



FACTORS INFLUENCE IN THE CULTIVATION OF JASMINE FLOWERS WITH SPECIAL REFERENCE TO DINDIGUL DISTRICT

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Abstract

Horticulture, an important sector of Indian agriculture, produces more than total food grains in the country. The total production of horticulture was around 277 million tonnes (mt) in 2013-14 in the country. Price fluctuation was reported to be the main marketing constraint by all categories of farmers. The price of jasmine was fluctuating day to day and even hour to hour. This makes the high risk in marketing. Objectives of the study, to study the factors influence in the cultivation of jasmine flowers in a study area. Methodology of the study, Primary as well as secondary data have been collected 300 cultivations were selected under simple random sampling method. Convenience sampling method has been used. Sampling unit is Dindigul district. To understand the relative share of various distributions in a variable, the percent method has been used. Multiple regression technique used to find out the simultaneous effects of the independent variables on the dependent variables. Conclude this study, The livelihood of jasmine farmers and farm labour could be improved by enhancing cooperation among the farmers, minimizing production and marketing constraints to farmers and developing efficient and effective value chain in jasmine production system.

Key Words: *Horticulture, Usage of Equipment, Wage Rate Etc.,*

Introduction

Horticulture, an important sector of Indian agriculture, produces more than total foodgrains in the country. The total production of horticulture was around 277 million tonnes (mt) in 2013-14 in the country. The domestic demand of horticultural products is also increasing in the country (Sivaramane, et al. 2009) and also export of horticultural products including flowers is increasing from the country (Sudha, 2001 and APEDA, 2014). But, the efforts and investments should be targeted towards promotion of important dimensions governing sanitary and phyto-sanitary compliance along the supply chain for export (Aarti et al., 2012). Floriculture is a vital sub-sector of horticulture, having potential for providing enhanced returns to farmers and employment opportunities especially to small and marginal farmers and female labour (Kavirasan et al., 2015). The flower crops require lots of manpower for picking flowers and perform other operations, hence suitable for marginal and small farmers for generating more income, employment and promote greater involvement of women work force. Presently, India is the second largest producer of flowers after China. Tamil Nadu stands second in India in the area under flower cultivation (0.29 lakh ha) as well as production of loose flowers (3.13 lakh tonnes) in the year 2012-13. Jasmine flower cultivation is very popular in Tamil Nadu and occupied more than two-fifths of total flower area in the state. Although some of the issues of some flower cultivation were studied (Guledagudda, 1996; Jyothi, and Raju, 2003; and Sivaramane, et al. 2008), the economics of jasmine cultivation and marketing and their constraints need urgent attention. Keeping in mind the importance of jasmine flower in Tamil Nadu, the study was undertaken to examine the economics of jasmine production and identify the constraints to jasmine production and marketing. Cultivators face many problems during the jasmine cultivation like small size of land allotted, advance wage payment, lack of labour, lack of finance, lack of quality seedlings etc., normally cultivators adopted traditional technique in this flowers. Majority of the flowers are disposed under indirect market system. Hence, intermediaries play an important role not only in the marketing but also provide finance facilities also.

Statement of the Problem

The marketing of jasmine flower has the special type and have the highly perishable in nature needs the quick marketing. Price fluctuation was reported to be the main marketing constraint by all categories of farmers. The price of jasmine was fluctuating day to day and even hour to hour. This makes the high risk in marketing. The high commission charge was ranked second by all categories of farmers. The farmers were not directly sold to consumer and they highly depend on the commission agents cum wholesalers. Even some farmers get advance money from the commission agents. So, the farmers were forced to sell them and they charge high percentage of commission. The malpractice by the traders was ranked third by the small farmers and trader's collusion was third by the marginal farmers. The flowers are high value crops and farmers are cheated by the traders in many ways as in price and the quantity. From this malpractice the traders are earning the high profit. Other major constraints were reported by farmers were high charges of transportation, spoilage, lack of grading and storage facilities.

Objectives of the Study

1. To study the factors influence in the cultivation of jasmine flowers in a study area
2. To provide suggestions to minimize the afore said problems.



Methodology of the Study

Primary as well as secondary data have been collected 300 cultivations were selected under simple random sampling method. Convenience sampling method has been used. Sampling unit is dindigul district. To understand the relative share of various distributions in a variable, the percent method has been used. Multiple regression technique used to find out the simultaneous effects of the independent variables on the dependent variables.

Analysis and Interpretations

Multiple Regression is used to measure the proportion of variance two or more independent variables on the dependent variable.

Table 1: Multiple Regression Analysis
 Dependent Variable: Cultivation

Variable Code	Variable name	Regression coefficient	P Value	Significance
X ₁	Usage of Equipment	.207	.083	Significant
X ₂	Crop Pattern	.430	.093	Not Significant
X ₃	Experience in Jasmine Cultivation	.120	.110	Significant
X ₄	Wage Rate	-.444	.020	Significant
X ₅	Accessibility of Training	.941	.000	Significant
X ₆	Source of Finance	-.055	.721	Not Significant
X ₇	Source of Borrowing	.009	.939	Not Significant
X ₈	Interest Rate	.199	.033	Significant

Source: Primary Data.

Multiple Regressions reveals that out of the variables tested, the variables such as Usage of Equipment, Experience in Jasmine Cultivation, wage rate, Accessibility of Training and interest rate significantly influence the cultivation of the jasmine flowers.

Suggestions of the study

1. The requirement of planting material to cater to the large area under flower crop is largely met from open market. Hence farmers suffered due to lack of quality planting material and sufficient quantities. For this, efforts should be taken to set up breeding centres and nursery farms to produce sufficient quantity of planting material.
2. A new concept in agri-business helps scientific commercial flower cultivation. The government, recognizing the importance of the floricultural activity can develop Model Floriculture Centers to serve as focal units for development of Jasmine cultivation in the region.
3. New/improved technical training should be given to the stockholders in the cultivation and post harvest.
4. There is also a shortage of trained manpower to handle commercial floriculture activity. The government should give adequate attention for the human resource development, particularly at the supervisory level.

Conclusion

There was an impressive increase in jasmine cultivation in major jasmine growing districts in Tamil Nadu. The cultivation of jasmine flower generated impressive returns to the farmers and good employment opportunities for farm family as well as agricultural laborers especially for female workers. There is no effective value chain in the jasmine production and farmers have faced many constraints in the cultivation and marketing of jasmine flower. The non-availability of labour, non-availability of credit, adverse climate, high establishment cost, incidence of pest and disease, high fertilizer requirement, and lack awareness about varieties available were major constraints ranked by the farmers in jasmine cultivation. Further, in the marketing of jasmine flower, price fluctuation, high commission charge, malpractice by the traders and trader's collusion and high transportation cost, spoilage, lack of grading and storage facilities were the major constraints faced by the jasmine farmers. The livelihood of jasmine farmers and farm labour could be improved by enhancing cooperation among the farmers, minimizing production and marketing constraints to farmers and developing efficient and effective value Chain in jasmine production system



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