



## YOUTH TOWARDS FLORICULTURE – A CASE STUDY



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### ABSTRACT

*Madurai district in Tamil Nadu is known for Jasmine cultivation. Around three fourth of youths were involving in jasmine cultivation in this village. To disseminate the best practices and motivate the youth, case study has been conducted with the participation youth. Secondary data were collected and Focused Group Discussion was conducted. Usually in the month of October the jasmine is being cultivated and the village is having enough social, physical, natural, and human capital but the financial capital is lack. To cultivate jasmine in 50 cents of land it needs 50000 rupees investment. The income from jasmine will be up to two lakh. Lack of irrigation lack of transport and lack of quality pesticide are vulnerability of floriculture. The floriculture department should take necessary step to address the issues.*

**KEY WORDS:** Youth, Floriculture, Jasmine Cultivation, Cultivation Pattern, Livelihoods, Farmers.

### BACKGROUND OF VILLAGE

Salvarpatti village is located near the Kiluvai hills. It is a farming village settled in 20 km away from Madurai temple city. Alanganallur is a block headquarters of this village. There are 208 households consists of 868 population. It is interior village having less frequency of transport facilities. The village is surrounded by variety of trees and beautiful greens. This village is coming under the Aathanoor village panchayat. Most of the people are depends on agriculture for their livelihoods.

### EVOLUTION OF JASMINE CULTIVATION

Earlier the people have been cultivated the horticulture crops like, mango guava tree, banana and coconut tree. The yields and income were less year by year so the farmers thought to change their cultivation pattern. Mr. Karunkalai (Farmer) was visited to his relations home. During that time he was observed the jasmine cultivation and thought that this will be a suitable crop for high yield and high income of village. He also identified that jasmine is a right crop for this village mud.

Mr. Karunkalai has been initiated the jasmine cultivation in this village before 35 years. He got more income from the jasmine cultivation. The other farmers were observed his cultivation and most of them were shifted to jasmine cultivation. Presently 90 percent of the farmers were cultivating the jasmine and 90 percent of the families were depends on jasmine for their livelihoods.

### YOUTH FARMERS

Now the jasmine cultivation is become a major crop of the village. Irrespective of male, female, old age people, children and youth were involving in jasmine cultivation work. The special feature is that 73 percent of the youths were involving in jasmine cultivation. Among them 46 percent of them were jasmine cultivation farmers. About 27 percent of the youths were involving as a coolie worker in jasmine land. This village youth were depending on ten varieties of livelihood like mason, tailor, painter, driver etc. Eventhough the major livelihood is jasmine farming. The remaining livelihoods contribute not more than five percent of livelihoods.

**Box -1: Experience of Mr.Vellaiyan, Youth farmer**

I am Vellaiyan, 29 years old I have completed BSc degree. After completing my graduation I have joined in paper mill at Usilampatti. I took a car for a person who was recommended me in that mill and I paid for his food and everything. During this job I can't eat on time, can't meet my parents and friends.

After a month of joining in this job the manager given 1000 Rs because they deducted my salary for boarding and lodging. I told the manager I don't want this salary and I said bye to the mill.

That day I have decided to do farming now I am getting maximum 10,000 Rs per day. I am living in my native, I could care my parents and enjoy with my friends. I have a freedom to do anything. Ultimately I am very happy in farming. I am very proud say as son of farmer and youth farmer.

**INVOLVEMENT OF YOUTH IN FARMING**

Presently the youths were migrated to industrial city and doing the machinery work. Most of the research says the farming is decreasing and the youth involvement in farming is also reduced marvelously. But in this village it is totally different from the national scenario. For the past 35 years the villagers were doing the jasmine cultivation. By the heritage the youths were involving in jasmine cultivation activity. The income from the jasmine cultivation is a crucial factor for involving youth in flower cultivation. Another important factor is that freedom of life. This is a most attracting factor for involving youth in jasmine cultivation.

**SEASONALITY**

The jasmine is having seasonality. Mr. Devar (Expert-Jasmine cultivation) is says the following seasonality of the jasmine cultivation. October is a rainy season so during this month we will be planting the jasmine. If we planted in October the plant will be started the yielding march onwards. So within the five month we will be receiving the return. During the November to march due to winter season the production will be very less but the price will be high. April onwards next four months the production will be very high but the price will be very less. During this peak season maximum 30 kilo gram of jasmine will be collected per day but the price will be least. So seasonality is a major vulnerability of jasmine cultivation

**Table - 1: Seasonality mapping of jasmine**

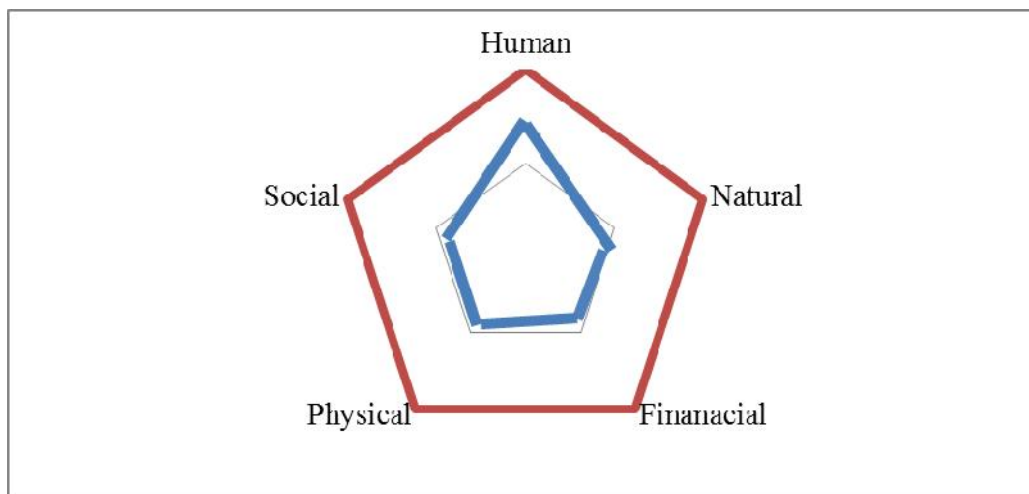
Month	Seasonality	Mapping
October	Planting	x1x1x1x1x1x1x1x1
November -March	Low production - High pricing	:::1
April	Very High production - Very low pricing	:::1
May -July	High production - Medium pricing	:::1

**LIVELIHOOD ASSET OF VILLAGE**

The livelihood frame work divided the livelihood asset as five types such as human capital, Social capital, Natural capital, financial capital and physical capital. The livelihoods assets are important for doing any livelihood activities. In Jasmine cultivation the human capital is very high in this village because child hood onwards the people are started to involving in jasmine cultivation so everyone is known well about the jasmine.

The social capital is less in this village because the jasmine farmer having an association but it is not functioning. Physical capital is also weak. The farmers are depending on only agents for their financial capital it makes the leakage of income. The natural capital is essential for the livelihoods. In this village the farmers are having a land, well, bore well and village tank for irrigation. But the water is a major phenomenon but it is in shortage. To improve this livelihood we need to improve the natural capital.





**Figure 1 : Livelihood capital of village**

**COST ANALYSIS OF JASMINE**

The jasmine can be cultivated in even 10 cents of land. Mr.Gobi youth farmer is giving the cost analysis of jasmine cultivation for 50 cents of land. Usually the jasmine will be planted in October and it will start yielding

after five months. Once jasmine planted the recurring costs are same for every year and jasmine will be yielding up to 40 years. Based on the seasonality the cost analysis is given for one year.

**Table -2: Cost of Cultivation for Jasmine**

Activity	Unit Cost in Rs	No of unit	Total in Rs
Ploughing	1000	2 times	2000
Plants	2.50	1000 plants	2500
Weeding	750	6 times	4500
Fertilizers	500	6 times	3000
Pesticides	750	2 times	1500
Flower collection	5	1000 Kg	5000
Travel	50	120 days	6000
Miscellaneous			500
Commission	12	1000	12000
Irrigation	750	24 irrigation	18000
Gross expense			55000

**Table -3: Income from jasmine cultivation**

Month	Production in Kg	Rate Per Kg in Rs	Total in Rs
February	5	1000	5000
March	10	1000	10000
April	25	100	2500
May	25	200	5000
June	100	200	50000
July	300	200	60000
August	300	150	45000
September	300	150	45000
<b>Gross income</b>			<b>222500</b>

**VULNERABILITY**

The farmers are facing vulnerability in jasmine cultivation. Due to the following vulnerability their health, productivity and income is affecting. They are vulnerable in using pesticide, lack of irrigation facility, and increasing fertilizers price.

**UNAVAILABILITY OF QUALITY PESTICIDE**

The farmers felt that the quality pesticides are not available for protecting the plant. The needy pesticides are also unavailable in market. The farmers are paying

money but they are not able to access the quality pesticides due to this issue, the money is also wasting and production is also decreased.

### **LACK OF WATER**

The major source of water was tank. There is an "Oothu kanmai" in this village. It is an only tank and only source of irrigation common to all. Due to lack of rain fall the tank is not filled and no water. So the farmers who are depending on tank they could not able to do farming. The farmers are depending on open well.

### **UNAVAILABILITY OF FREE ELECTRICITY**

Some of the farmers are having an open well for irrigation purpose but they could not able to get agriculture free electricity connection. So they are using the diesel motor in well. So they are spending huge money for purchasing of diesel. And it is also too slow in irrigating the land.

### **LACK OF TRANSPORT FACILITY**

The farmers are directly selling their jasmine in to Madurai flower market. To send their production they don't have a direct accessibility of bus facility. The bus is not available for the market. But there is a high need and it is also efficient transport. So due to lack of direct transport farmers are using the two wheelers to take their product in to market. It also increases the marketing cost.

### **CHANGES OF JASMINE BLOSSOMS**

Jasmine is become a unique crop of this village. It makes a lot of changes among this village. There is no youth distress migration at all in this village. All the youths were settled in village itself. It also make the farmers to continue farming works because in this block there is a highest influence in real estate business but still this villagers were doing farming. Jasmine is also makes the youth to involve in floriculture. The village economy is also improved. The visibility economy is each household is having a two wheeler. It also makes floriculture as heritage of this village.

## **EXPECTATION OF YOUTH FARMERS FROM MAINSTREAM INSTITUTION**

The Farmers are expecting from Chemical and Fertilizers department to make availability of quality pesticides with affordable price for reducing the production cost and increasing the production. The jasmine cultivators are eagerly waiting for the government financial institutions support for ensuring investment of jasmine. Madurai is Special for "Malli" means jasmine but there is no value adding process at all here. If the scent factory has been promoted, the wastage of flowers can be avoided during the peak season. So the jasmine cultivating youths were expecting to promote scent production factory to save the wastage of jasmine. The quality jasmine plants were available at Rameswaram of Ramanathapuram district only so the farmers spent more to bring plants from there. The horticulture department can promote nursery to ensure the accessibility of jasmine plants.

### **CONCLUSION**

Farm field school is an emerging concept used for promoting agriculture. Still there is no Farm field School for floriculture. The FFS can be promoted here with the aim of motivating youth to involve in farming. This can be shown as model for heritage of farming. The second opportunity is that there is a high quality and high production in this area so the jasmine can be directly exported by youth farmers. The green house production can be initiated for increasing the production and income it also can show as model. Madurai got a Geographical Identification Mark (GIM) for jasmine. Through the GIM the jasmine can be addressed through trade mark to show the originality and it will be useful for getting reasonable price and exporting jasmine.

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