

Jasmine flower cultivation and livelihood of rural poor in Dindigul District, Tamil Nadu

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Abstract

Jasmine flower farming has developed into a significant agricultural sector of high value which needs to be enhanced in developing the living standards of the poor population in the rural areas. The popularity of jasmine production among small and marginal farmers is rising prompted by the production being an alternative crop compared to traditional crops due to the abundance of year-round job opportunities, a stable market, and greater profitability. It has been aided by government subsidies, extension programs as well as cooperative marketing programs in promoting the development of the floriculture industry which encourages diversification and generation of rural income. Furthermore, expanding jasmine creates considerable number of paid labor particularly to women in areas of picking, grading, packing and marketing locally. Nevertheless, there are several production and marketing drawbacks, which affect the livelihood benefits of the jasmine growing. Some of the challenges that farmers go through include increasing input prices, pests and disease challenges, climate fluctuations and accessibility of scientific production. The short life of jasmine flowers, fluctuating prices every day and depending on the credit and sales of the middlemen and commission brokers make the marketing problems more eminent. These factors weaken the bargaining strength of farmers and lead to the incomes of rural families to vary. This paper explores the connection between farmer-trader relationships, market channels, cost-return patterns and growing practices with respect to the rural livelihoods on the basis of primary field survey of the jasmine farmers in the Dindigul District. It also evaluates how jasmine farming influences employment, participation of women and income generated within the house.

Keywords: Floriculture; Jasmine growing; Rural livelihood; Small farmers; Income generation

1. Introduction

Jasmine flower production constitutes a critical portion of Indian commercial floriculture industry and it has gained more and more importance as a high-value farm business that can transform the rural living conditions by generating predictable incomes, absorbing labour and connecting production with the market. Policy focus has been on floriculture as a diversification policy as opposed to low-paying cereal planting to intensive horticultural systems with high income like flower markets, especially those with favourable agro-climatic conditions. Jasmine has a unique economic and cultural role in South Indian production belt since it is perpetually demanded as a religious offering, marriage ceremony, festival, perfume, and export-oriented value-added goods. The rural jasmine growers enjoy the advantage of having high harvest periods, low marketing periods and comparatively high price delivery during high seasons and this makes it particularly appropriate to the smallholders who have few land resources. The national floriculture development programmes have been highlighting the importance of the flower crop as an inclusive growth engine and micro-enterprise development in the rural areas (Deshmukh et al., 2023). In large jasmine belts like Dindigul and the vicinity,

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the production systems mainly follow the labour intensive and family systems of production whereby the traditional knowledge is mixed with the slowly growing scientific cultivation practices. The crop offers the entire year-round employment at several phases, which include nursery raising, planting, irrigation, pruning, plant protection, harvesting, grading, garland making, and retail vending, thus providing on-farm and off-farm livelihoods. The role of women is especially notable in the process of flower plucking and post-harvest handling and the direct contribution to the domestic income and financial decision-making. Over the years, research institutions and extension agencies have created new and better varieties, nutrient management, and pest control strategies in an attempt to increase productivity and quality of flowers, and uptake of these new technologies remains low among marginal farmers because of the knowledge gap and lack of resources (Dobriyal, 2026)

Nevertheless, although it has high livelihood potential, the jasmine farming is also marked with a number of structural and market related issues that affect the stability of income. The variability of weather, availability of water, pest and disease occurrence, and the increase in (Thokdar, 2023) to be sold within a few hours after picking hence farmers are mostly at the mercy of their local traders and commission agents giving them no bargaining power and leaving them at the mercy of changes in the price daily. The market entrants, festival demand, orders, export and supply gluts often lead to sudden changes of the price and consequently, the returns are not certain. The floriculture research on value chain mentions that producer share tends to decrease in the absence of collective marketing, cold-chain infrastructure, grading systems, and direct market linkages. Consequently, the livelihood outputs of jasmine production are directly linked to the yield quantity as well as access to the market, institutional incentives, farmer organizations, and value addition opportunities (Thokdar, 2023)(NABARD, 2021).

In this respect, it is imperative to have a narrow livelihood-based analysis of the jasmine production in order to comprehend how it interacts with production methods, costing structure, labour, gender involvement, and selling to influence the economic welfare of the rural people. A local area study can be used to study local cropping, trader networks, and socio-economic settings that a larger state-level analysis can miss. Such research provides relevant contribution to the policy and development strategies of boosting the high-value floriculture as a sustainable livelihood source to the rural poor by examining the farm-level data, farmer-market relationship and impact of income.

2. Review of Literature

Floriculture and Agricultural Rural Livelihood Diversification The floriculture and high-value horticulture crops have been well known to be effective in diversification of rural livelihoods and improvement of their income. Food and Agriculture Organization reports show that flower production has more returns per unit area than most conventional crops and it provides continuous jobs in both production, post-harvest processing and marketing processes. According to the studies, flower crops are beneficial to the small and marginal farmers since they can be harvested frequently, and cash sales are obtained, which enhances the liquidity levels and eliminates the stress of seasonal income. Floriculture also leads to women involvement and development of micro-enterprises at the village level. Nevertheless, it is also indicated in the literature that perishability and price volatility have high market connections and infrastructure support to have stable livelihood outcomes (FAO, 2022). Adopting entrepreneurial and innovative approaches can strengthen the competitiveness and long-term sustainability of agricultural enterprises, including floriculture-based businesses (Pathinettampadiyan & Thavaraj, 2025). According to research by Economic Potential of Jasmine Cultivation in South India Research that was conducted by Tamil Nadu Agricultural University, jasmine is one of the most economically viable commercial flower crops in South India because of its constant domestic demand and the ability to export the product into the extraction and perfumery industries. Agronomic experiments demonstrate that better varieties, correct pruning schedules, timetable of nutrients and integrated pest management contribute heavily to higher yield and quality of flowers (Mary & RathaKrishnan, 2026). The economic studies of the farms show that jasmine has better net returns and labour absorption relative to the cereal crops, especially with irrigated conditions (Kaviarasan et al., 2015). However, the use of scientific practices is still uneven due to the lack of coverage of the extension and investment ability of the small holder. Marketing Constraints and Value Chain in Flower Crops Value Studies done by National Bank of Agriculture and Rural Development shows that the final consumer price of flowers rarely goes to flower growers in the fragmented supply chain because of intermediaries (Saripalle, 2016). The commission agents often offer credit services, transport services and auction services and this therefore establishes interrelated marketing between the commission agents and the farmers thus reducing bargaining power. Literature on flower market depicts that absence of cold storage, grading system and producer collectives result in distress sales particularly during glut period. Enhancing farmer producer organizations (FPOs), direct marketing, and cooperative auction platforms has been suggested as a means of enhancing price realization and livelihood security in the small flower growers. Strengthening resilient supply chain practices is essential for reducing post-harvest losses and ensuring timely marketing of perishable agricultural products, including jasmine flowers (Pathinettampadiyan et al., 2026). Gender and Employment Gender and Employment Dimensions of Jasmine Farming Multiple studies of rural development record that jasmine farming is

directly related to employment generation of women. According to the reports of the Ministry of Agriculture and Farmers Welfare (Deshmukh et al., 2024), women also play a key role in the plucking, sorting, stringing, as well as local selling of jasmine flowers. Livelihood surveys at micro level indicate that there is an increase in the financial participation and household decision making by women because of income earned on activities related to jasmine. Women self-help organizations that have ventured in marketing flowers and garlands have been able to show increased savings behaviour and access to credit. Nevertheless, researchers also indicate that female employees tend to be concentrated on low-paid areas of the value chain, which implies that they require practice, as well as value-addition support (Statistics, 2018). Price Behaviour and Income Risk in Perishable Flower Markets Market behaviour studies of perishable commodities reveal that the price of flowers is very sensitive to the daily arrivals, the demand of the festival, climatic shocks and transport disruptions. Research published by Indian Council of Agricultural Research reports that jasmine prices have both opportunity and risk to the growers due to high volatility in prices over a short period and seasonal highs. Using time-series analysis of flower markets, they have found that a lack of storage and processing of products makes them sell immediately, exposing them to price crashes. Scientists suggest market intelligence systems, forward linkages with bulk purchasers and value added processing (oil extraction, drying, branding) to stabilize income of farmers and enhance livelihood resilience.

3. Methods and Materials

The current study on the jasmine flower culture and the livelihood of the poor rural residents in the Dindigul District takes the field-based empirical design incorporating the methods of farm-level survey, value chain analysis and livelihood evaluation. The research uses a descriptive and analytical research design in exploring production practices, cost-return structure, marketing channels, and livelihood consequences of jasmine growers (Kothari, 2004). The primary and secondary sources of data are employed to guarantee reliability and triangulation of results. The primary data are the central part of the analysis and the secondary part is supported by secondary data that are supposed to help interpret the situation and prove the trends.

The geographical location of the study is chosen purposely since Dindigul is among the largest jasmine growing belts in Tamil Nadu, and there is a high density of small and marginal farmers whose businesses are commercial flower production. The district boasts of the top blocks that produce jasmine like Nilakottai and adjacent clusters that are identified in terms of area under cultivation as well as market arrivals. Multi-stage sampling procedure is done (Cochran, 1977). At the initial level, large blocks with jasmines are chosen. Second stage involves listing of villages which have more jasmine growth through the assistance of the local agricultural offices and farmer associations. During the third stage, a proportionate random selection of respondents is done to represent marginal, small and medium growers.

Primary data will be gathered in the form of a structured and pre-tested interview schedule that will be used to interview jasmine farmers. The questionnaire entails socio-economic profile section, landholding pattern section, irrigation sources section, varietal choice section, input use section, labour utilization section, level of yield, pest and disease management section, post-harvest handling section and the access to extension services section. Detailed costs data is gathered in planting material and fertilizers, plant protection chemicals, labour, irrigation, pruning, and transport. Income variables are the yield per acre, price realized, marketing costs, and net returns. Besides manufacturers, market intermediaries like traders, commission agents, and retailers have separate interview schedules to determine the price formation and marketing margins.

In order to capture dimensions of livelihood, the survey also gathers household level data on employment creation, women involvement in operations of jasmine, revenue generated by jasmine against other activities, asset creation, savings behaviour and access of credit. There are special modules, which mention the work of women plucking, grading, making garlands and petty trade. Farmer constraints are quantified on ranking and rating scale, which deal with production, input supply, credit, transport, storage, and market access issues.

The secondary data are gathered in the form of published reports, government statistics and institutional data like the Tamil Nadu Agricultural University, the Ministry of Agriculture and Farmers Welfare and the National Horticulture Board. These sources also offer the background of area, production, recommended practices and policy support of floriculture crops.

Both descriptive and inferential statistical tools are used in order to analyze. The socio-economic and farm characteristics will be summarized using percentage analysis, averages, and standard deviations. To analyze economical viability cost and return analysis and benefit/cost ratios are calculated. The effectiveness is to be estimated through the marketing channel analysis and producer share in the consumer rupee. The constraint indices and Garrett ranking methods are used to rank the production and marketing problems. Regression and correlation methods are applied

where necessary to detect the relationship among technology adoption, market access, as well as income results. The integrated methodological approach facilitates an all round evaluation of the jasmine cultivation systems and their role in rural livelihoods.

4. Connection between the Jasmine Cultivation and Livelihood Security

The production of jasmine is largely contributing to better livelihood security of rural households by offering them constant income, sustained employment, and diversified income resources. Jasmine farming has become one of the main sources of income of most small and marginal farmers in large flower growing areas like the Dindigul District in Tamil Nadu, where jasmine farming has become an alternative to an additional activity. Jasmine also flowers most of the year, unlike seasonal field crops, which allows harvesting to occur frequently and cash inflows to be received every day or every week. It is this continuous flow of revenue that enhances fluidity of household, helps in making regular consumption expenditure and lowers informal borrowing, thus making a direct contribution to livelihood security.

Income adequacy, employment opportunities, creation of assets and risk resilience as well as social participation are usually used as indicators to measure livelihood security (Ellis, 2000). Jasmine farming is beneficial in these indicators. The crop is also labour-intensive as it produces a lot of on-farm jobs in planting, pruning, irrigation, plant protection and harvesting activities. It also generates off-farm and allied jobs in the areas of flower grading, garland making, packing, transport, and retail selling. The women in the rural areas are the biggest beneficiaries of such activities as they receive wage earnings and micro-enterprise at the village level. This gender-neutral employment trend helps in increasing resilience in livelihoods of households and leads to increased balanced income distribution in the family.

Economically, jasmine is more profitable per unit area than most common crops provided that it is well taken care of. It is also viable to marginal landholders because of the relatively low land requirement. Research on high value horticulture by bodies like the Food and Agriculture Organization identifies that flower crops have the potential of greatly enhancing the livelihood performances of the small holders in case they are backed by the extension services, availability of inputs and effective market connections. Rural households commonly utilize income of jasmine in education, health care, and housing improvement and reinvestments in agriculture, which suggests that it has a multiplier impact on the overall welfare.

In general, there is a positive correlation between jasmine cultivation and livelihood security in terms of generating revenue, creating employment opportunities, female involvement, and assets accumulation, however, the level of security varies with the adoption of technology, institutional facilitation and efficacy of the market. It is necessary to strengthen the value chain integration and the farmer collectives to transform the jasmine farming that is currently a high-potential activity into a stable livelihood system.

5. Technicalities of Jasmine growing

Jasmine cultivation is a scientifically controlled and intensive horticultural industry that necessitates special consideration of climate, soil, selection of varieties, planting, nutrient control, irrigation and pruning and protection of plants so that productive yield and quality of the product is attained. In large belts of jasmine like Dindigul District of Tamil Nadu, the farmers mix traditional knowledge with prescribed technology in production to ensure continuous flowering and quality of the buds that can be sold in the market. The efficiency and productivity in such activities are directly affected by the technical efficiency.

5.1. Climate and Soil Requirements

Jasmine thrives best in warm tropical to sub-tropical weather of moderate humidity and sunlight. Ideal temperature lies between 20 °C and 35 °C. The crop grows well in the red loam and sandy loam soils, which are well drained, contain high level of organic matter and have a pH of 6.0 to 7.5. Waterlogging is very destructive, as it causes the root rot and loss of plant vigour. Commercial cultivation is done on slightly raised fields that have well-drained areas.

5.2. Types and Planting Material

Large-scale farming relies on the production of high-yielding and locally adapted varieties. *Jasminum sambac*, *Jasminum grandiflorum* and *Jasminum auriculata* are examples of popular types of cultivated jasmine that are intended for varied purposes, e.g. garland making, loose flower trade or extraction. In nurseries, healthy and disease-free planting materials are reared by stem cuttings and layering. The establishment rate and even growth are enhanced by the use of rooted cuttings of certified nurseries.

5.3. Preparation of the Land and Spacing

The land is deep - ploughed and brought to fine tilth. The standard size pits are excavated and filled with prime soil mixed with farm yard manure and basal fertilizers. Depending on the type and type of growth, the recommended distance is between 1.2 m x 1.2 m and 1.8 m x 1.8 m. The spacing is done properly, which makes good aeration, penetration of sunlight and harvest collection easy.

5.4. Nutrient Management

Jasmine is a fertility sensitive crop that needs balanced fertilizer. The use of organic manure like farmyard manure or compost is applied every year as a way of enhancing soil structure and soil microbial activity. Recommended amounts of nitrogen, phosphorus and potassium are used in part schedules over the year to facilitate vegetative growth and flowering. Institutions such as Tamil Nadu Agricultural University have conducted research based on the recommendations of using nutrient management which involve combination of organic and chemical fertilizer in addition to micronutrients to ensure long term productivity.

5.5. Irrigation Practices

Frequent irrigation is also necessary particularly in dry months and flowering. The irrigation time varies depending on the type of soil, and the season, during normal weather, irrigation usually happens once in 5-10 days. There should not be over-irrigation. Drip irrigation systems are highly suggested since it conserves water, enhances the efficiency of fertilizer use through fertigation, promotes yield and quality of flowers.

5.6. Pruning and Training

Pruning is a very important technical process in raising jasmine, one that controls the form of plants and promotes the growth of new shoots, which are flowering. Annual pruning is typically performed following flowering season at the peak when it is expected to be cut to maintain a recommended height. Scientific pruning times are considered to have a major impact on flowering intensity, and harvest spread. The removal of old, diseased and overcrowded branches through proper training is an enhancement of aeration and lessening pest occurrence.

5.7. Intercultural Management and Weed

Weeding and shallow intercultivation will be needed in frequency so as to diminish the competition of nutrients and moisture. Organic materials most useful in mulching include preserving the moisture in the soil and the weeds. In other farms, the cover crops or intercrops are planted in the initial years of establishment to enhance the soil health and also generate extra revenue.

5.8. Plant Protection Measures

Pests like bud worms, mites and aphids, diseases like leaf spot and root rot affect Jasmine. It should be practiced in the form of Integrated Pest Management (IPM) practices such as field sanitation, biological control agents, and neem-based formulations as well as need-based chemical sprays. It is crucial to control and ensure quality of the bud due to the timely identification and control measures.

5.9. Harvesting and Post-Harvest Handling

The flower buds are collected during the early mornings during the period when they are tight and fresh. This is harvested every day or at regular intervals based on the intensity of flowering. Jasmine is very perishable and requires delicate handling, storage in shades, and rapid transportation to the markets. Adequate grading and packing enhances price realisation.

In general, the implementation of advisable technical measures at each of these stages is the key to increased yield, a quality level of flowers, and stable yields in commercial jasmine production.

6. Constrains and Structure of Marketing

Jasmine flowers marketing structure is highly localized in terms of trade network, daily spot transactions and multiplicity of intermediate because of the perishability of the produce. The marketing of jasmine is done using a decentralized system comprising of village assemblers, commission agents, wholesalers, garland makers, retailers, and exporters in key producer regions like the Dindigul District in Tamil Nadu. Farmers normally pick up the flowers in the morning and sell them in flower markets or collection centers that are close to them. Lack of storing capacity of the crop

means that speed of sales is of greater importance than price bargaining and this structurally makes the bargaining power of the producer weaker.

Marketing channels that are usually observed in jasmine trade are:

Farmer → Village Trader → Wholesaler → Retailer → Consumer,

(ii) Farmer → Commission Agent → Auction Market → Retailer, and

(iii) Farmer → Direct Retail / Garland Maker → Consumer. Among these, the commission agent channel is the most dominant.

Agents tend to offer advance credit, input loans and transportation assistance to growers, which form interdependent dealings with farmers obliged to sell to the same agent. Although this system guarantees guaranteed disposal of produce it decreases price transparency and restricts the choice of the farmers to better markets. The market functionaries are significant in the grading, auctioning, and price fixing where they tend to generate a substantial portion of the consumer price spread. The National Bank sponsored studies have found that there is a decrease in producer share by such intermediary-heavy chains except where collective marketing institutions exist.

The price in jasmine markets is very dynamic and is determined by the daily arrivals, festival demand, weather conditions and export order. The prices can shift even within a day. The extreme demand during religious events and wedding festivals results in drastic increase of price, whereas sudden collapse of glut arrivals occur. Lack of scientific grading and standardized auction systems further adds to variation of the price. Access to market intelligence among the small farmers is minimal and as such they often rely on the information provided by the traders instead of the market price indicators. According to institutional reports of the ministry of agriculture and farmers welfare, absence of real time marketing information systems compounds uncertainty on incomes of perishable crop growers.

Jasmine marketing is constrained by a number of structural constraints. The biggest limitation is the issue of perishability the flowers need to arrive at the market within the right conditions of cold handling but the village level is mostly lacking in cold-chain and pre-cooling facilities. Delays and quality loss are caused by transport constraints particularly in interior production villages. Poor market infrastructure- auction facilities, storage facilities, grading facilities, and hygienic handling facilities decrease the value of products. Value addition at producer level is also limited with a majority of the farmers selling loose flowers instead of operated or branded products. Research and extension institutions like Tamil Nadu Agricultural University have reported that pack houses, farmer producer organizations and direct marketing models should be used to enhance efficiency.

Marketing system is also hindered by financial and institutional constraints. The large number of jasmine growers have no access to formal credit and rely on trader advances which lock them into unfavourable sales agreements. Joint action via cooperatives or farmer producer firms is still weak in a number of flower clusters, and this decreases scale bargaining in negotiation and logistics. The other women employees dealing with garland making as well as petty retailing also experience credit and space limitation in formal markets.

In general, the jasmine marketing system is highly dynamic, although disorganized and provides guaranteed outlets but dictates price risk and marginal pressure to manufacturers. Infrastructure-related issues, enhancement of collectives of farmers, better access to market information, and encouraging direct and value-added marketing systems are necessary to limit the constraints and raise the income security of farmers.

7. Jasmine and its Connection to the Livelihood of the rural poor

The cultivation of jasmine is closely and multiplexedly connected with the livelihoods of poor rural households, especially in the specialized flower-producing areas, i.e. Dindigul District of Tamil Nadu. Being a high-value and labour-intensive horticultural crop, jasmine offers regular earnings, year-round job prospects and low-area high-paying prospects and therefore jasmine is particularly an attractive crop to small and marginal farmers. Jasmine yields marketable buds regularly, in many occasions daily, especially during the peak seasons unlike seasonal field crops that only bring money by the time of harvest. This regular income pattern subsidizes domestic consumption requirements, debt repayment, education cost to children and health cost hence directly contributing to livelihood stability of rural poor families.

Employment is one of the most significant livelihood associations of jasmine. The crop will demand a continuous labour in terms of pruning, weeding, nutrient application, irrigation, pest management and most importantly harvesting. Picking flowers is a professional and monotonous activity that is performed practically on a daily basis generating regular sources of wages in the village itself. Besides on-farm labour, jasmine also creates off-farm jobs in the grading, garland making, packing, transporting and in the street level vending. This produces a rural employment zone localized around clusters of flowers. The Food and Agriculture Organization estimates growth measurements show that high value horticultural crops increase the level of employment in rural areas much more than the staple crop hence decreasing poverty in the event of adequate access to these markets.

There is also a great gender livelihood aspect in the cultivation of jasmine. Women are major participants in the plucking, sorting, stringing and retailing of flowers. Rural women are involved in large numbers and participate in the household-based production and small-scale trade of garlands, usually associated with self-help and microcredit organizations. The incomes obtained through jasmine related activities often end up being categorized as the income controlled by women which enhances their contribution in making household financial decisions. Reviews on policy by the Ministry of Agriculture and Farmers Welfare point out that floriculture enhances the inclusion of women livelihood and the creation of micro-enterprises in the rural regions.

Regarding asset and income diversification, jasmine is a risk-spreading corporation. Jasmine is commonly grown together with other crops, livestock or wage labour in rural poor families. Jasmine offers intermittent and repeated harvests and therefore does not rely on one source of seasonal income. Research funded by the National Bank of Agriculture and Rural Development reveals that households who practice commercial cultivation of flowers reflect superior cash rotation, greater levels of savings involvement and greater investments in productive factors than do non-flower-growing households provided they have reasonable access to the market.

The benefits of livelihood are, however, not the same among all growers. The rural poor are limited by high initial set up cost, increasing costs of inputs, threat of pests and diseases and fluctuation in prices in the daily flower markets. Reliance on intermediaries to credit and sales will decrease net income and make them more vulnerable. Small producers can only be able to receive a small portion of the ultimate consumer value without collective marketing, storage, and value addition facilities. Hence, although jasmine is characterised with strong positive livelihood linkages in terms of income, employment, and the participation of women, the strength of the linkages is determined by the access to technology, institutional credit, producer organisations, and effective marketing systems.

In holistic terms, the practices of jasmine production serve not just as an agricultural business operation, but as a rural income generation regime, including farm output, household labour, and women labour, micro-trade, and local markets, and therefore has eventual potential of enhancing the socio-economic status of the poor rural household with proper institutional and market intervention.

8. Conclusion

In the Dindigul District, the practice of jasmine cultivation remains an economically significant and socially institutionalized agricultural activity, which has a very close connection with the security of rural livelihoods. Jasmine being a high value and labour intensive staple crop gives small and marginal farmers sustained opportunities to work, constant cash flow, and enterprises. Its system of production and marketing sustains an extensive network of rural actors such as growers, women pluckers, garland makers, traders, and petty vendors, therefore, producing a localized livelihood ecosystem. Along with economic benefits, jasmine has serious cultural and ceremonial significance in Tamil Nadu, which guarantees the constant demand during religious, social, and festive events. The analysis of the results of the study suggests that the jasmine production can play a significant role in diversifying the household income, female labor income, and the creation of employment opportunities at the village level. Frequent harvesting processes can be used to enhance cash flow and lessen seasonal stress on income of the rural poor households. Nevertheless, there are a number of long-standing issues that limit the full livelihood potential of the jasmine farming. Some of the major challenges encountered in production are the occurrence of pests and diseases, increase in the cost of inputs, climatic fluctuations, and inequitable application of scientific methods of cultivating crops. On the marketing end, perishability, changes in price every day, reliance on intermediaries, insufficient cold-chain and transport infrastructure, and the absence of organized producer groups lower producer margins and raise income risk. The jasmine cultivation needs focused policy and institutional backing in order to achieve the maximum economic and livelihood potential. The reinforcement of the market infrastructure, encouragement of farmer producer organizations, enhanced direct and digital market access, and value addition by means of processing and branding is important. Farm level productivity and stability will be further increased through technical extension, climate-resilient crop management practices and institutional credit that is readily available. Jasmine cultivation can also form a sustainable livelihood generator to rural

families in Dindigul and other floriculture belts because it has integrated support systems in terms of production, value chain and marketing.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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