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# A Study on Economic Conditions of Jasmine Flower Cultivators at Thoivalai Village in Thoivalai Taluk of Kanyakumari District

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## Abstract

*Jasmine is one of the oldest fragrant flowers cultivated by man. Floriculture is the art and knowledge of growing flowers of perfection floriculture or flower farming, as it is popularly called is a discipline of Horticulture and is the study of growing flowers and foliage plants. The objectives are (i) To know about the income, expenditure, and saving pattern of flower cultivators, (ii) To evaluate indebted of Jasmine cultivators in Thoivalai village, (iii) to understand the problems related to flower cultivators. Agriculture is being a state subject. Many states have established state marketing boards with representatives of farmers, including small and marginal farmers. They should be given more power and provided with the necessary facilities and resources. Unless the farmers themselves become up, on amount of state assistance can substantially improve their economic conditions.*

**Keywords:** Jasmine Flower, Economic Condition, Marketing, Irrigation, Problem, Storage.

## Introduction

Jasmine is a popular flower around the world. The word jasmine was derived from the Arabic word "Yasmin." Jasmine belongs to the family Oleaceae. They are commercially grown for their fragrant flowers. *Jasminum Grandiflorum* spices of jasmine have common names like Spanish Jasmine. Jasmine grows in the Tropical and warm Temperate regions and is cultivated in France, Italy, China, Japan, and India. It is one of the oldest fragrant flower crops cultivated in the open field. This plant is seen in full bloom from June to September every year. These months are the period of a bumper harvest of jasmine for the floriculturists.

Jasmine is one of the oldest fragrant flowers cultivated by man. It is used for various purposes viz, making garlands, bouquet, dew rating hair of women, and religious offerings. It is used in cosmetics and perfumery industries. More than 80 jasmine spices are seen in India. Of these, only three spices can be used for commercial cultivation.

## Objectives of the study

1. To know about the income, expenditure, and saving pattern of flower cultivators
2. To evaluate indebted of Jasmine cultivators in Thoivalai village.
3. To understand the problems related to flower cultivators.

## Scope of the Study

The present study aims to analyze the economic conditions of Jasmine Flower Cultivators at Thoivalai village in Thoivalai Taluk of Kanyakumari District. The study covers the Economic conditions like Income, Expenditure, Saving, Indebtedness, Area under cultivation, Irrigation, and the problem of the jasmine flower cultivators.

## Period of Study

The duration of the research study is almost six months because of the collection of data and the nature of flower cultivation.

## Limitations of the Study

1. The information and the data were purely based on the memory of the respondents.
2. The study is constrained to a particular region. Hence the conclusions cannot be generalized.
3. The answer of the respondents cannot always be free from bias and prejudice.

## Review of Literature

Ambika K.S. (2002), in her article "Jasmine: A Floral Tribute," shows that an attempt was made about various aspects of chrysanthemum cultivation such as and climate, groups of flowers, varieties, harvesting method, medicinal value, and export value of chrysanthemum. In India, the production of flowers is over 4500 ha, with a yield of 25,672 tonnes. Chrysanthemum extract, wide use in curing leprosy, Ayurveda, purification of blood, liver, clarification of brain, and for discharges in Unani medicine. Roses, chrysanthemum, Jasmine are not only used for worship and beautification. They play a vital role in medicinal use and other purposes, such as perfume distillation.

Mathivanan B. (2013) explained that Ornamental crop culture technology is improving with the availability of equipment, and there is a sea change in the trend of consumers. A new generation of growers is coming forward to employ modern technology for maximizing production and offer quality production for consumer acceptability, thus fetching a better price proper packing of flowers is the major consideration in export. Flowers are soft and, therefore, require a lot of attention in packing. Special packing methods used to preserve flowers and other floriculture products.

## Methodology

The study was designed to take a sample survey of Jasmine cultivation in Thoivalai village in Kanyakumari district. It was decided to follow three stages of sampling. In the first stage in the Kanyakumari district. There are four Taluks of this Jasmine flower is cultivated in Thoivalai Taluk. So Thoivalai Taluk has been selected from the Kanyakumari district. In the second stage in Thoivalai Taluk, Jasmine flower is cultivated in Thoivalai village. So Thoivalai village 60 jasmine flower cultivators have been selected by using a random sampling technique.

## Analysis of Data

### 1. Income, Expenditure of Flower Cultivator

Income refers to the money people regularly receive as payment for their work or as interest in money they had saved etc. It is the most influencing factor in deciding the standard of living of any family. The income and expenditure pattern of the flower cultivation is given in Table 1

**Table 1 Income and Expenditure of Flower Cultivator**

Amount	Income	Expenditure
5000 and below	28 (46.7%)	26 (43.3%)
5000 – 7500	20 (33.3%)	19 (31.7%)
7500 – 10,000	9 (15%)	9 (15%)
10,000 and above	3 (5%)	6 (10%)
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary

Table 1 explained the household income and expenditure of flower cultivators. In the study of the 60 respondents, 46.7 percent and 43.3 percent of them earned monthly income and expenditure of Rs. Five thousand and below, while 33.3 and 31.7 percent of them earned monthly income and expenditure between Rs.5000, and Rs. 7500. On the other hand, 15 percent of them earned income and expenditure between Rs. 7500 and 10,000, and it is interesting to note that only 5 and 10 percent of them earned income and expenditure Rs. 10,000 and above.

### 2. Saving Pattern of Flower Cultivators

Saving refers to an amount of money that a person does not have to use or agent, but he will save the money for future use. The major sources are self-

help groups, post office, chit fund, and banks. Saving pattern of the flower cultivation is given in Table 2.

**Table 2 Saving Pattern of Flower Cultivators**

S. No	Saving Pattern	No. of jasmine cultivators	Percentage
1	Below 300	18	30.0
2	301-600	15	25.0
3	601- 900	20	33.3
4	Above 900	7	11.7
	<b>Total</b>	<b>60</b>	<b>100</b>

**Source:** Primary Data

Table 2 explained that saving pattern of jasmine cultivators. In the study of the 60 jasmine flower cultivators, 30 percent of them saving below 300, 25 percent of the saving in 301- 600, 33.3 percent of the respondents saving is 601-900 and remaining 11.7 percent of the saving is above 900. In this study, all the jasmine flower cultivators saved their money.

### 3. Indebtedness

Indebtedness means to borrow money from various sources like money lenders, nationalized commercial banks, private banks, and financial institutions are analyzed with the help of figures given in Table 3.

**Table 3 Indebtedness of the jasmine cultivators**

Indebtedness	No. of Jasmine cultivators	Percentage
Indebted	47	78.3
Non-Indebted	13	21.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Source:** Primary

Table 3 explained that 47 (78.3 per cent) of them are indebted. On the other hand, the remaining 13(21.7 per cent) of them never borrow money.

### 4. Sources of Irrigation

In the study area, the sources of irrigation are well, bore well, rainwater and channel. The details about the sources of irrigation are given in Table 5.

**Table 4 Sources of Irrigation**

Sources of Irrigation	No. of Jasmine cultivators	Percentage
Well	26	43.3
Bore Well	16	26.7

Rainwater	4	6.7
Channel	14	23.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Source:** Primary

Table 4 explained that 43.3 percent of respondents of jasmine cultivators use well as their sources of irrigation. On the other hand, 26.7 percent, respondents use bore well as their sources of irrigation, while 6.7 percent of respondents use rainwater as their sources of irrigation, and 23.3 percent of respondents use the channel as their sources of irrigation.

### 5. A Problem in jasmine flower cultivation

The problem faced by jasmine flower cultivators is a failure of rainfall, destroyed by the insets, inadequate finance, and lack of preservation facilities. Jasmine flower cultivation depends mainly on irrigational facilities. In the study area, the various problems faced by the jasmine flower cultivators are given Table 5.

**Table 5 A Problems of jasmine flower cultivators**

A problem faced by jasmine flower cultivators	No. of respondents	Percentage
Failure of rainfall	15	25
Price Fluctuation	8	13.3
Destroyed by the insects	18	30
Inadequate finance	12	20
Lack of preservation facilities	7	11.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Source:** Primary

Table 6 revealed that of the 60 jasmine cultivator, 25 percent of the jasmine flower cultivators faced the problem of failure of rainfall, and 13.3 percent faced the problem of price fluctuation, 30 percent of the jasmine flower cultivators faced the problem of attack of plants by insects, 20 percent faced the problem of inadequate finance and 11.7 percent respondents faced the problem of Lack of preservation facility.

### Suggestions

To improve the economic conditions of the flower cultivators, the following suggestions are put forward.

1. To help the flower cultivators and ensure a suitable income, the provisions of storage and transportation facilities should be improved.
2. The Government should organize regulated markets in the villages of the districts and should fix a suitable price for flowers.
3. Steps should be taken to provide alternative employment during the loan season.
4. The majority of the cultivators depends on non-institutional credit agencies. That should be restricted – the extension of credit facilities on a countrywide basis utilizing the services of both nationalized banks and co-operative societies.
5. The government should construct weighbridges near different market areas.
6. Various programs should be organized to improve the traditional habits of flower cultivators, especially for avoiding unhealthy habitual consumption.
7. The government should organize a marketing cell for supplying all the flowers.
8. Awareness should be created among the flower cultivators to organize themselves for fighting against the exploitation of wholesale merchants and middlemen.

### Conclusion

Agriculture is being a state subject. Many states have established state marketing boards with representatives of farmers, including small and marginal farmers. They should be given more power and provided with the necessary facilities and resources. Unless the farmers themselves become up, on amount of state assistance can substantially improve their economic conditions.

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