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CONSTRAINTS ANALYSIS IN PRODUCTION AND MARKETING OF JASMINE FLOWERS

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A B S T R A C T

The present study aims at identifying the major constraints in production and marketing of flowers in Dharwad district of Karnataka state. The data were enumerated from 120 randomly selected jasmine flower growing farmers through survey method. Results of the study indicated problems of pest and diseases, water scarcity and non-availability of sufficient labour as the major production problems where as, high commission charges, high price fluctuations and poor transportation means were the major constraints in jasmine marketing.

Introduction—The diverse agro-climatic conditions in various parts of India offer ample scope for growing a wide range of flower crops throughout the year. The flowers are highly esteemed for their economic use, such as cutblossoms, food essence, chewing tobacco, for the extraction of perfumes and other products. These flowers possess good essential oil to the extent of 0.24-0.42 percent, which is in good demand in the world market. Among different flowers, jasmine is a leading flower in India. Jasmine is one of the oldest fragrant cultivated flower shrubs and mostly concentrated in Tamil Nadu, Karnataka and Andhra Pradesh. Out of four commercially exploited species, viz. *Jasminum sambac*, *Jasminum grandiflorum*, *Jasminum auriculatum* and *Jasminum multiflorum*, the suji mallige (*Jasminum auriculatum* vahl.) is widely grown in India, Burma, France, Italy, China and Sri Lanka.

In India the area under Jasmine cultivation was 9000 hectares producing annually worth of rupees eight to ten crores. In Karnataka state, it is mainly grown in Dharwad, Bellary, Mysore and Dakshina Kannada districts, The present study is proposed with an objective of identifying the problems faced by the Jasmine growers in its cultivation and marketing with a view to explore the possibility and potential for its improvement.

Material and Methods—A multi stage random sampling technique was adopted for deciding the sampling frame. At the first stage, Dharwad district was purposively selected for the study which was the second largest jasmine (217 ha) growing district in Northern Karnataka during 1993-94. In the second stage, two leading talukas with respect to area under jasmine viz., Gadag and Mundargi were selected. In the third

stage, six villages at the rate of three from each taluk based on the proportion of area devoted for jasmine cultivation were selected. Finally following the probability proportion to the total number of growers a pre-determined sample size of 120 jasmine growers were randomly selected from the selected village. The opinion of the farmers were collected with the help of a pre-tested schedule on various aspects relating to production and marketing of jasmine flowers. The data collected pertained to the agricultural year 1995-96 and subjected to analysis using simple averages and percentages to arrive at meaningful results and conclusions.

Results and Discussion—The main findings emerged based on the critical analysis of the data have been presented under the following heads.

(A) **Production Constraints** - It could be observed from table-1, that all the jasmine growers expressed pest and disease attack as the major constraints which otherwise would have yielded greater returns from jasmine cultivation. The major pests in the study area were mites, thrips etc. and diseases were leafspot, powdery mildew and rust. The scarcity was also one of the major problem which was expressed by 73.83 percent of the farmers. Nearly 54.17 percent of the farmers were of the opinion that lack of technical know how about scientific management of crop and timely operation in addition to non-availability of labour during peak harvesting season (60%) were coming in the way of achieving higher profitability from their enterprise. Further nearly 44.17 percent of the farmers expressed the lack of financial assistance for the cultivation of jasmine flowers. So there is a need to conduct and organise various training and extension camps from time to time to impart training to the farmers. Farmers expressed their dissatisfaction towards quality of plant protection chemicals and non-availability of necessary chemicals in time.

(B) **Marketing Constraints**—Now-a-days what the farmers are gaining in jasmine cultivation, a major proportion of it is being lost in marketing. This is very much true in the case of flowers, because these are highly perishable in nature and must reach the consumers in fresh form within a very short period. then only farmer can expect better prices for his produce from the immediate market functionaries viz., commission agents, whole salers etc., in flower marketing.

It is very clear from the results presented in Table-1 that these commission agents were charging exorbitant commission charges (12.5%) on the flower sale proceeds as expressed by more than 90 percent of the respondents. About 100 farmers (98%) were not sure of stabilized prices for their produce because the jasmine flower prices were fluctuating very sharply from day to day and even within a day. So there is an urgent need to provide adequate financial assistance for already established Floriculture Growers Co-operative Marketing Society in the study area (Lakkundi) as expressed by 50 percent of sample jasmine flower growers.

In order to get the place utility, the means of transportation should be well developed so as to reach the hands of market functionaries viz., commission agents, whole

salers etc., within a short period of time in a fresh form. But about 30 percent of the sample farmers opined that connecting roads were poor and also complained about higher transportation charges. Nearly 21 percent of jasmine flower growing farmers reported the poor accessibility and low frequency of means of transportation have been among the major marketing constraints.

Conclusion – From the foregoing findings, it may be concluded that the production and marketing of jasmine is a highly risky venture. All the jasmine growers expressed the severe incidence of pests and diseases in jasmine cultivation. IPM technique compiled with strong extension network for transfer of technology may ease their problems. Majority of the farmers expressed high commission charges as the major constraint in marketing of jasmine flowers. Institutional agencies have to simplify their lending procedure and allocate more funds for jasmine flower growers. The constraints call for orderly marketing by Co-operatives to benefit both the flower growers and consumers.

Table – 1. Problems faced by the farmers in the production and marketing of jasmine flowers

Sl.No.	Constraints	No. of Respondents	%
[A] PRODUCTIONS CONSTRAINTS :			
(1)	Lack of technical guidance	65	54.17
(2)	Scarcity of labours during weeding and harvesting	72	60.00
(3)	Problem of pest and disease attack	120	100.00
(4)	Lack of loan facility	53	44.17
(5)	Non-availability of quality plant protection chemicals in time	44	36.67
(6)	Scarcity of water	85	70.83
[B] MARKETING CONSTRAINTS :			
(1)	High commission charges	112	93.33
(2)	Need of Co-operative marketing society for jasmine flowers	60	50.00
(3)	Fluctuation in prices of jasmine flowers	98	81.67
(4)	Problems in transportation :		
(a)	Poor accessibility and low frequency of transportation	25	20.83
(b)	Poor connecting roads	36	30.00
(c)	Exorbitant higher charges	41	34.17