



A study on the constraints faced by the jasmine growers in Dindigul District of TamilNadu

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Abstract: Jasmine flower is used for various purposes viz. making garlands, bouquets, religious offerings etc. Scientific cultivation of jasmine is one of the important prerequisites for increasing the production and productivity among the jasmine growers. Since the crop requires huge manpower for harvesting and other operations, only small farmers are cultivating the crop. Constraint studies are important to assess the actual impact of agricultural research, to set research properties and to provide direction to the extension efforts. Hence, the present study was undertaken with the objective to study the Constraint faced by the jasmine growers in Nilakottai block of Dindigul district with a sample size of thirty. The respondents were selected based on proportionate random sampling method. The data were collected from each respondent through pre-tested interview schedule. The results of the study revealed that Lack of knowledge about planting of jasmine (20.00%), nursery management(56.60%), High commission charges (73.30%), Lack of infrastructure (100%), Fluctuation in price of jasmine (100%), problem in transportation, low frequency of transportation (36.60%). Exorbitant higher charges (100%), lack of value added company for jasmine such as perfume industry (100%).

Keywords : constraints, jasmine growers

INTRODUCTION

Flowers are an important part of our societal life and they are seen in almost every occasion. Flowers have generated regular sustained demand in worship places, festivals, Indian weather with light rains, moderate winter, and appropriate sunlight even during the heavy rains provides a good opportunity for growth of flowers and the industry is blessed with skilled human resources and association of traders. As many as 90 species of jasmine are grown in India, out of these 20 species are cultivated in south India. The most commonly cultivated Jasmine species are *Jasminum multiflorum* (kakada), *Jasminum sambac* (gundumalli), *Jasminum grandiflorum* (Jathi Malli) and *Jasminum auriculatum* (Soojimalli). Jasmines, are cultivated for various purposes since very early. From the past many centuries, they have adorned the gardens of central Asia, Afganisthan, Iran, Nepal and many other tropical and sub tropical countries. In India, it is cultivated more or less throughout the country. The country exports Jasmine flowers to the neighbouring countries viz; Sri Lanka, Singapore, Malaysia and to the Gulf countries.

Plants are grown as both shrub and climbers. Flowers are used for making garlands, and loose flowers for religious offerings. They are all used for the production of perfumed hair oils and attars.

Tamil Nadu is the leading producer of jasmine in the country with an annual production of 92951 tonnes and productivity of 8.75 tonnes per hectare from the cultivated area of 10623 ha. The major jasmine producing districts of Tamil Nadu are Dindigul, Salem, Madurai, Tirunelveli, Virudhunagar and Trichy. Tamil Nadu ranks first among the flower producing states of India. It occupies 25% of the country's flower production. Cut flowers are cultivated in Hosur, Nilgiris, Kodaikanal (both upper and lower Palani hills) and Yercaud of Shevroyan hills. Since the crop requires huge manpower for harvesting and other operations, only small farmers are cultivating the crop. constraint studies are important to assess the actual impact of agricultural research, to set research properties and to provide direction to the extension efforts. In general, it is felt that studies on constraint of today's jamine growers is necessary. Hence, the present study was undertaken with the objective to study the constraints faced by the Jasmine growers in Nilakottai block of Dindigul district.

METHODOLOGY

The Present study is conducted at Nilakottai block of Dindigul district. The district is bounded by Tirupur, Karur, and Trichy districts in the north, the Sivagangai and Tiruchi districts in the east, the Madurai district in the south, and the Theni and Coimbatore districts and the state of Kerala in the west. Dindigul is located in the foothills of Sirumalai hills. Flowers especially Jasmine are the most important cash crop of the district, Dindigul district of Tamil Nadu was purposively selected as it was famous for marketing of jasmine. Dindigul district consists of 14 blocks, out of which Nilakottai block was selected for our study, as this block is famous for its flower markets. In Nilakottai block, export of flowers especially jasmine, to all parts of India and overseas was done. The Nilakottai assembly segment in Dindigul district is predominantly an agrarian base, with a large number of farmers involved in raising jasmine. The flowers are

distributed throughout the state as well as abroad. Thousands of people are involved in the production and trade. It is a major employment generator especially at a time when the spinning mills and paper mills are not doing great. It is a place for Flower market, Gold jewels and Bronze vessels. Among the 43 revenue villages Malayangoundenpatty, Nariyuthu, Kottur, Gullalagundu, Nakkaluthu, Noothulapuram, Silukuvarpatty, Nilakottai, Nadukotti, Patchamalayankottai are the main villages which was purposively selected in Nilakottai block where maximum jasmine cultivation was done. Thirty Jasmine growers were selected by random sampling method. An interview schedule based on specific objective was designed after detailed study of the available literature on the topic and the situation reviewed.

The information collected through interview was transferred from interview schedule to primary tables and then to secondary tables. The information of qualitative data was converted into quantitative form and computation of Ranking/Scoring was done.

FINDINGS AND DISCUSSION

Constraints refers to the cause that prohibits the farmers to adopt improved farm technology.

Constraints faced by the jasmine growers

Table 1. Distribution of Jasmine growers according to the Constraints

S.No	Constraints	No of growers	%
(A)	Production constraints		
1.	Lack of availability of improved variety of jasmine	10	33.30
2.	Scarcity of labours during weeding and harvesting	22	73.30
3.	Problem of pest and diseases attack	28	93.30
4.	Lack of loan facility	26	86.60
5.	Non availability of quality plant protection chemicals in time	27	90.00
6.	Lack of skilled labours	12	40.00
7.	Lack of insecticides and fungicides at cheap rate	30	100.00
8.	Lack of availability of chemicals, fertilizers and compost at cheap size.	30	100.00
.	Lack of availability of sufficient irrigation water	12	40.00
(B)	Technological constraints		
1.	Non availability of good plants from nursery	2	6.60
2.	Lack of knowledge about planting of jasmine	6	20.00
3.	Lack of knowledge about nursery management	17	56.60
(C)	Marketing constraints		
1.	High commission charges	22	73.30
2.	Lack of infrastructure	30	100.00
3.	Fluctuation in price of jasmine	30	100.00
4.	Problem in transportation: (a) Poor accessibility and low frequency of transportation	11	36.60
	(b) Exorbitant higher charges	30	100.00
5.	Lack of value added company for jasmine such as perfume industry etc;	30	100.00

Production constraints



33.30% of jasmine growers faced constraints in lack of availability of improved variety of jasmine. 73.30% of jasmine growers reported about scarcity of labours during weeding and harvesting. 93.30% of jasmine growers has experienced problem of pest and diseases attack. 86.60% of them Lack loan facility. 90.00% of jasmine growers faced constraints in non availability of quality plant protection chemicals in time .Lack of skilled labours (40.00%). 100.00% of jasmine growers reported about lack of insecticides and fungicides at cheap rate. About 40.00% of jasmine growers lack availability of sufficient irrigation water. This result is in agreement with the studies conducted by Ganapathi. R.,(2015).

Technological constraints

6.60% of jasmine growers reported about non availability of good plants from nursery and 20.00% reported about lack of knowledge about planting of jasmine. 56.60% of jasmine growers lack of knowledge about nursery management. This result is in agreement with the studies conducted by Ganapathi. R.,(2015).

Marketing constraints

73.30% of jasmine growers faced constraints in high commission charges. 100.00% of jasmine growers reported lack of infrastructure and Fluctuation in price of jasmine 36.60% of jasmine growers faced problem in transportation, Poor accessibility and low frequency of transportation. About 100.00% of jasmine growers faced constraints in exorbitant higher charges and lack of value added company for jasmine such as perfume industry etc; This result is in agreement with the studies conducted by Ganapathi. R.,(2015).

Some studies reported by different researchers related to this study are

This results are similar with the findings of Ganapathi, A., et al, (2015), reported that there is no significant difference between socio-economic status of jasmine growers and factors affecting marketing of jasmine. The regression analysis indicates that price is positively and significantly influences satisfaction of jasmine growers about marketing of jasmine, while, lack of infrastructure, fraudulent practices and lack of export promotions are negatively and significantly influence satisfaction of jasmine growers about the marketing of jasmine. In order to improve the jasmine marketing, the Government should formulate and implement appropriate marketing and pricing policies. The Government should create adequate storage facilities for jasmine and should take strong actions against malpractices in the marketing of jasmine. The Government and Export Promotion Council should disseminate and communicate market information and export opportunities to the jasmine growers.

Rajamohan, S., Sathish, A., (2019), reported that the Jasmine growers and cultivators are merely belongs to the small and marginal farmers and also they are highly rely on the market middlemen to sell their produce. Since the maximum farmers are less educated and illiterate, they not aware the knowledge about the market. The farmers are good in cultivation practices but not in marketing. So that, they maximum incurred less profit and sometimes even loss. The jasmine farmers and generally the farmers are unaware about agricultural insurance to overcome from the natural disasters like flood and storms and government subsidy schemes for agriculture capital in order to fulfill their needs wants of capital and other development purpose.

Suggestions to overcome the constraints

In the study, the Jasmine growers were also asked for the suggestions to overcome the problems faced by them in cultivation, production, management, marketing of flowers.

The suggestion made by the farmers are, Insecticides, Pesticides and Biofertilizers should be available on time. Insecticides, Pesticides and Biofertilizers should be available on subsidies. Supply loan on time, Loan should be available with low interest. Requires more value added industry based on Jasmine like perfumery industries etc; Easy export procedure, Training on Export procedures, Information about jasmine farming and marketing should be available on proper time, Price should be fixed before Jasmine season. Plants should be available at proper time in large quantity from government nurseries, Require cold storage unit.

Implications of the study

On the basis of the results of the study the following implications were made

Majority of the growers requires cold storage unit, perfumery unit and other value added factories for jasmine. The study pointed out the majority of the growers facing problems in marketing of flowers resulting in secure less profit margin to them. For this the export of flowers should be done by various cooperative organization and that price should be fixed price. As jasmine cultivation is capital intensive, majority of the farmers done it in small scale. Hence, credit supply should be provided with low interest and for longer duration. Innovative ideas about production and marketing of jasmine has been informed and trained to growers by conducting tours, exhibition, demonstrations by Horticultural departments.

CONCLUSION



Flowers are an important part of our societal life and they are seen in almost every occasion. In a Agrarian country like India, National economy is based on agricultural industry. In near future farmers have to harvest more agricultural produce. The jasmine growers faced the following constraints like Lack of availability of improved variety of jasmine (33.30%), Scarcity of labours during weeding and harvesting (73.30%), Problem of pest and diseases attack (93.30%). Lack loan facility (86.60%), Constraints in non availability of quality plant protection chemicals in time (90.00%), Lack of skilled labours (40.00%), Lack of insecticides and fungicides at cheap rate (100.00%), Lack availability of sufficient irrigation water (40.00%) availability of good plants from nursery(6.60%), Lack of knowledge about planting of jasmine (20.00%), Lack of knowledge about nursery management(56.60%), High commission charges (73.30%), Lack of infrastructure (100%), Fluctuation in price of jasmine (100%), problem in transportation, Poor accessibility and low frequency of transportation (36.6%). Exorbitant higher charges (100%), lack of value added company for jasmine such as perfume industry (100%).

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