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MARKETING OF JASMINE IN SATHYAMANGALAM BLOCK OF ERODE DISTRICT

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Abstract

In India, particularly in Tamil Nadu, jasmine is a floral crop with cultural and commercial significance. A beautiful flower, jasmine is valued in religious and cultural activities by people of many backgrounds. In India, jasmine cultivation is seen as a new and quickly growing industry. Only small farmers are interested in growing the jasmine crop because it takes a lot of labor to harvest and perform other tasks. Due to their extreme perishability, jasmine flowers must be sold right away after harvesting in order to preserve their freshness. As a result, an effort has been made to determine the issues and future possibilities of this industry as well as the primary determinant of jasmine prices. Based on primary data gathered by simple random sampling, the study employs a descriptive and analytical technique to identify price fluctuations and ineffective marketing as the main restraints. The price of jasmine is highly influenced by the number of members engaged in agriculture, according to regression study. This puts the marketing of jasmine flowers at serious risk. The main conclusion of the study was that those working in agriculture were the main factor influencing the price of jasmine.

Keywords

Jasmine, Marketing Constraints, Primary Data

1. Introduction

In India's floriculture industry, jasmine (Jasminum spp.) holds a unique place and is prized both culturally and financially. It is frequently used as a raw ingredient in perfumery, in religious ceremonies, at traditional festivals, and for personal decoration. Due to their strong scent and aesthetic value, Jasminum Sambac and Jasminum Auriculatum stand out among the other species and are the most popular cultivars in South India (Kumar, Singh, and Rao 2019).

One of India's biggest growers of jasmine, Tamil Nadu makes a substantial contribution to the country's floriculture production. Districts like Madurai, Thirunelveli, and Erode are renowned for their extensive jasmine cultivation within the state (Selvaraj 2011). Because of its ideal agroclimatic conditions, traditional knowledge systems, and long-standing cultural customs surrounding the growing of jasmine, the Sathyamangalam block of Erode district stands out in particular (Kanniammal and Dhivya 2016). The vast majority of growers in this area are smallholders who depend on jasmine as a vital source of local employment and household income.

Even though jasmine has the potential to be profitable, a number of obstacles still prevent its cultivation. Due to the crop's extreme perishability, producers risk suffering large losses in the absence of effective post-harvest management or structured marketing channels. Furthermore, distress sales are often caused by a lack of price regulation, a reliance on intermediaries, and an

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unpredictable transportation infrastructure (Vasanthi and Murugan 2015; Janani et al. 2016).

1.1 Marketing of Jasmine

When jasmine is harvested, it must be sold right away because it spoils in a matter of hours. Instead of selling to formal markets, the majority of farmers in Sathyamangalam sell their jasmine to local agents or village dealers,due to the absence of flower marketplaces and cold storage facilities in the area (Rani and Ramasamy 2013). Transportation is another significant problem. Farmers deal with exorbitant expenses and poor road conditions, which cause delivery delays and reduced flower quality. Farmers make less money when there are too many middlemen (Rao et al. 2017). Most of the farmers rely on unofficial marketing and are not familiar with digital platforms or established markets. Depending on festivities or abrupt shifts in supply and demand, jasmine prices might fluctuate daily or even hourly (Krishna and Shylajan 2013). Farmers are susceptible to low-price sales because they typically lack access to up-to-date pricing information. The majority of farmers are unaware of the government's horticultural programs and are unsure of how to apply for them (Yadav and Sinha 2021).

In addition to lowering revenue, these marketing issues might cause fewer individuals to plant jasmine. Traditional jasmine varieties are part of the local culture and biodiversity, hence their preservation is a concern.

2. Statement of the Problem

The majority of small and medium-sized jasmine growers face a number of difficulties in both growing and selling their crop. Because jasmine blossoms are extremely perishable and need to be marketed quickly, their marketing is special. Price volatility was cited by all types of farmers as the primary barrier to jasmine marketing. The cost of jasmine fluctuates daily and perhaps hourly. This makes marketing jasmine blossoms extremely risky. Consequently, efforts have been made to determine the potential and difficulties facing the sector. Growers experience uncertainty and distress as a result of these problems, which also have an impact on the profitability of jasmine cultivation. This study was conducted in response to these issues in order to gain a better understanding of the situation and offer potential remedies

3. Objectives

The objectives of the study are as follows:

- To find out the socio economic background of the jasmine cultivators and the problems associated with cultivation of jasmine in the study area.
- To find out factors associated with marketing of jasmine.
- To find out factors determining annual income of the respondents.

4. Limitation

Although the study offers useful insights into jasmine marketing and pricing in the Sathyamangalam block, its scope is limited by the relatively small sample size of 41 growers from only two villages. This sample may not fully reflect the diversity of jasmine farmers across the wider region, where production conditions, market access, and socio-economic characteristics may vary considerably. As a result, the findings should be interpreted with caution and considered indicative rather than fully representative. Future research involving larger and more geographically diverse samples would help strengthen the generalizability of the results.

5. Research Methodology

The study is descriptive and analytical.The study was carried out in the Sathyamangalam block of Tamil Nadu's Erode district, which is famous for growing jasmine because of its ideal soil, climate, and customary growing methods. Purposefully, two important jasmine-producing villages were chosen: Rajeev Nagar and Chikkarasampalayam. Simple random selection was used to choose a sample of 41

jasmine growers. A pre-tested plan was used to conduct structured interviews in order to gather primary data on price factors, market accessibility, farming methods, and demographic traits. Descriptive statistics were used to analyze socio-economic variables. To examine the factors influencing jasmine price, a Multiple Linear Regression Model (MLR) was employed.

5.1 Hypothesis

It is hypothesized that land allocated for jasmine, marketing channels, number of members involved in agriculture, experience and educational qualification are significant determinants of jasmine price.

6. Data Analysis and Interpretation

Table 1. Showing Demographic Factors

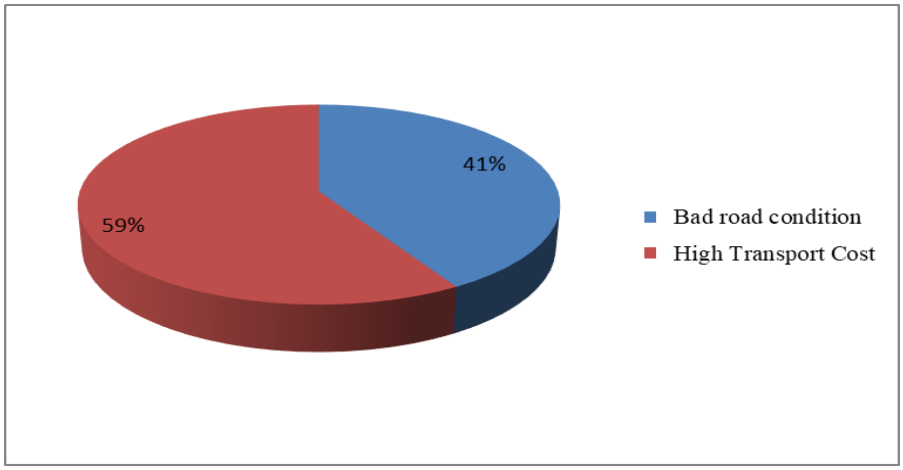
Factors	***No. of. Percentage***	***Percentage***
AGE		
Young (Less than 40)	15	36.6
Middle (40 to 53)	9	22.0
Old (Greater than 53)	17	41.5
EDUCATION QUALIFICATION		
Primary	17	41.5
Secondary	4	9.8
Graduate	17	19.5
Illiterate	12	29.3
Nature of the family		
Nuclear	32	78.0
Joint	9	22.0
Annual income		
Middle income (Less than 1,50,000)	11	26.8
Above average (1,50,000 to 3,00,000)	10	24.4
High income (Above 3,00,000)	20	48.8
Marital Status of the respondent		
Married	35	85.4
Unmarried	6	14.6
Total	**41**	**100**

Source: Primary Data

The respondents' demographic information is displayed in Table 1. 41.5 percent of the respondents were in the old age group, 36.6 percent were in the young age group and 22.0 percent were in the middle age group, according to the demographic status analysis of the respondents. A total of 41.5 percent of the respondents had completed basic school, 29.3 percent were illiterate, 19.5 percent had completed graduate school, and 9.8 percent had completed secondary school. The majority of those

surveyed lived in nuclear families. Of the respondents, 78.0 percent were in a combined family, compared to 22.0 percent. With respect to annual income, 26.8% of the respondents earned less than ₹1,50,000 per year, 24.4% earned between ₹1,50,000 and ₹3,00,000, and 48.8% earned above ₹3,00,000, as shown in Table 1.Married respondents made up 85.4 percent of the sample, while single respondents made up 14.6 percent.

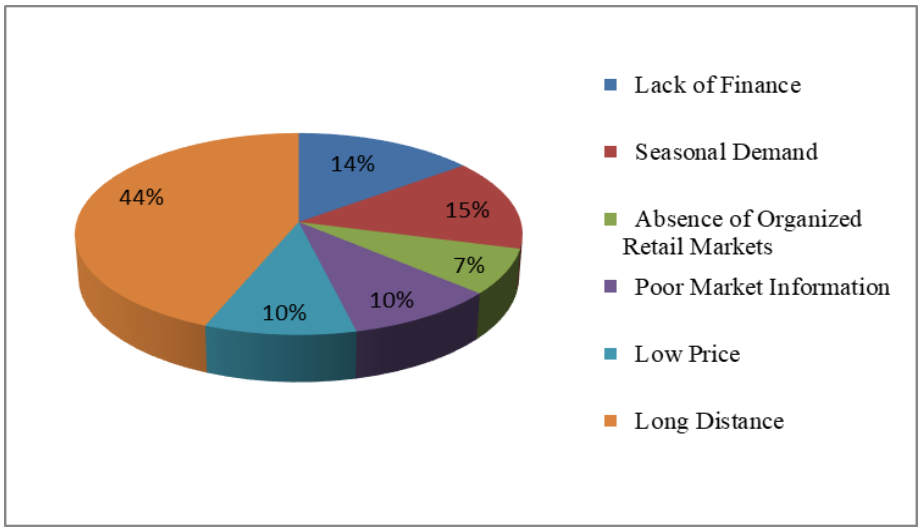
Figure 2: Problems while Marketing of Jasmine



Source: Primary Data

Figure 2 depicts problems involved in jasmine. Because jasmine has a short shelf life, these infrastructure limitations lengthen the time between harvest and market delivery. Transportation delays immediately cause petal withering and aroma loss, which lowers the crop's economic worth and deters cultivation. The in-situ conservation of jasmine genetic resources may be threatened by farmers switching to less perishable crops.

Figure 3: Problems Involved in Marketing of Jasmine

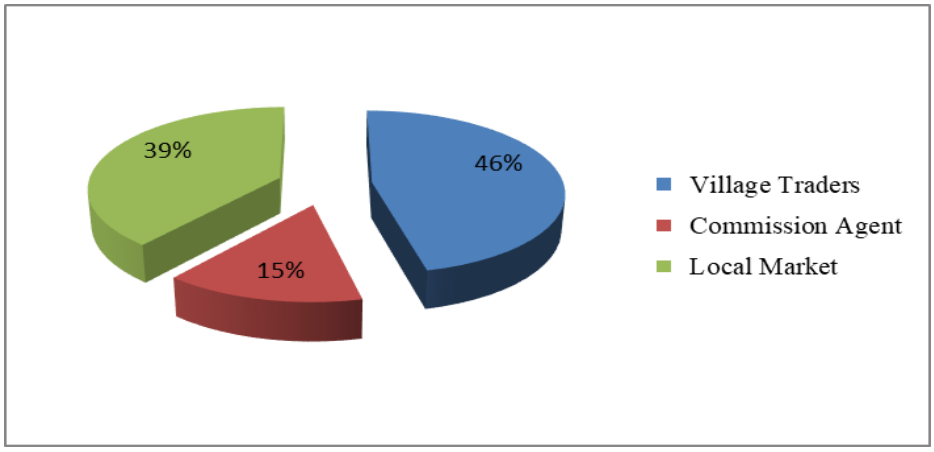


Source: Primary Data

Figure 3 illustrates that marketing inefficiencies are indicated by the large percentage of respondents who cited seasonal demand and long distance as issues. These limitations discourage the growth of jasmine lands and result in low yields. The popularity and commercialization of many jasmine varieties are weakened by growers' inability to brand or preserve them due to a lack

of established market infrastructure..

Figure 4:Mode of Marketing of Jasmine by Farmers



Source: Primary Data

Figure 4 shows that the preponderance of village dealers (almost half) is indicative of reliance on unofficial markets, which frequently results in price manipulation. This keeps farmers from implementing sustainable practices or investing in improved genetic stock. Additionally, local jasmine cultivars are less visible in the larger trade as a result of market marginalization, which may lessen the genetic variety preserved on farms. Figure 5 illustrates that liquidity concerns that restrict reinvestment in jasmine fields (such as pruning equipment, plant nutrition, and pest control) are brought to light by the demand for prompt payment. Farmers may swap crops as a result of delayed payments. By assisting farmer cooperatives, the opening of market branches can improve proximity-based commerce and contribute to the cluster-based conservation of regional jasmine genotypes

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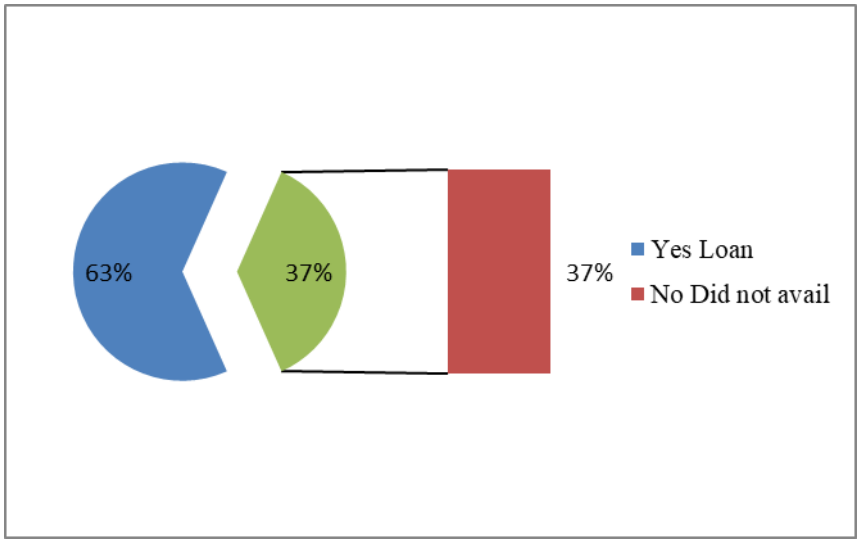
Figure 5: Market is Facilitating any Subsidies and the Type of Subsidy



Source: Primary Data

Figure 5 denotes that more than one-third of farmers are unaware of the subsidies that are available, which points to a gap between policy and practice. Smallholders are unable to provide the necessary care for jasmine plants without financial assistance,

particularly during dry spells or pest outbreaks. The preservation of
valuable, traditional jasmine strains under cultivation is under jeopardy due to inadequate funding Since the calculated significance value is higher than the table value, H0 is rejected and the alternative hypothesis is accepted. Therefore, there is a significant relationship between age and frequency of shopping.

Table 7: Determinants of Price of Jasmine

Sl. No	Independent Variables	Coefficients		t	Sig.
		B	Std. Error		
1	Constant	970.330	408.752	2.374	.023
2	Land allocated for Jasmine	84.580	59.734	4.416	.166
3	Marketing of Jasmine	103.955	90.034	4.155	.256
4	Members involved in agriculture	-282.640	110.021	-2.569	.015
5	Experience in Agriculture	-4.229	5.106	-.828	.413
6	Educational qualification	64.395	63.131	4.020	.315
	R	.514[a]			
	R. Square	.264			
	F	2.511			.048[b]

Source: Primary Data

Table 7 illustrates that to determine the main determinants affecting the market price that jasmine growers receive, multiple regression analysis was used. With a fair fit and an R2 value of 0.264, the model was statistically significant at the 5% level (F = 2.511, p = 0.048). This suggests that the chosen independent variables may account for about 26.4% of the variation in jasmine price. The only predictor that had a statistically significant correlation with the price of jasmine was the number of household members engaged in agriculture (β = –282.64, p = 0.015). The price per kilogram of jasmine tends to decrease when more family members work in agriculture, according to the negative coefficient. Increased production from a larger domestic labor pool may result in oversupply or a dependence on distressed sales, which could drive down local pricing. At traditional criteria, other factors like the amount of land planted to jasmine, the marketing channels employed, years of experience, and educational attainment did not show statistical significance. Nonetheless, their inclusion is theoretically justified and implies that the dynamics of jasmine marketing are also influenced by non-price factors. Thus, the major determinant of price of jasmine was “members involved in agriculture”. The result stated that on an average if a member has been reduced from farm activity there will be decline in the price of Jasmine i.e., when the flower production is more indirectly it increases the workers and the price also will be less. Hence the price of jasmine is determined by the members involved in cultivation and not by other factors. Hence the hypothesis “The factors determining price were land allocated for jasmine, marketing of jasmine,

members involved in agriculture, experience in agriculture, educational qualification" is partially validated

8. Suggestions

- As most of the farmers in the study area felt that the buyers in jasmine market denied to pay on time, the buyers need to make correct tine payment.
- As many farmers in the study area felt

that the Government is not providing any subsidy directly to farmers, it is a responsibility of the government directly to farmers.

- As most of the farmers in the study area were not aware of policy and programmes associated with jasmine, there is need to increase awareness among the jasmine cultivators regarding policies and programmes associated with jasmine.

9. Conclusion

The study highlights that jasmine growers in the Sathyamangalam block face significant marketing-related challenges, including price instability, limited market access, and inadequate support services. The price of jasmine has been associated with the number of household members involved in agriculture, underscoring the influence of labour dynamics on market outcomes. Strengthening market infrastructure, improving awareness of government schemes, and supporting collective marketing efforts could help enhance farmers' income and sustain jasmine cultivation in the region.

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