Obstacles of Jasmine Flower Marketing in Tamilnadu – A Study with Reference to Madurai District

K. Karthick	Research scholar [Full Time] Alagappa Institute of Management Alagappa University Karaikudi-630004
Dr. K. Chandrasekar	Assistant Professor Alagappa Institute of Management Alagappa University Karaikudi-630004

ABSTRACT

Flowers are the loveliest objects on earth. They instantaneously suggest beauty because they are associated with things that offer pleasure and delight. Our age old culture, paintings, art and craft, ideas, emotions, religion, philosophy and social customs exhibit their memory haunting association with flowers. Botanically speaking flowers form the reproductive organ of any plant. They can be borne singly or in aggregation called florescence. Objectives of the study, to study the problems faced by Jasmine cultivators selected respondents in study area. Methodology of the study, the present study is empirical and hence field survey method and personal interview technique were adopted. Multi-stage stratified random sampling has been adopted for the present study with Madurai District as the universe, the taluk as the stratum, the village as the primary unit of sampling and the Jasmine farmers as the ultimate unit. 600 respondents in this study, Friedmen rank test has been used in this study. Important Suggestions in this study, Lack of regulated market and cooperative marketing societies were responded positively by 96 per cent of the farmers. Due to non-regulatory system of marketing, growers are at the mercy of middle men. Various malpractices such as deduction of more charges, payment by instalments, quoting of lower prices than actual, deduction of undue charges etc. are generally followed by these middle men. Moreover, the farmers consent is not being taken before selling the produce.

KEYWORDS   Price fluctuations organised marketing, Cold storage etc.

INTRODUCTION

Flowers are the loveliest objects on earth. They instantaneously suggest beauty because they are associated with things that offer pleasure and delight. Our age old culture, paintings, art and craft, ideas, emotions, religion, philosophy and social customs exhibit their memory haunting association with flowers. In short they have played an important role in the course of human civilization and social development. Hence floriculture has assumed very great significance over the years. Floriculture is the art and knowledge of growing flowers to perfection. It deals with the cultivation of flowers and ornamental crops from the time of planting to the time of harvesting. It also includes production of planting materials through seeds, cuttings, budding, grafting and marketing of flowers and flower produces. It includes cultivation of flowering and ornamental plants for sales or for use as raw materials in cosmetics, Perfume industry and also Pharmaceutical sector.

Flowers and their Individuality

Botanically speaking flowers form the reproductive organ of any plant. They can be borne singly or in aggregation called florescence. Female and male flowers may be located on separate plants or on the same plant. Flowers are symmetrical about an axis and are characterized by numerous spirally arranged floral parts. The floral parts are sepals, petals and stamens, [2] anther, pistil and the like borne on an elongated floral axis and attached below the ovary.[1]The world would not be as beautiful as it is now but for flowers.

 For millions and millions of years there were no flowering plants. Evolution of flowering plants changed the very appearance of the world. Flowers in their range of colour, size, form and anatomical arrangement, present a plethora of combinations. They range in size from minute blossoms to giant blooms.[2]In some plants, such as poppy, magnolia, tulip, and petunia, each flower is relatively large and prominent and is produced singly, while in other plants, such as aster, snap dragon, calla lily, and lilac these individual flowers are relatively very small and are borne in a distinctive cluster known as florescence.[3] Flowers are found in more than 2,00,000 different varieties in a wide spectrum of colours. Many flowers have odd or irregular shapes. In addition to their beauty, flowers also exude a pleasant smell. These qualities make them popular for decoration and as gift for birthdays and other functions and ceremonies. They are also considered as tokens of love.

Flowers are planted and grown both inside and around homes, and there is also a wild growth of flowers everywhere in the world except the Polar Regions.[4] Flowers may be costly or rare or cheap or in abundance but connoisseurs of flowers will always be wealthy in taste. Beautiful flowers are within reach of all. Flowers are so perfect in form and colour that they bring joy and solace to human beings.[5] The flowers so far known to mankind could be classified into three groups according to their life span. They are annuals, biennials and perennials.

AREA OF THE STUDY

Madurai is the oldest inhabited city in the Indian peninsula. It is referred to with names like Koodal Maanagar, Thoongaa Nagar (Sleepless City), Malligai Maanagar (City of Jasmine) and Athens of the East. It is the cultural capital of Tamil Nadu. It is a city in the Indian the banks of the River Vaigai in Madurai district. Show location on an interactive map 9°56 N 78°07 E / 9.93°N 78.12°E / 9.93 78.12. It has an average elevation of 101 meters above mean sea level. The climate is dry and hot, with rains during October December. Temperatures during summer reach a maximum of 40 and a minimum of 26.3 degrees Celsius. Winter temperatures range between 29.6 and 18 degrees Celsius. (Alaguraja 2010)

OBJECTIVES OF THE STUDY

1. To study the problems faced by Jasmine cultivators selected respondents in study area.
2. To offer suggestions to improve the production and marketing of Jasmine.

HYPOTHESES

Ho: There is no significant difference between mean ranks for respondent's level of awareness towards type of cause related marketing.

METHODOLOGY

The study is a combination of both descriptive and analytical. The present study is empirical and hence field survey method and personal interview technique were adopted. Multi-stage stratified random sampling has been adopted for the present study with Madurai District as the universe, the taluk as the stratum, the village as the primary unit of sampling and the Jasmine farmers as the ultimate unit. The farmers are continuously cultivating Jasmine intensively and extensively whether they get gain or loss. The familiarity and acquaintance of the researcher with the District economy has influenced the decision in selecting Madurai District.600 respondents are in the study. Madurai District has eight Taluks which were stratified into two categories as jasmine cultivation based taluks and non- jasmine cultivation based Taluks. Accordingly Madurai North, thirumangalum, Usilampatti and Vadipatti are considered to be the jasmine cultivation based taluks, and other taluks; Madurai and Aravakurichi were stratified as the other taluks has non- jasmine cultiation based taluks. Agricultural based Madurai North, Thirumangalum, Usilampatti and Vadipatti were selected in Madurai District on account of agro-climatic conditions and of the highly concentrated Jasmine cultivation. The important factors included in the agricultural conditions are cropping pattern, land use pattern, irrigation potential of Jasmine, Mullai, Rose, Crossandra, Chrysanthimum, Marigold,Tube Rose, Arali,Jathimalli etc. in different areas of Madurai District. In the third stage, all the villages which are under the two chosen taluks were selected for the present study. The field survey was carried out during the period from April 2015 to August 2015 to collect the primary data. Friedmen rank test has been used in this study.

ANALYSIS AND INTERPRETRATION
FRIEDMAN RANK TEST

The Friedman test ranks the scores in each row of the data file independently of every other row. The Friedman Chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of this chi-square statistic, the larger the difference between each variables rank sum and its expected value.

TABLE NO.1
MARKETING PROBLEMS IN JASMINE

Ranks				
		Std. Deviation	Mean Score	Rank
1	Price fluctuations	0.89	1.81	I
2	Seasonal demand	0.51	2.02	II
3	Absence of organised retail markets	1.28	2.23	III
4	Lack of adequate cold storage facilities	0.494	4.02	IV
5	Irregular payment by commission agents	0.52	5.01	V
6	High commission	0.57	6.00	VI
7	Low price	0.50	7.03	VII
8	Inadequate transport facilities	5.01	11.54	VIII
9	Inadequate export facilities	4.08	11.69	IX
10	Malpractices in weighing	3.13	12.03	X
11	Lack of finance	2.13	12.62	XI
12	Long distance	0.96	12.09	XII
13	Poor market information	0.87	13.36	XIII
14	Forced sale	1.18	13.74	XIV
15	Perishable nature	1.45	13.42	XV
16	Absence of proper local market	2.38	13.88	XVI
17	Absence of proper primary market	4.32	13.88	XVII
18	Lack of storage facilities	4.32	14.89	XVIII
19	Exploitation by the middleman	1.05	18.74	XIX

This Table lists the mean rank of each variable. Low rank corresponds to the higher values of the variables. Here a price fluctuation has lower values than the other variables with the mean value of 1.81. Exploitation is larger values than the other variables with the mean value of 18.74. The Friedman test determines if the average ranking differs across.

Ho: There is no significant difference between mean ranks for respondent's level of awareness towards type of cause related marketing.

TABLE -.1(a) FRIEDMAN TEST

No. of Respondents	Calculated value	DF	P-value	S/SN
600	907.338	18	.000**	S

** P<0.01 S - significant

This table lists the result of the Friedman test. For these rankings, the Chi-square value is 907.338. Degree of freedom is equal to the number of values minus 1. As 19 spending options are ranked, there are 18 degrees of freedom. It is clear from the above table that significance level is 0.000 at 1 percent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

LIMITATIONS OF THE STUDY

As the study is mainly based on the primary data, certain limitations are bound to arise in the collection of primary data. The number of farmers selected for collection of primary data represents small when compared to the universe. However, it will have its own limitation in generalization in one way or the other. Farmers do not maintain any record of costs and returns. Therefore, they furnished data from their memory. So recall bias cannot be ruled out, though efforts were taken to minimize it with adequate crosschecks.

SUGGESTIONS

1. Lack of regulated market and co-operative marketing societies were responded positively by 96 per cent of the farmers. Due to non-regulatory system of marketing, growers are at the mercy of middle men. Various malpractices such as deduction of more charges, payment by instalments, quoting of lower prices than actual, deduction of undue charges etc. are generally followed by these middle men. Moreover, the farmers consent is not being taken before selling the produce.

2. The market infrastructure for the jasmine is poor in terms of cold storage, transportation facility and undependable roads. It is imperative to mention here that the failure of state government in creating the cold storage facility have added to the crisis. Due to uncertainty of village road, the farmers rush their crop to terminal markets, thinking the closure of road. This increases the supplies against a meagre demand which results finally in fewer prices. Moreover, the farmers are also exploited by the transporters due to non-availability of sufficient trucks at the time of season.

3. Most of the jasmine farmers in the state are marginal and small orchardists. The rising costs of imputs for maintenance of orchards have made the cultivation of the crop away from their reach. They have no capacity to invest in better production technology. There access to financial institutions has been beset with innumerable problems. More than 70 per cent of the farmers have not responded to problems related with financial aspect as the loan facility provided by banks and other government agencies are not found popular among the farm-

ing community.

4. High financial cost and untimely availability of loan due to lengthy procedure are playing important role for this situation. Moreover, there is lack of finance at reasonable rate of interest as well as inadequate credit as a scale of finance.

CONCLUSION

The problems are complex and ranged from agronomic aspects to pests and disease management, post-harvest handling, marketing and financing. For promotion of the crop, there is a need for creation and strengthening of such agency which would address these problems and also train the manpower for handling these constraints coming in the way of gigantic job and full potential exploitation of this core sector of the economy of state.

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