro-climatic conditions, holds immense potential to emerge as a hub for high-value plant-based industries. He said the Government is committed to transforming the region into an “Agro-Entrepreneurial Hub” by integrating modern scientific tools with traditional farming practices.

Referring to the success of the ‘Purple Revolution’ in Jammu & Kashmir, Dr. Jitendra Singh urged farmers and entrepreneurs in Mizoram and other Northeastern states to emulate this model for cultivating aromatic crops like lavender, citronella, lemongrass, and patchouli, which have

demonstrated high market demand and income potential.

He said, “The Purple Revolution has shown how science, when blended with local potential, can create new avenues of employment and entrepreneurship. The same success can be replicated in the Northeast to make it a centre of India’s aroma and floriculture economy.”

Dr. Jitendra Singh added that initiatives under CSIR–Aroma Mission and CSIR–Floriculture Mission not only enhance farm income but also promote women empowerment, youth engagement, and rural industrialization, thereby aligning with the Government’s vision of ‘Viksit Bharat @2047’.

The programme was presided over by Dr. Virendra M. Tiwari, Director, CSIR–NEIST, Jorhat, who elaborated on the institute’s interventions and achievements in Mizoram and other Northeastern states. Quality planting materials of aromatic and floricultural crops such as lemongrass, citronella, chamomile, patchouli, anthurium, marigold, and chrysanthemum, along with bee boxes, were distributed among participating farmers.

Senior state officials, including Mrs. Ramdinliani, IAS, Secretary, Department of Agriculture, Government of Mizoram, representatives of the State Medicinal Plant Board, and KVK Mamit, Lengpui, participated in the programme.

CSIR–NEIST has been working extensively across the Northeast to promote the cultivation and processing of aromatic crops and high-value floriculture varieties. The institute has created livelihood opportunities through integrated models combining aroma cultivation, floriculture, and apiculture, thereby improving income and productivity at the grassroots level.

As part of the continuing outreach, CSIR–NEIST will organize a Training-cum-Awareness Programme on Aromatic and Floriculture Crop Cultivation tomorrow, 30th October 2025, at KVK Mamit, Lengpui, where experts will provide hands-on training to farmers and entrepreneurs.





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