



Received : November, 2010; Accepted : January, 2011

Research
Paper

Profitability and resource use efficiency of jasmine (*Jasminum sambac*) in Thane district of Maharashtra

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ABSTRACT

The paper deals with the profitability and resource use efficiency of Jasmine flower crop in Thane district of Maharashtra state. The paper is based on the primary data collected for the year 2007-08 from the farmers in the study area cultivating flower crops. The farmers cultivating flower crops had operational holding more than the owned land, cropping intensity was high (251.38%), cropping pattern is diversified hence it revealed that the farmers were engaged in intensive farming. The Jasmine (Mogra) crop has high profitability as benefit cost ratio was 1.67 and net returns per hectare to the extent of Rs. 61095. The results of resource use efficiency indicated need for proper allocation of resources to increase additional profitability.

Torane, S.R., Kshirsagar, P.J., Talathi, J.M., Naik, V.G. and Torane, S.S. (2011). Profitability and resource use efficiency of jasmine (*Jasminum sambac*) in Thane district of Maharashtra, *Internat. Res. J. agric. Eco. & Stat.*, 2 (1) : 113-116.

Key words : Jasmine, Flower, Profitability, Resource use efficiency

INTRODUCTION

India has long tradition of floriculture. Floriculture has assumed a definite commercial status in recent times and during last 2-3 decades particularly. Floriculture as a farm enterprise has emerged one of the most lucrative business profession in many countries having much higher potential of returns in comparison to most of the field crops and horticultural plantations. In India during the recent year there has been an appreciable rise in growth of floriculture and it has also provided employment opportunities in suburban and rural areas. The farmers in study area which are at the backyard of Mumbai metropolitan region have realized the commercial importance of the flowers and they are engaged in cultivation of flowers like Jasmine (*Mogra*), *Kagda* (*Jasminum multiflorum*), *Jai*, (*Jasminum grandiflorum*), Velvet, *Sayali* (*Jasminum phelophilum*), Balsam (*Terda*), Yellow Champak and even *Hisbicus* Spp. The flower based market oriented farming has become the peculiar characteristic to generate continuous income flow and employment opportunities.

In this context, among the various flower crops *Mogra* was found to be prominent crop hence study was undertaken to estimate its profitability and resource use efficiency.

MATERIALS AND METHODS

This study was conducted in Thane district of Konkan region of Maharashtra. A primary data of 90 farmers (30 small, 30 medium and 30 large) were collected for the year 2007-08 on the basis of proportionate area of various crops in four tahsils namely Palghar, Talasari, Dahanu and Vasai to study the farming systems followed by the farmers. However an attempt in this article is made to highlight the profitability and resource use efficiency of Jasmine flower crop which was found to be prominent crop among the other flower crops grown by the farmers. The simple tabular analysis and standard cost concepts were used to work out profitability of flower crops. The production function technique was used to examine the effect of different factors namely farmyard manure (FYM),