

PRODUCTION AND MARKETING OF JASMINE IN MADURAI DISTRICT

Dr.S.Rosita

Assistant Professor, Department of Commerce, Madurai Kamaraj University, Madurai - 21

K.Manivannan

*Assistant Professor, Department of Business Administration,
Senthamarai College of Arts and Science, Madurai - 21*

Abstract

Jasmine is fragrant and beautiful flower. The jasmine flower comes under the category of commercial flowers. India is a developing country. Here population also rises day by day. Their needs and wants also increase accordingly. Agriculture is a main activity of our country. The jasmine production and will come under the agricultural activity. Women of all age groups wear the jasmine flowers in their hair put - ups. It is believed that it gives a cooling effect to the head and it improves image of the people. People of all religions use jasmine flowers on their occasions. So the demand for jasmine in our country is greater and greater. The earning capacity of the growers will be increased a great extent. In developed countries, agriculture is treated as an industry, although it is fundamentally, different in many ways from other industries - both the extracting and manufacturing. So the developed countries introduced some institutional and technical changes.

Introduction

Jasmine is one of the popular and fragrant flowers in the world. According to the dictionary meaning, jasmine, traditionally, “the name for species of jasmine, shrubs or climbers of the olive family (oleacea). They are mostly natives of the warmer regions of the old world, with one South American species and many have fragrant flowers. Other plant called jasmine is dealt with after the jasminium species.

Origin of Jasmine

The true origin of jasmine, the so called white, sweet, or common jasmine is probably native to iron. Even in Chine, where it was known in the third country. It was considered to be important plant and its Chinese name, yeh hsi - Ming, is doubtless derived from the original Persian name yasaman which meant “white flower”. But in Arabic jasmine name is “Ysmin”. In 1518 vasco - da - Gama introduced the white jasmine to Europe from India as noted by W.Waston. The species was, however, known in Italy at a much earlier date, and it was described and drawn in 1415 by Rhino in his book “Liber de simplicilus”.

Types of Jasmine

The genus jasmine comprised about 200 species dispersed throughout the tropical, sub tropical and temperate regions. But of these about fifteen species is general cultivation in gardens.

- a. Jasmine sambac was first cultivated in England in 1665. The fragrance of this species is generally, considered to be the most delicate of all the jasmine perfume. In Tamil Nadu, this is also called as malli, adukku malli and kundu malli. It is extensively grown in Madurai district.
- b. Jasmine grandiflora is a Spanish jasmine was introduced into Spain by the moors but was first described in Italy, in 1629.
- c. Jasmine polyanthum was also first discovered in the Yunnan in 1883. It is of rapid and vigorous growth but quite so hardy as other species.
- d. Jasmine nudiflorum was introduced by Alexander Vobunge at peeking 1830.
- e. Jasmine primulinum was collected by E.H.Wilson in union from china in 1901. It is practically, as hardy and requires only slight winter protection.
- f. Jasmine azorium species native to Madeira where it is ever green it can only be considered as an outdoor plant in more or less frost free locations.
- g. Jasmine Beesianum is native to china. It is reasonably a hardy species.
- h. Jasmine ottocinale is widely distributed in china and Northern India but probably originally native to Iran.
- i. Jasmine Parkeridunn is native to North - West India.
- j. Jasmine revolutum Sims is native to Afghanistan and the Himalaya.

Utilization of Jasmine

Jasmine is multipurpose flower with many advantages jasmine flowers are used (for the development of science and technology and) day to day uses, religious purposes and for festivals and other occasions like funerals and marriages. Besides, it is used on special occasions like republic day, Independence Day, birth day of national leaders, public functions and conferences.

In addition to above the jasmine are used science and technology. It has medicinal value and also used in perfumery industries for extracting natural perfume.

Production of Jasmine

In the Madurai district jasmine production and cultivatable are is more than other flowers. Jasmine cultivation is risky one but it will give moderately a good income. So the farmers the jasmine cultivate the jasmine in larger area. Many farmers involve in the flower cultivation but they want to cultivate only in smaller size of land. Rose, crossandra and other item of flowers are cultivated by some of the farmers. It is produced because the

cost of production is less, the cultivation period is also lesser but it will not give a good income up to the farmers expectations. On an enquiry of the farmers in this area it comes to light that delayed payment by agency and non - availability of technical advice and lack of government support are basic reasons for the slow growth in the production of flower cultivation in this area.

Cultivation of Jasmine

Jasmine grows well in loamy soil also. This is type of soil is available in the district. Jasmine is propagated by cuttings pits of one to two feet deep are dug at the intervals of four to six feet. Yield of flower is more in the summer season. A high temperature is favourable to the jasmine cultivation. In the beginning stage plants must have watered two to three days continuously.

Packages of jasmine cultivation

Generally, the performance of agriculture requires some special knowledge and skill. Thus it requires some abilities for those who are involved in it.

Selection of Land

Selection of suitable land plays a significant role in the jasmine cultivation. The land must be nearer to the market. Land must be suitable for cultivation of jasmine. Immediately after the harvest, the produce can be transported to the market.

Preparation of Land

After the selection suitable land for the jasmine cultivation, it is necessary that bush and other vegetations are to be first removed. The land should plough 3 to 4 times during the month of April and May. It may be done with the help of bullock or the tractor. To what extent it should be deeply ploughed depends upon the character of the land, the method of planting applied for cultivation, etc., while ploughing it should be seen that colds are broken and weeds and rubble removed.

Climate and Soil

A jasmine plant grows well in warm and hot season. Red and loamy soil is favourable to the jasmine cultivation. Jasmine cultivation and its yield is a function governed not only by the quality of jasmine plants but also by the conditions of soil, climate and management.

Inter Crop - Cultivation

Inter crop cultivation in the jasmine fielded gives additional income to the framers besides protecting plants from unnecessary weeds, onions, groundnut, cottons etc., are cultivated in the gaps between two jasmine plants. A jasmine could profitably plant by growing suitable intercrops during the first year of the jasmine.

Maturing and fertilization

It is necessary to apply 10 - 15 tonnes of field yards manure of compost per acre at the time of last ploughing. After plants are established sufficient manures, fertilization are supplied with major element of nitrogen, phosphorus and potassium these elements are induce the production of good quality of jasmine flower.

Weed Management

Jasmine cultivation is very sensitive to early weed competition. Weed infestation may reduce the yields by 40 to 45 percent.

Plant Protection

To control the insects and worm, endosulphan nuvacron and monocil are used as pesticides within 2 to 4 months from the date of planting.

Harvesting

Harvesting is done manually in the small hours of the day to ensure that flowers reach the different markets early Morning. This part of the operation is laboured intensive and also expensive. However, the services of boys, girls, and juvenile labour are fully exploited for this purpose. Here the piece wage system is followed by the growers.

Marketing of Jasmine

Marketing of jasmine and the link between the grower to the useful of ultimate consumer and other intermediaries are included in this channel of distribution. Channel of distribution is the most powerful element among marketing mix and elements. The main function of this element is to find out appropriate ways through which goods are to be made available to the markets. The channel is also described as a "A grouping of intermediaries from first owner to the last owner, who take title to a product during the marketing process".

Jasmine flower cannot be stored because it is a perishable in nature. Every day in the early morning after the harvesting the jasmine must be sent to the Madurai market. Jasmine will get fair price up to 9.00AM then automatically the price will be reduced. Absence of adequate storage facilities is also responsible for the quick disposal. In order to get maintain the price for the jasmine, the producers disposed their produce within an hour.

Imports and Exports

Imports and exports are one of the major functions of marketing the industrial and agricultural goods. Here the term Imports and Exports are varied in their meaning.

Imports

Madurai is the first place for the jasmine production and consists of large number of farmers. Here the term imports refer to the interchange of excess quantity of flowers. For example sometime the Ramnad district produced larger quantity of jasmine they went to send to the outstation market. Specially, they were sent to the Madurai market for the purpose of resale of the flowers. Importing of flower from Ramnad to Madurai market not for consumption but for resale or exporting to their state.

Exports

The major and important function of marketing is exports of jasmine. Now - days a large quantity is sent to the outstation market or outside the district. Really, the exporting of jasmine gives a fair price to producers.

Jasmine flower is only suitable to export by means Air - ways. Rose and other flowers are exported with the help of road and rail transport.

Flowers are exported from Madurai to Tanjore, nagapattinum, mayurum, kumbakonam in Tanjore district. Madras, Tenkasi, thiruchendar, Rameshwaram Appeal and Cochin in Kerala state. All and above madras is the biggest terminal market.

Export by road and export by rail is limited in scope but the air transport is the main thing of the air transport is the main thing of the marketing function.

Exports by Air

With the advent of airways, distance now - a - days is measured not in miles but in hours. For instance, one may say that any two places on the globe are no more than twenty four hours apart. One may assert that the time gap between puranic "Pushpak Viman" to the most modern "Jet Concorde Planes" is only very little. Literally, this might be incorrect, but the development in our transport is extremely, fast as the planes themselves. Besides the political, military, social and cultural aspects, the contribution of air transport in commercial fields is highly significant. It has created "time utility" even in international market.

Jasmine flowers are mainly lifted to madras and Bangalore. Some time it is sent to Delhi, Singapore and Trivandrum. It depends upon the orders already made by the parties. Air transport has the following advantages.

a. Rapid Speed

The speed is the most important feature of our transport. No other form of transport can complete in this respect with their air ways. The supersonic planes are now common planes have cursing speed of 500 Km per hour.

b. Boon to perishable commodities

For light weight and perishable commodities with high value, the contribution of our transport is significant. Today flowers from Tamil Nadu and fruits from other areas are transported to international market regularly.

Conclusion

Jasmine flower comes under the category of commercial flowers. It is used by all castes and creeds of people for marriage, funerals, meetings and religious purposes. Jasmine flowers are exported to other places like Bangalore and madras. The exported jasmine is used by the industries for extracting scent.

In Tamil Nadu state, Madurai is famous for production of jasmine. There are different types of flowers like Rose, Chrysanthemum, crossandra, nerium, Tube Rose and jasmine. Jasmine occupies the first place among six types of flowers produced and marketed in Madurai district