

## A Study on Factors Motivating Farmers Towards Jasmine Cultivation in Nilakottai Taluk of Dindigul District

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### ABSTRACT

Flowers, by nature attract every human being as well as other creatures. The importance and role of flowers in socio-cultural and religious life of the Indian people can hardly be exaggerated. Though flower cultivation had been practiced in India since time immemorial, floriculture blossomed into a viable and profitable business only in recent decades. The present day floriculture industry happens to be dynamic, globally competitive, fast-growing and witnessed significant growth in area under cultivation, production and export during the past few years. Scope of floriculture had increased tremendously in India which was evident from exponential increase in area from 4,000 ha during 1970's to 2, 55,000 ha during 2015-16 and production of loose flower 2, 33,000 mt (1993-94) to 17, 54,000 mt (2015-16) and also it was observed to increase in cut flower production from 555 million number (1993-94) to 76,731 million number (2015- 16). The reason for select in Jasmine crop and Nilakottai Taluk was that in Tamil Nadu this crop and Taluk were well known for the quality of flower and yielding capacity. This study was based on primary data. The primary data was collected through interview schedule and tools used were percentage and ranking system. The Nilakottai Taluk of Dindigul District had been purposively selected for the present study because majority of farmers are engaged in Jasmine Cultivation. From the total 40 Jasmine growers have been selected for the present study by adopting random sampling technique and the data pertain to the year 2016-2017. Among the select respondent for the study, a majority of the farmers 38, 32 and 28 opined that the motivating factors were lesser workload (easy to produce), cash crop and lesser requirements.

**Key Words:** Flower, Floriculture, Jasmine, Cultivation, production, profitable business,

### 1. INTRODUCTION

India has a long tradition of floriculture. Floriculture had assumed a definite commercial status in recent times and during last two and three decades particularly. Floriculture as a farm enterprise emerged one of the most lucrative business profession in many countries having much higher potential of returns in comparison to most of the field crops and horticultural plantations In India during the recent years there had been an appreciable rise in the growth of floriculture and it had also provided employment opportunities in suburban and rural areas. Flowers play a vital role in human life from ancient times. Flowers are inevitable part of our festival and non-festival occasions. Flowers are largely used in special occasions like wedding, religious ceremonies and other functions. Women in Tamil Nadu like in other states widely use flowers to adorn themselves from ancient times onwards. Flowers are part and parcel of life in our country and its commercial and economic use is increasing day by day. Jasmine is one of the oldest fragrant flowers cultivated by man. It is used for various purposes like making garlands and bouquets, decorating the hair of women, as a religious offering, etc. More than 80 Jasmine species are found in India, of which only

three are used for commercial cultivation. The used species are *Jasminum sambac* (Gundumalli or Madurai Malli), *Jasminum auriculatum* (Mullai) and *Jasminum grandiflorum* (Jathimalli / Pitchi). The first two species are mainly cultivated to sell as fresh flowers, whereas the third is cultivated for the perfumery industry's needs.

Tamil Nadu is the leading producer of Jasmine in the country with an annual production of 77,247 tonnes from a cultivated area of 9,360 ha. Jasmine cultivation is considered as a fast growing business in India. Since the Jasmine crop requires lots of manpower for harvesting and other operations, only small farmers are interested to cultivate the crop. Jasmine farming is an ideal crop for small farmers, where the land is in small to the extent of less than 2 acres. Whether it is a Jasmine flower or essential oil, Jasmine can be used as an aphrodisiac, a sedative, an antiseptic, antidepressant, antispasmodic, and analgesic.

Tamil Nadu holds number one position in producing of Jasmine in India. The flowers produced in Tamil Nadu exported to countries like Sri Lanka Malaysia, Singapore and Middle East countries. Tamil Nadu occupied more than two fifths of the total flower area in the state. The area and production of total flowers in India were increasing impressively over the years. The major districts in Tamil Nadu where Jasmine is grown are: Dindigul, Thirunelveli, Erode, Madurai, Thiruvallur, Thiruchirapalli, Krishnagiri, Salem, Vellore, Thiruvannamalai, Coimbatore and Dharmapuri. In Dindigul District, Nilakottai is known for Jasmine cultivation and sales. The flower is produced in over 647 hectares in 75 villages of Nilakottai Taluk. Nearly 40 tonnes are sent every day from April to September to UAE and other Middle East countries by flight.

## 2. REVIEW OF LITERATURE

**Kanniammal and Dhivya (2016)** this study discussed about the farmers preferred Jasmine cultivation mainly due to less work load in Jasmine cultivation since the plants life is 10 to 15 years and it is a cash crop.

**Ganapathi (2015)** in this study exploratory factor analysis reveals that price, lack of infrastructure, fraudulent practices and lack of export promotions are the factors affecting the marketing of Jasmine.

**Kaviarasan et al (2015)** this study was undertaken to examine the economics of Jasmine production and to identify the constraints to Jasmine production and marketing using primary data collected from the Krishnagiri district of Tamil Nadu in 2008-09.

**Sudhaga (2014)** present study Floriculture was a fast emerging and highly competitive industry. With the continuous introduction of new cultivators and new crops, cultural techniques were changing and hence new products developed. Ornamental crop culture technology was improving with the availability of equipment and there is a huge change in the trend of consumers.

## 3. OBJECTIVES

- Socio economic characteristics of the respondents
- Farming profile of Jasmine cultivators and
- Various factors motivating of Jasmine cultivators

## 4. METHODOLOGY OF THE STUDY

The present study was based on primary data which was collected through a well structured. The Nilakottai Taluk was purposively selected for the present study. The total of 40 Jasmine growers

had been selected for the present study by adopting random sampling technique and the data pertain to the year 2016-2017. In order to understand the socio-economic status of Jasmine growers and the farming profile of the Jasmine cultivators, the ranking and percentage analysis was worked out. In order to identify the various factors motivating the Jasmine cultivation. Purposive sampling method was carried and Nilakottai Taluk was selected from Dindigul district because in this Taluk the farmers cultivated Jasmine for many generations and it was their primary crop cultivation. All the 40 farmers of this Panchayat involved in Jasmine cultivation were taken as the sample size because they were in this business for more than 3 decades.

**PROFILE OF THE STUDY AREA**

Nilakottai is located the southern parts of the Dindigul district Tamil Nadu. Nilakottai is 25.5 km far from its District Main City Dindigul. Nilakottai town is famous for gold ornaments, flowers and brass vessels. Agriculture is the main occupation of this people in this area crops cultivated were flower like Jasmine Gundumalli, Madurai malli, Mullai, Jathi malli and Pichi. The other major crops were avarai and tomato in Taluk. Wells (farm wells) serve as the main source of irrigation besides the river Vaigai and small tanks. Nilakottai taluk is spread over a total geographical area of 237.5 sq.kms with a population of 117377 and of whom 59013 males and the remaining 58364 were females. There are 31042 scheduled caste and 721 schedule tribe people in this location. Nilakottai was located at 10.17<sup>0</sup> N 77.87<sup>0</sup> E. It has an average elevation of 320 meters (1049 feet) above the sea level.

**5. RESULT AND DISCUSSION**

**SOCIO ECONOMIC CONDITIONS OF RESPONDENTS**

It is important to find out from the respondents their gender, age, educational level, family size, Community, Family income and Family expenditure. The socio economic characteristic of Jasmine growers was given in Table – 1.

SL.NO	FACTORS	RESPONDENTS	PERCENTAGE
<b>1</b>	<b>Gender</b>		
	Male	23	82.50
	Female	17	17.80
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>2</b>	<b>Age of the Respondents</b>		
	Below 30 Years	2	5.00
	31-60	23	57.50
	Above 60 Years	15	37.50
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>3</b>	<b>Educational Qualification</b>		
	Illiterate	15	37.05
	Primary	9	22.05
	Middle School	9	22.05
	Higher Secondary	4	10.00
	Degree	1	2.05
	Diploma	2	5.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>4</b>	<b>Family Size</b>		

	Less than 4 members	10	25.00
	4-6 members	25	62.50
	More than 6 members	5	12.50
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>5</b>	<b>Community</b>		
	SC/ST	26	65.00
	BC	4	10.00
	MBC	10	25.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>6</b>	<b>Annual Income of the Respondents</b>		
	Less than 40000	10	25.00
	40000 – 80000	22	55.00
	More than 80000	8	20.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>7</b>	<b>Family Expenditure of the Respondents</b>		
	Less than 20000	2	5.00
	20000 – 40000	28	70.00
	More than 40000	10	25.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>

Source: Primary Data

**TABLE NO 1**

From the above Table 1 the analysis of demographic status of respondents revealed that the majority of 82.5 per cent were male, 57.5 per cent of the farmers were 30 years to 60 years of age, 15 respondents were found to be illiterate, 62.5 per cent of the farmers had four to six members in their family and 65 per cent of the farmers were SC/ST. It was surprise to note that 55 per cent of the respondent’s annual income was Rs.40000 to Rs.80000 followed by 70 per cent of the respondent yearly family expenditure to a tune of Rs.20000 to Rs.40000.

**FARMING PROFILE OF JASMINE CULTIVATORS**

**THE FARMING DETAILS OF JASMINE GROWERS ARE GIVEN IN TABLE 2**

SL.NO	FACTORS	RESPONDENTS	PERCENTAGE
<b>1</b>	<b>Land ownership</b>		
	Owned	36	90.00
	Leased	4	10.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>2</b>	<b>Area of Jasmine Cultivation</b>		
	Below ½ Acres	27	67.50
	1/2 – 1 Acres	11	27.50
	Above 1 Acres	2	5.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>3</b>	<b>Source of Irrigation</b>		
	Well	26	65.00
	Bore Well	12	30.00
	Lake Irrigation	2	5.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>

<b>4</b>	<b>Experience of Jasmine Cultivation</b>		
	Below 4 Years	8	20.00
	4-6 Years	17	42.50
	Above 6 years	15	37.50
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>5</b>	<b>Payment of Wages</b>		
	Very High	2	5.00
	High	25	62.05
	Normal	12	30.00
	Low	1	2.05
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>6</b>	<b>Sources of Finance</b>		
	Own fund	10	25.00
	Money lender	15	37.50
	Borrowing from nationalized banks	11	27.50
	Borrowing from Commission agent	4	10.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>7</b>	<b>Floriculture Training</b>		
	Yes (Training Aailed)	22	55.00
	No (Training Aailed)	18	45.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>
<b>8</b>	<b>Average Production of Jasmine (Per Month)</b>		
	Below 250 kg	2	5.00
	250 – 500 kg	26	65.99
	500 – 750 kg	8	20.00
	above 750 kg	4	10.00
	<b>Total</b>	<b>40</b>	<b>100.00</b>

Source: Primary data

**TABLE NO 2**

The above Table 2 reveals that majority of the respondents ie, 90 per cent with own land and 65.50 per cent having below half acre. 26 respondents irrigated form well irrigation. Further 42.50 per cent of the respondents had 4 years to 6 years’ experience in Jasmine cultivation. 62.5 per cent felt that a payment of wages was high and 37.5 percent borrowed from money lender followed by 27 per cent from nationalized bank. 25 per cent of own fund and only 4 respondents borrowed from commission agent. This indicates that majority were depending on money lenders for financial needs who charge high rate of interest. More awareness should be given to borrower about nationalised banks. It could be noted that 55 percent of the respondents did undergone training provided by the government and other private agencies and the rest have not attend the training since they were not aware of the training details. Further the table reveals the average production of Jasmine for one month. The majority of the farmers 65.99 per cent of the produced above 250 kg to 500 kg, on an average per month, followed by 20.0 per cent of the farmers producing 500 kg to 750 kg. 10 percent of the farmers producing flower above 750 kg and only 5 per cent of Jasmine producers produced below 250 kg. The Jasmine flower crops require lots of manpower for picking flowers and perform other operations. But still hence Jasmine farming provided more opportunities

to marginal and small farmers for generating more income, employment and promotes greater involvement of work force through which their livelihood could increase.

**VARIOUS FACTORS MOTIVATING FARMERS FOR JASMINE CULTIVATION**

Jasmine cultivation is a seasonal crop and quickly convertible into cash. Jasmine flowers profitability was high and a traditional crop. The expenses requirements were low for cultivating Jasmine flower. To find out the most significant factor which influences the farmers to cultivate Jasmine, Ranking techniques was used. The below Table 3 shows the reasons for preferring Jasmine cultivation.

**VARIOUS FACTORS MOTIVATING FARMERS FOR JASMINE CULTIVATION**

SL. NO	VARIOUS FACTORS	TOTAL RESPONDENTS	YES	NO	RANK
i	Lesser workload (easy to produce)	40	38	2	I
ii	Cash crops	40	32	8	II
iii	Suitability to climate	40	25	15	IV
iv	Profitability	40	20	20	VI
v	Interest of Family members	40	12	28	IX
vi	Lesser cultivation expenses	40	22	18	V
vii	No alternative	40	10	30	X
viii	Traditional crop	40	18	22	VII
ix	Easy Marketing goods	40	15	25	VIII
x	Lesser requirements	40	28	12	III

Source: Primary data

**TABLE NO 3**

Ranking technique had been used to find the ranking of reasons for preferring Jasmine cultivations by the farmers. The Table 3 reveals that farmer’s preferred Jasmine cultivation mainly due to lesser workload that means easy production, since the plants life was 10 to 15 years. Among various factors lesser workload was ranked to be first, followed by cash crop which is ranked as second, and requirement needs were less for cultivating Jasmine flower which was ranked as third. Jasmine cultivation requires suitable and conducive climate which was ranked as fourth, followed by lesser expenses for Jasmine cultivation in the rank fifth. It is a profitable crop so farmers preferred this and ranked it as six. Farmers preferred this since it is a traditional crop and ranked this as seventh. Marketing is a risk factor in Jasmine flower because Jasmine flower are not sold directly through the market. Marketing of Jasmine flower is ranked as eighth. Family members support and motivation was very important factor for each and every person which is ranked as ninth. Alternative crops cannot be produced inside the Jasmine crop and was ranked as tenth.

## 6. CONCLUSION

Indian agriculture today is facing challenges in many aspects. The flower eco system in Nilakottai Taluk is quite unique and it should be treated as bounty of nature. They should be scientifically protected from environmental hazards. There was an impressive increase in Jasmine cultivation in major Jasmine growing Districts in Tamil Nadu. The cultivation of Jasmine flower generated impressive return to the farmers and good employment opportunities for farm family as well as agricultural labourers especially for female workers in Nilakottai Taluk, so the Jasmine cultivators in Nilakottai Taluk should continuously cultivate Jasmine flower irrespective of the price so that a loss in one season/month will be compensated by higher market price in another season/month. The government should support the Jasmine grower by providing loan facilities and drip irrigation facilities. The government can provide special loan exclusively for Jasmine flower.

## 7. REFERENCE

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