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Madurai jasmine to be promoted as global brand

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jasmine

jasmine

The famous 'Madurai Malli' (jasmine flower) will soon be promoted as a global brand jointly by the Tamil Nadu Agricultural University and International Crops Research Institute of Semi-Arid Tropics.

The TNAU and ICRISAT stated this after a joint study revealed the export potential as it has superior fragrance, extra petal thickness and better shelf life. The process for acquiring a patent for this variety is currently on.

A meeting was also organised in this regard at the Agricultural College and Research Institute here recently with growers, traders and horticulture department and bank officials.

Mr S.M. Karuppan Chetty, Chief Operating Officer, Agri-Business Incubation Programme, ICRISAT, said steps have to be taken to exploit the commercial advantage by sorting out production and commercial constraints. “The area under jasmine production in Madurai district is 1,220 hectares while the district produces nearly 10,000 tonnes per year,” he said.

The study did a detailed analysis of the opportunities in the export market arena and took first hand accounts of farmers, growers, commission agents, flower exporters, consumers and the extraction industry.

Mr Chetty said there was a wide gap demand—supply gap. Growers faced problems due to price

volatility and lack of adequate cold storage facilities, he said and suggested forming a development cell to take up promotion activity.

Jasmine growers called for setting up perfume factories in this region, export guidance from experts and easy export licences for jasmine business.