

Growers cultivating 'Jaaji mallige' as alternative crop during monsoon

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GANESH PRABHU



'Jaaji mallige', a variety of jasmine which has the Geographical Indication tag, kept for sale at a shop in Udupi on Monday.

"Jaaji mallige", a variety of jasmine flower, has been coming to the flower markets in Udupi district for the last 15-20 days. The district, though, is known for "Shankarpura mallige", a variety of jasmine flower grown in Shankarpura and its surrounding villages, and enjoys the Geographical Indication (GI) Tag.

But "Jaaji mallige" too is grown in Shankarpura, Palli, Shirva, Manchakal, Belle and other villages in the district and is in the market during the rainy season — usually from July to October. This is also the period, when the supply of "Shankarpura mallige"

is low. According to Andrew Lobo, vice-president of Mallige Belegarara Sangha, who has been growing both these varieties for the last 50 years, while “Shankarpura mallige” required sunny and humid climate, the “Jaaji mallige” grows during the monsoon.