

## STATEMENT OF CASE

### A Introduction

*Madurai Malli* is a special name given to all local varieties of the species *Jasminum sambac* viz., Gundu Malli, Ambu Malli, Ramabhanam, Madhanabanam, Iruvatchippoo, Kasthuri Malli, Oosi Malli, Single Mogra and Double Mogra grown in the geographical area bounded by old and undivided Madurai and Ramnad districts. People claim that the flowers in this area has specialised characters like strong fragrance, thick petals, lengthiest petiole, delayed opening of buds, delayed petal discolouration and keeping quality. The special characters of Madurai Malli enable vendors to preserve the flower under freezing condition for two days which is impossible in Jasmine flowers cultivated in other parts of the state. It is believed that the above said special characters may be due to its special physical and physiological features acquired from special geographical features of the parts of undivided Madurai and Ramnad districts.

### B Utilisation of Jasmine from the Sangam age

The moment we think of Madurai two things strike immediately. The first is Lord Meenakshi Amman Temple and the second is jasmine flower popularly called 'Madurai Malli'. Jasmine flower cultivation as well as utilising it for adorning Deities, wearing by ladies and for other social ceremonies are always associated with the people of Madurai from time immemorial. Presence and utilisation of Jasmine flower in Madurai is mentioned in Sangam literature dates back to 200 BC – 300 AD. Those literatures are listed below

***I Paripaadal*** – a renowned Sangam literature (Fifth Century BC) – Line number 105 of Chapter 11 and line number 77 in Chapter 12 are describing the existence of jasmine flower and decoration of young girls using them.

***Paripadal - Chapter: 11 - Line 105.***

#### Tamil version

பவள வளை செறித்தாட் கண்டு, அணிந்தாள், பச்சைக்

குவளைப் பசுந் தண்டு கொண்டு

கல்லகாரப் பூவால் கண்ணி தொடுத்தானை

"நில்லிகா!" என்பாள்போல், நெய்தல் தொடுத்தாளே

**மல்லிகா** மாலைவளைய்

### Translation

A young maiden wore the bangles bedecked with corals  
Seeing her another damsel twisted a tender stem of lilly  
Around her wrist that dazzled like sapphire  
Soon another following her friend made a garland  
Using the blossoms of "Kuliri" found aplenty there.  
Asking her to stop, yet another wore the garland  
Of **Jasmine** skilfully intertwined with "Neidhal."  
(Jasmine – Mallika)

### PARPADAL – Chapter: 12 -Line 77.

#### Tamil version

நில்லாது நீங்கி நிலம் சேர; அல்லாந்து  
மல் ஆர் அகலம் வடு அஞ்சி, மம்மர் கூர்ந்து  
எல்லாத் துனியும் இறப்ப, தன் காதலன்  
நல் ஏர் எழில் ஆகம் சேர்வித்தல், எஞ்ஞான்றும்  
வல்லதால், வையையப் புனல்.

என ஆங்கு -----

மல்லிகை, மௌவல், மணம் கமழ் சண்பகம்

அல்லி, கழுநீர், அரவிந்தம், ஆம்பல்  
குல்லை, வகுளம், குருக்கத்தி, பாதிரி  
நல் இணர் நாகம், நறவம், சுரபுன்னை

#### Translation

The Wide river Vaigai that flowed through the land  
Of the all Powerful and Ever Victorious Pandiyas  
Was redolent on either side of its banks with  
Fragrance of variegated flowers wafted by the breeze;  
They range from **jasmine**, and champak,  
Water-lily, makil, lotus and kuvalai  
Arabian-jasmine, trumpet-flower and tonri  
Matavi and gamboge and naravam  
Naka and other fine clusters that grew nearby.

## II The glory of 'Madurai Malli' in sangam literature 'MADURAI KANCHI' – The last poem

### Tamil version

“சொல்லென்னும் பூம்போது தோற்றிப் பொருளென்னும்  
நல்லிருந் தீந்தாது நாறுதலால் – மல்லிகையின்  
வண்தார் கமழ்தாம் அன்றே மலையாத  
தண்தாரான் கூடல் தமிழ்” (மதுரைக்காஞ்சி இறுதி வெண்பா)

### Tamil Meaning

சொல் என்ற பொலிவான மலர் முகிழ்த்துப் பொருள் என்னும் நல்ல நறுமண மகரந்தம் கமழ்வது காரணமாக்க் குளுமையான மலர்மாலை அணியும் பாண்டியனின் மதுரைத் தமிழ்ச் சங்கத்துச் செந்தமிழென்பது வளவிய நறுமணமிக்க மல்லிகை மலர்மாலையே எனலாம் என இப்பாடல் மல்லிகையே சங்கத்தமிழ் என்று ஏற்றமுடன் எடுத்துரைக்கின்றது.

### Translation

If words be flowers, the meaning their nectar  
The everlasting sweet Tamil language of the Pandiyas  
Are comparable to none other than  
The Jasmine garlands overflowing with nectar  
And ever surrounded by honey bees.  
The Jasmine garlands please  
Are an eternal treat to our eyes  
Just as the honeyed Tamil of Madurai Kanchi  
Soothes the eager listeners' ears.

**III – Mentioning about Jasmine flower in *Silappathikaaram* –** Silappathikaaram is the first epic of Tamil written during post *sangam* age during the period of first century AD.

‘காழ் அகில், சாந்தம், கமழ்பூங் குங்குமம்,  
நாவிக் குழம்பு, நலம்கொள் தேய்வை,  
மான்மதச் சாந்தம், மணம்கமழ் தெய்வத்  
தேமென் கொழுஞ்சேறு ஆடி ஆங்குத்,

தாதுசேர் கழுநீர், சண்பகக் கோதையொடு,  
மாதவி, மல்லிகை, மனைவளர் முல்லைப்  
போதுவிரி தொடையல் பூஅணை பொருந்தி,  
அட்டிற் புகையும், அகல் அங்காடி  
முட்டாக் கூவியர் மோதகப் புகையும்,  
மைந்தரும் மகளிரும் மாடத்து எடுத்த  
அந்தீம் புகையும் ஆகுதிப் புகையும்

120

பல்வேறு பூம்புகை அளைஇ, வெல்போர்  
விளங்குபூண் மார்பிற் பாண்டியன் கோயிலின்  
அளந்து உணர்வு - அறியா ஆர்உயிர் பிணிக்கும்  
கலவைக் கூட்டம் காண்வரத் தோன்றிப்  
புல்வர் செந்நாப் பொருந்திய நிவப்பின்  
பொதியில் தென்றல் போலாது, ஈங்கு,  
மதுரைத் தென்றல் வந்தது காணீர்!  
நனிசேய்த்து அன்று அவன் திருமலி மூதூர்,  
தனி, நீர் கழியினம் தகைக்குநர் இல் என -

125

### Meaning

In Silappathikaaram, the hero Kovalan was shifting his family from his native place (Poompuhaar) to Madurai town. He was guided by some folk singers called 'Paanars'.

The above lines are dialogue between the hero of this epic and the folk singers. The folk singers described Madurai and its all features. During the journey Kovalan enquired the Paanars about the distance to be travelled to Madurai town. The Paanars replied, "While approaching Madurai town, we can feel a cool breeze carrying the mixed fragrances of **jasmine**, sandal, and other natural perfumes viz., Akhil, saffron, Punuku, etc. Now we are feeling that kind of fragrant breeze indicating we are nearing Madurai".

### IV Utilisation of Madurai Malli in 'Soodaamani Nigandu' - Poem No.301

Soodaamani Nigandu is a medical literature of post Sangam era, explaining the medicinal values of flowers and parts of trees. In this literature mentioning about Jasmine flower is seen.

### Tamil version

அனந்தனே சிவன் மால் சேடன் அலாயுதன் அருகனைந்தே  
அனந்தமே முடிவிலாமை யாடகம் விண் முப்பேரெ

அணங்கமே யிருவாட்சிப் பேராகு மல்லிகைக்கு மப்பேர்  
தனஞ்சயன் பார்த்தனே செந்தழலொரு காற்றுமாமே.

### Tamil Meaning

மல்லிகையை, “மாலதி, அதங்கம், பூருண்டி, என்றும் காட்டு மல்லிகை மௌவல் என்றும், கொடி மல்லிகையை விசலிகையென்றும் தூடாமணி நிகண்டு (9-வது மரப்பெயர் வகை, 295, 296, 301 நூற்பாக்கள்)குறிப்பிடுகின்றது. சங்க இலக்கியங்களில் மல்லிகை பற்றிய குறிப்புகள் இடம்பெற்றிருப்பது நோக்கத்தக்கது.

### Translation

In Tamilnadu of all the flowers used and worn by women folks. “Malligai” has assumed the most prestigious position. It has other names such as "Malathi", 'Adhangam' 'Poorundi' etc. The wild 'Malligai' is referred to as 'Mauval' and those found in creepers are called as "Visaligai". The references are found in Chapter 9; Poem No. 301 in Soodamani Nigandu.

### V Kurinchipattu:

Kurinchipattu is coming under the classification of ‘Subjective (Akam)’ literature. The term ‘Subjective’ refer to the personal or human aspect of emotions that cannot be verbalized adequately or explained fully. It can only be experienced by the individuals and includes love and sexual relationship.

### Tamil Version

“உள்ளகஞ் சிவந்த கண்ணேம் வள்ளிதழ்  
ஒண்ணெங் காந்தள் ஆம்பல் அனிச்சம்  
புண்கயக் குவளை குறிஞ்சி வெட்சி  
செங்கோட்டு வேரி தேமா மணிச்சிகை  
உரிதுநா றவிழ்தொத் துந்தூழ் கூவிளம்  
எரிபுரை எறுழம் சுள்ளி கூவிரம்  
வடவனம் வாகை வான்பூங் குடசம்

எருவை செருவிளை மணிப்பூங் கருவிளை

பயினி வானி பல்லிணர்க் குரவம்

பசும்பிடி வகுளம் பல்லிணர்க் காயா

விரிமலர் ஆவிரை வேரல் தூரல்

குரீ இப் பூளை குறுநறுங் கண்ணி

குருகிலை மருதம் விரிபூங் கோங்கம்

போங்கந் திலகந் தேங்கமழ் பாதிரி

செருந்தி அதிரல் பெருந்தண் சண்பகம்

கரந்தை குளவி கடிகமழ் கலிமாத்த

தில்லை பாலை கல்லிவர் முல்லை

குல்லை பிடவஞ் சிறுமா ரோடம்

வாழை வள்ளி நீணறு நெய்தல்

தாழை தவளம் முட்டாட் டாமரை

ஞாழல் மெளவல் நறுந்தண் கொகுடி

சேடல் செம்மல் சிறுசெங் குரலி

கோடல் கைதை கொங்குமுதிர் நறுவழை

காஞ்சி மணிக்குலைக் கட்கமழ் நெய்தல்

பாங்கர் மாரஅம் பல்பூந் தணக்கம்

ஈங்கை இலம் தூங்கிணர்க் கொன்றை

அடும்பமர் ஆத்தி நெடுங்கொடி அவரை

பகன்றை பலாசம் பல்பூம் பிண்டி

வஞ்சி பித்திகம் சிந்து வாரம்

தும்பை துழா அய் சுடர்ப்பூந் தோன்றி

நந்தி நறவம் நறும்பன் னாகம்

பாரம் பீரம் பைங்குருக் கத்தி

ஆரம் காழ்வை கடியிரும் புன்னை

நரந்தம் நாகம் நள்ளிருள் நாறி  
மாயிருங் குருந்தும் வேங்கையும் பிறவும்  
அரக்கு வரித்தன்ன பரேரம் புழகுடன்“  
(குறிஞ்சிப் பாட்டு, 61-96-வது வரிகள்)

### Tamil meaning

சங்க காலப் புலவர்கள் பலர் மலர்த் தொகுதிகளைச் சுவைபடக் கூறுவதற்கு முன்னோடிகளாக இருந்துள்ளனர். குறிப்பாக கபிலர் பாடிய குறிஞ்சிப் பாட்டில் முப்பத்தைந்து அடிகளில் தொண்ணூற்றொன்பது வகை மலர்கள் தொகுத்துக் கூறப்பட்டுள்ளன. அம்மலர்கள் எவ்வாறு இருக்கும் என்ற குறிப்பும் இவ்வரிகளில் இடம்பெற்றுள்ளது. இதில் பூவின் நிறம், தன்மை, அது எப்போது மலரும், அதன் மணம் ஆகிய பல்வேறு செய்திகள் குறிப்பிடப்படுவது நோக்கத்தக்கது. நமது பழந்தமிழகத்தின் வளத்தினை இவ்வரிகள் நன்கு எடுத்துக்காட்டுகின்றன.

### Translation

Sangam age literatures have mentioned a list of 99 flowers. Of them Jasmine finds important place. Particularly in *Kurinchippattu*, the Lines from 61-96 have described a total of 99 flowers with their structure, texture, lusture, time of anthesis and other relevant flower related information. In this poem Jasmine flower is denoted by its alternative names '*Pithikam and Mowal*'.

### VI Kummi Pattu: Pancha-Paandavar Vaikunthankkummi: Poem – 227)

### Tamil Version

"மாங்கனி தேங்கனி காய்ந்திருக்கு மங்கே  
மாதளை மல்லிகை பூத்திருக்கும்  
தாங்காத வாழைக் குலைசாயு மங்கே  
தாழைமலர் வாசமே பாயும்" (பஞ்சபாண்டவர் வைகுந்தக்கும்மி பாடல் 227)

### Tamil Meaning

பாண்டவர் வல்லியாற்றுக் கரையைக் கடந்து தெய்வ மலையைக் கண்ணாரக் கண்டார்கள் என்ற செய்தியைச் சொல்ல வந்த ஆசிரியர் அம்மலையையும், மலைதூழ்ந்த சோலையையும் மிக்க நயத்துடன் வருணனை செய்துள்ளார்.

### Translation

Mangoes, coconuts found ripening in the trees  
Mathazhai, and Jasmine seen blossoming in the plants  
The ripened plantains weigh the trees down  
The fragrance flows down from the bunches of Thaazhai.

### VII Mentioning about Jasmine garden in Pudukkottai district in the inscriptions of thirteenth and eighteenth century AD – published in 'The Hindu' dt., 26.07.2010.

There is a village in Pudukkottai district called 'Vellanchar'. In this village five inscriptions belonging to the Pandya period (1212-1274 AD) and one Nayak period (1782 AD) inscription were found. In all the inscriptions the village name has been mentioned as 'Vellanchar'. According to the *Sangam* age literatures, the term 'Char' means 'forest of Jasmine' and the term 'Vellan' means 'farmer'. Hence, it is understood that the village was named because of the presence of jasmine gardens in that village during the period of *Sangam* age (300 BC to 300 AD).

From the time before *Sangam* age to till date Jasmine and Madurai are inseparable. It is clearly illustrated by the mentioning of Jasmine and Madurai in the poems written by recent poets. Mr Vairamuthu, the famous Tamil poet has mentioned jasmine flower in his poem titled 'Madurai'.

### Tamil version

பாண்டியர் குதிரைக் குளம்படியும்—தூள்  
பறக்கும் இளைஞர் சிலம்படியும்—மதி  
தோண்டிய புலவர் சொல்லடியும்—இளம்  
தோதைமார்தம் மெல்லடியும்  
மயங்கி ஒலித்த மாமதுரை—இது  
மாலையில் மல்லிகைப் பூமதுரை இளமதுரை

மல்லிகை மௌவல் அரவிந்தம்—வாய்  
மலரும் கழுநீர் சுரபுன்னை  
குல்லை வகுளம் குருக்கத்தி—இவை  
கோள்ளை அடித்த வையைநதி  
நாளும் ஓடிய நதிமதுரை—நீர்  
நாட்டிய மாடிய பதிமதுரை.

### Translation

(Adopted from the poetry collection 'Peeyenappeyummazhi' by Mr Vairamuthu in the year 1999)

Smashing of Pandiya's horses hooves  
The clashing of the bamboo stick of Martial art lads  
Heated argument of the bards  
The loitering noise of lass  
The sounds that enchanted the city by day  
Filled with Jasmine fragrance at dusk.

**Jasmine**, lotus, 'Aravindam' – blossomed

Lilies, 'Surapunnai'

'Kullai', 'Vagulam', 'Kurukkathi' – that the river Vaigai

Was in possession of

The one that flood everyday

That elegantly ran through the city Maduari.

A book written about Madurai District, it is popularly noted as jasmine from Madurai is flying all over the world through flights and earning higher revenue. This is illustrated with a help of a folk song as below.

ஆகாய விமானங்களில் ஏற்றுமதியாகி மதுரை மாவட்ட மலர்கள் இந்தியாவெங்கும்  
செல்லுகின்றன அயல்நாடுகட்கும் செல்லுகின்றன. மலர்களைப் பயிரிடுவதில் மதுரை  
மண் என்றுமே சிறந்து விளங்கியிருப்பதை,

மதுரையிலே பூவாங்கி

மல்லிகைப்பூ வாசங்கட்டி

அடிச்சானாம் சின்னப்பயல்  
ஆற்றுமணல் தூள்பறக்க

என்னும் நாட்டுப்பாடல் உணர்த்தும்.

### Translation

Purchasing jasmine flower in Madurai

Tying them with fragrance

Thrown by a small boys

Like throwing river sand.

Literatures from websites, news paper cuttings are also included for illustrating the popularity of jasmine flower as well as bondage between Madurai and Jasmine flower.

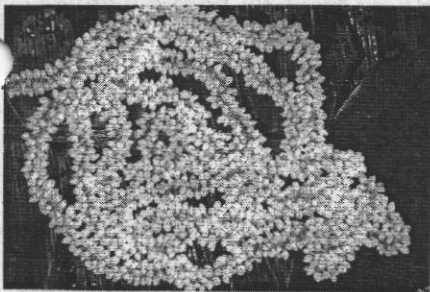
### C Uniqueness of Madurai Malli

Even though jasmine has been cultivated in Southern Asia, the jasmine cultivated in Madurai district has some specialties. That's why it is called '**Madurai Malli**'.

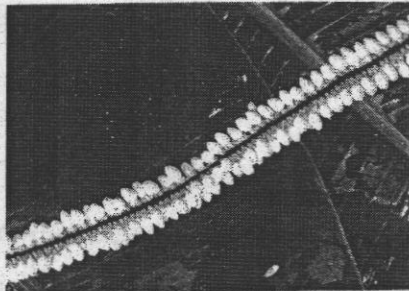
- Madurai Malli has strong fragrance than the other jasmynes.
- Madurai Malli has thick petals helps in postponing anthesis.
- Madurai Malli has long keeping quality.
- Stiff and long petals help in easy garlanding.

'Madurai Malli' is a typical name also giving stress to the different types and fashions of garlanding Jasmine. Even though jasmine is cultivated and garlanded in various districts of Tamil Nadu, 'Madurai Malli' becomes the famous and branded one. This famous is related with the uniqueness of garlanding style. We cannot see this unique style of flower garlanding in any other districts of Tamil Nadu or any other state in India also. Hence, it is very suitable to call Malli as Madurai Malli with its brand name. This speciality denotes that the flower garlanding technique adopted in Madurai only. We can observe six types of flower garlanding types. They are

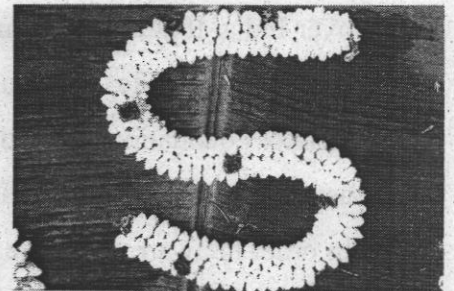
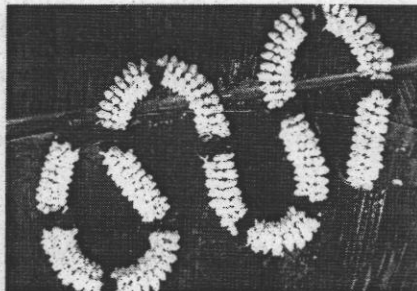
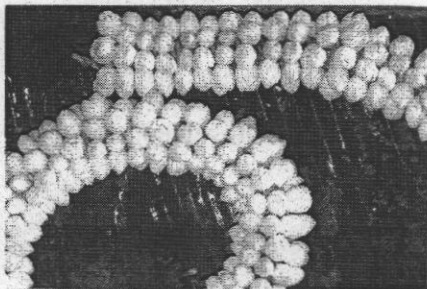
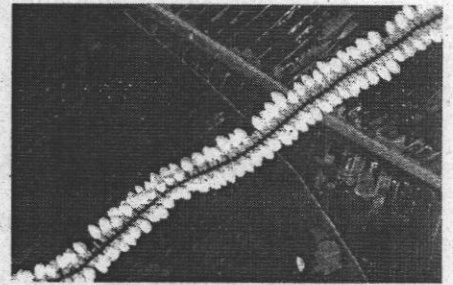
1. **Uruttu Kattu** – In this type Malligai flowers are garlanded like a spring. This is very unique and famous in Madurai.
2. **Pattai Kattu** – In this type the flowers are garlanded like a strip of metal.
3. **Normal tying** – This is very common in Madurai. Many slum ladies are garlanding this type only.
4. **Kadhambam** – Mixing of other flowers with Jasmine is known as Kadhambam.
5. **Malai** – This is normal type of garlanding wearing around the neck
6. **Thirumbippaar** – In this type Malligai flowers are garlanded with other bright coloured artificial flowers.



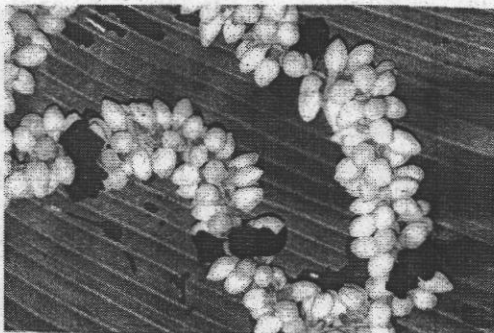
**NORMAL TYING**



**PATTAI KATTU**



**URUTTU KATTU**



**THIRUMBIPPAR (SEE ONCE AGAIN)**



**KATHAMBAM**

#### **D Need for GI registration**

Because of Madurai Malli's specialities it is exported to many foreign countries. All jasmines in Tamil Nadu state are exported in the name of 'Madurai Malli' by mixing them with jasmine of Madurai and other districts of Tamil Nadu. Hence, in order to prevent adulterations and to increase the demand and sale price of jasmines growing in and around Madurai district it has been planned to get GI Registration to Madurai Malli. For getting registration for Madurai Malli under geographical indication (GI), it has to be established that the mentioned geographical area is the only geographical area where 'Madurai Malli' is growing, through farmers' representations from the mentioned area.

#### **E Evolution of Madurai Malli Farmers Association**

DHAN Foundation is a professional development organization working for poor communities to reduce poverty by promoting thematic and people institutions in the fields of community banking, natural resource management, and coastal and agricultural livelihood programmes all over India. It is a development institution with concentrated efforts to build poverty free, gender focused, equitable, environment conducive, democratic, just and value based inclusive society. DHAN Foundation decided to facilitate the poor jasmine farmers to organise themselves in to an association to achieve lawful rights.

In order to aware about the present situation of Madurai Malli cultivation and its value chain two micro studies were conducted. The study on Madurai Malli highlights the need for protecting the Madurai Malli as Living Heritage and calls forth for arresting leakages in the forward and backward linkages and facilitates process and mechanisms to enhance the livelihood of Madurai Malli farmers. Another study titled "Value Chain of Madurai Malli" highlights the potential of diversification of the use of Madurai Malli by proposing workshops for building the skills of Madurai Malli Farmers to enhance their livelihood. Baseline survey on 40 villages revealed that there are 9422 jasmine growers in 21 blocks covering undivided Madurai and Ramnad districts.

In order to organise the unorganised jasmine farmers DHAN Foundation conducted awareness programmes in jasmine growing villages in Madurai, Dindigul, Theni and Virudhunagar districts. Specialists from Tamil Nadu Agricultural University and Department of Agriculture and practitioners were involved for these awareness programmes. Through these awareness programmes jasmine farmers were organised into village level micro groups. Farmers of those

micro groups were facilitated to organise themselves and evolve MADURAI MALLI FARMERS ASSOCIATION. The Association was registered on 18.02.2011 under Tamil Nadu Societies Registration Act 1975 at Office of the Registrar (Madurai North). **The Registration Number of the Association is 23/2011.** As on date there are 107 (List enclosed) Madurai Malli Growers have joined in the association through paying the annual subscription fee of Rs. 10/-

#### **F Objectives of the Association**

The Association will strive to advance the livelihood of all Madurai Malli growers irrespective of caste, creed, religion, area, sex etc., through the following objectives.

- a) To promote co-operation and understanding between the member farmers to advance their livelihood.
- b) To provide facilities for the development and improvement of the Madurai Malli Farmers Association.
- c) To propagate scientific and technical knowledge especially in regard to the Madurai Malli with the objective to investigate, collect and circulate to build the brand.
- d) To facilitate exposure, demonstrations and events. To provide for free and full discussion on all matters of public interest and towards this end, invite leading personalities for lecture and discussions.
- e) To promote the interests of the members and to make secure representations to the State, Central or quasi Government authorities on matters affecting the activities of the members.
- f) To subscribe, to affiliate and co-operate with any other Association.
- g) To acquire, develop, let lease/rent/mortgage and maintain assets (movable or immovable) of the association.
- h) To appoint legal advisors for the members of the association.
- i) To promote the activities for the welfare, development, co-operation and unity among members of the society.
- j) This association is a non-political and non-religious institution and will function for the welfare of the members without any profit motive.

- k) To observe and activate social and preventive medical measures to uplift the standard of life and quality of living in socio-economically low level set people.
- l) Mass contact programs to be organized for protecting the identity of Madurai Malli.
- m) To establish contacts with national and international institution working for the development of Madurai Malli Farmers and to build programmes in collaboration with them for the development of Madurai Malli Farmers of the Association.
- n) To build infrastructure facilities this would be required for fulfilling the aims and objects of the society.
- o) To organize seminars, conference, workshops, training courses, exposure trips, experience sharing sessions, etc. which enable the Malli Farmers in achieving sustainable development.
- p) To do all such other lawful acts and deeds as are essential or conducive to the attainment of the objectives of the Association.
- q) This Society is a Non-Profit and Non Commercial Organisation.

The Association will facilitate networks, alliances with relevant stakeholders like Academia, Civil society, Government, Business houses, Professional networks, Media, Financial institution and other resource institutions – at regional ,national, and global level to work together for the welfare of Madurai Malli Farmers.

### **G Executive Committee**

An Executive Committee comprising following members proposed was accepted by the General body.

<b>Sl. No.</b>	<b>Name and Address of the Farmer</b>	<b>Designation in the Association</b>
1	<b>Mrs. Muthukkanni</b> , W/o (Late) P. Veeranan, Perumal Patti, Vadippatti Tk., Madurai District.	<b>The President</b>
2	<b>Mr R. Govindharaj</b> , S/o Rengasamy Nayakkar, Sengulam, SrivilliputhurTk., Virudhunagar District.	<b>The Secretary</b>
3	<b>Mr A Chinna Kalai</b> , S/o Mr Adaikkan, Kesampatti,	<b>The Treasurer</b>

4	<b>Mr S. Chinna Kandhasamy Nayakkar</b> , S/o Mr Subba Nayakkar, Sengulam, Srivilliputhur Tk., Virudhunagar District.	Member – Executive Committee
5	<b>Mr V. Chinna Adaikkan</b> , S/o Mr Velladaikkan, Kesampatti,	Member – Executive Committee
6	<b>Mr N. Balakrishnan</b> , Sengulam,	Member – Executive Committee
7	<b>Mrs G. Thamizh Mozhi</b> , W/o Mr Gurunathan, Perumal Patti, Vadippatti Tk., Madurai District.	Member – Executive Committee
8	<b>Mrs P. Thamizharasi</b> , W/o Mr Ponnusamy, Perumalpatti, Vadippatti Tk., Madurai District.	Member – Executive Committee
9	<b>Mrs Mallika</b> , Kavundanpatti, Nilakkottai Tk., Dindigul District.	Member – Executive Committee

## H Specifications of Madurai Malli

### Definition:

The term 'Madurai Malli' is denoting all types of as well as all shapes of jasmine flowers growing in the specified geographical area. There fore 'Madurai Malli' includes the local varieties and local names of *Jasminum sambac* viz., Gundu Malli, Ambu Malli, Ramabanam, Madhanabanam, Iruvatchi, Iruvatchippoo, Kasthuri Malli, Oosi Malli, Single Mogra and Namma Ooru Malli.

### Floral Characters of Madurai Malli

Sl. No.	Characters	Range
1	Number of petals	6 to 9
2	Flower stalk length (cm)	0.8 to 2.0
3	Corolla length (cm)	0.7 to 2.0
4	Flower length (cm)	1.7 to 3.0
5	Diameter of Corolla (cm)	1.2 to 3.5
6	Petal width (cm)	2.1 to 3.2
7	100 flower weight (g)	15.3 to 22.3
8	Flower yield per bush in one year (g)	1237 to 1786

### Bio-metrical observations on Madurai Malli Plants

Sl. No.	Characters	4 <sup>th</sup> Month	12 <sup>th</sup> Month
1	Plant Height (cm)	60.19*	83.39*
2	Primary Shoot Length (cm)	56.99*	71.39*
3	Secondary Shoot Length	40.21*	55.71*
4	Tertiary Shoot Length (cm)	21.06*	29.85*
5	Inter Node Length (cm)	05.32*	08.03*
6	Leaves (number)	1708.8*	1773.0*
7	Leaf area/bush (sq. m)	03.25*	05.06*
8	Leaf Area Index (LAI)	02.25*	03.51*

\* Approximate values

### Seasonal Influence in Flower Production (approx.) in Madurai Malli

Sl. No.	English Month (respective Tamil Month)	Yield/g/plant
1	January (Maarkazhi – Thai)	26.53
2	February (Thai – Maasi)	78.81
3	<b>March (Maasi – Panguni)</b>	<b>195.37</b>
4	<b>April (Panguni – Chiththirai)</b>	<b>162.30</b>
5	<b>May (Chiththirai – Vaikaasi)</b>	<b>308.40</b>
6	June (Vaikasi – Aani)	132.21
7	July (Aani – Aadi)	56.66
8	August (Aadi – Aavani)	125.91
9	September (Aavani – Purattaasi)	100.02
10	October (Purattaasi – Aippasi)	78.72
11	November (Aippasi – Kaarthikai)	29.33
12	December (Karthikai – Maarkazhi)	08.93

### I Package of Madurai Malli Production

#### Soil and climate

Well drained fertile sandy loam to clay soil is required.

Warm summer, mild winter with ample water supply is required for better performance.

#### Preparation and planting

Layers or rooted cuttings are planted in pits 30 x 30 x 30 cm with a spacing of 1.25 m either way to accommodate 6400 plants per ha during June to November. 20 kg FYM/pit is applied before planting.

### **Irrigation**

Irrigation should be given immediately after planting followed by weekly irrigation depending upon weather conditions.

### **Manuring**

FYM 10 kg and NPK at 60:120:120 g per plant is applied twice once after pruning and again during June - July.

### **Pruning**

The bushes are pruned to 50 cm height from the ground level during last week of November.

### **Plant protection**

#### **Pests**

##### **Bud worm**

Spray Monocrotophos 36 WSC 2 ml/lit or Profenofos 50 EC @ 1 ml/lit to control it.

##### **Blossom midge**

Spray Monocrotophos 36 WSC 2 ml/lit or Endosulfan 35 EC 2 ml/lit to control it.

##### **Red spider mite**

Spray Sulphur 50 WP @ 2 g/lit or Dicofol 18.5 @ EC 2.5 ml/lit to control the mite.

#### **Diseases**

##### **Yellowing of leaves**

It is caused by 3 factors viz., iron deficiency, nematode infection and root rot disease.

##### **Iron deficiency**

It can be rectified by spraying Ferrous sulphate 5 g/lit at monthly intervals until the chlorotic symptoms disappear.

##### **Nematode**

Initially test the soil for nematode infection. Apply 10 g of Temik granules near root zone and then irrigate the field.

##### **Root rot**

Drench the soil around the plant with Copper Oxy-Chloride at 2.5 g/lit.

##### **Season of flowering and harvest**

Flowering commences in March - April. Fully developed unopened flower buds should be picked in the morning hours.

### Yield

About 8750 kg of flower buds/ha can be obtained.

### Inspection Body

In order to guide the farmers to adopt the package of practices to maintain the quality standards of Madurai Malli an inspection body was organised and approved by the General Body.

Members of this inspection body are listed in the following table.

Sl. No.	Designation	Address
1	Professor and Head	Department of Horticulture, Agricultural College and Research Institute (Affiliated to TNAU, Coimbatore), Madurai.
2	Professor	Department of Plant Breeding and Genetics, Agricultural College and Research Institute (Affiliated to TNAU, Coimbatore), Madurai.
3	Team Leader, Madurai Region (Tank-fed Agricultural Development Programme)	DHAN Foundation, 18, Pillaiyar Koil Street, S. S. Colony, Madurai 625 016.
4	Project Executive, Centre for Research	DHAN Foundation, 18, Pillaiyar Koil Street, S. S. Colony, Madurai 625 016.
5	President	Madurai Malli Farmers Association, Kurinji Vattara Kalanjiam, Door No. 166, AEO office Back Side, Palamedu Main Road, Alanganallur, Madurai District, Pin – 625 501.
6	Secretary	Madurai Malli Farmers Association, Kurinji Vattara Kalanjiam, Door No. 166, AEO office Back Side, Palamedu Main Road, Alanganallur, Madurai District, Pin – 625 501.

**Annexure 1****List of Members of Madurai Malli Farmers Association**

Sl. No.	Name of the member	Address	Designation
1	V. Muthukanni	S. Perumal Patty, Vadipatti block, Madurai	<b>President</b>
2	S. Murugaeswari	S. Perumal Patty, Vadipatti block, Madurai	Member
3	P. Kamalam	S. Perumal Patty, Vadipatti block, Madurai	Member
4	S. Gurunathan	S. Perumal Patty, Vadipatti block, Madurai	Member
5	R. Saraswathi	S. Perumal Patty, Vadipatti block, Madurai	Member
6	P Pakkiyam	S. Perumal Patty, Vadipatti block, Madurai	Member
7	S. Meena	S. Perumal Patty, Vadipatti block, Madurai	Member
8	Pandiyammal	S. Perumal Patty, Vadipatti block, Madurai	Member
9	Vaasuki	S. Perumal Patty, Vadipatti block, Madurai	Member
10	Kannammal	S. Perumal Patty, Vadipatti block, Madurai	Member
11	P. Kamalam	S. Perumal Patty, Vadipatti block, Madurai	Member
12	Kalaiselvi	S. Perumal Patty, Vadipatti block, Madurai	Member
13	Vanitha	S. Perumal Patty, Vadipatti block, Madurai	Member
14	Veelu	S. Perumal Patty, Vadipatti block, Madurai	Member
15	Guru naathan	S. Perumal Patty, Vadipatti block, Madurai	Member

Sl. No.	Name of the member	Address	Designation
16	Naagalekshmi	S. Perumal Patty, Vadipatti block, Madurai	Member
17	Mani	S. Perumal Patty, Vadipatti block, Madurai	Member
18	Magaragan	S. Perumal Patty, Vadipatti block, Madurai	Member
19	C. Panti	S. Perumal Patty, Vadipatti block, Madurai	Member
20	Tamilarasi	S. Perumal Patty, Vadipatti block, Madurai	<b>EC Member</b>
21	Thamil Mozhi	S. Perumal Patty, Vadipatti block, Madurai	<b>EC Member</b>
22	Esvaran	S. Perumal Patty, Vadipatti block, Madurai	Member
23	K.P. Bose	S. Perumal Patty, Vadipatti block, Madurai	Member
24	S. Erulayi	S. Perumal Patty, Vadipatti block, Madurai	Member
25	Thangamalar	S. Perumal Patty, Vadipatti block, Madurai	Member
26	Laavanyaa	S. Perumal Patty, Vadipatti block, Madurai	Member
27	Rengammal	S. Perumal Patty, Vadipatti block, Madurai	Member
28	Revathi	S. Perumal Patty, Vadipatti block, Madurai	Member
29	Lekshmi w / o Thangaiya	S. Perumal Patty, Vadipatti block, Madurai	Member
30	S. Gopal	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
31	S. Vengadesan	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member

Sl. No.	Name of the member	Address	Designation
32	Suppaiya	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
33	Aandal	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
34	Alagu Ramanujam	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
35	Govintharaj Nayakkar	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
36	Sinnakanthasami Nayakkar	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
37	Perumalsami Nayakkar	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
38	Sinnaramasami Nayakkar	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
39	S. Alagumalai	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
40	G. Subbiah	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
41	Andal	A.Paraipatty, T. Kallupatti post, Peraiyur Taluk Madurai	Member
42	R. Govindaraj	Muruganeri, T. Kallupatti post, Peraiyur taluk Madurai	<b>Secretary</b>
43	Chinna Kandaswamy Nayakar	Muruganeri, T. Kallupatti post, Peraiyur taluk Madurai	<b>EC Member</b>
44	N. Balakrishnan	Nadaiyaneri, T. Kallupatti Post, Peraiyur Taluk, Madurai District.	<b>EC Member</b>
45	M. Vasantha	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
46	Arokkiyamari	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
47	Ponnammal	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member

Sl. No.	Name of the member	Address	Designation
48	Vijayalekshmi	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
49	Nagamani	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
50	Pessiyammal	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
51	M. Vasantha	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
52	Arokiamary	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
53	Saraswathi	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
54	Thanam	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
55	Jaya	Silukkuvarpatti post, Nilakottai Taluk, Dindigul District	Member
56	Mallika	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	<b>EC Member</b>
57	Perumal akka	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
58	Rasu Gavuntar	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
59	Sarasvathi	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
60	Kannammal	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
61	Kaala Ponnu	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
62	Lekshmi	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
63	Ganeshwari.T.	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member

Sl. No.	Name of the member	Address	Designation
64	Subbammal	Gavuntarpatti (P.O.), Nilakottai Taluk, Dindigul District	Member
65	Periyadakkan	Keaseampatti, Melur block, Madurai	Member
66	Chemban	Keaseampatti, Melur block, Madurai	Member
67	Chinnadaikan	Keaseampatti, Melur block, Madurai	<b>EC Member</b>
68	ChinnaKathi	Keaseampatti, Melur block, Madurai	Member
69	Nachaiammal	Keaseampatti, Melur block, Madurai	Member
70	Sinna Adaikkan	Keaseampatti, Melur block, Madurai	Member
71	Sinnu	Keaseampatti, Melur block, Madurai	Member
72	Si. Pe. Periya Adaikkam	Keaseampatti, Melur block, Madurai	Member
73	Si. Alagusami	Keaseampatti, Melur block, Madurai	Member
74	Se. Mani	Keaseampatti, Melur block, Madurai	Member
75	Nalliyappan	Keaseampatti, Melur block, Madurai	Member
76	S. Maniyalagan	Keaseampatti, Melur block, Madurai	Member
77	Ammaasi	Keaseampatti, Melur block, Madurai	Member
78	Si.Pe.Sinnu	Keaseampatti, Melur block, Madurai	Member
79	Sinnakkaalai	Keaseampatti, Melur block, Madurai	<b>Treasurer</b>

Sl. No.	Name of the member	Address	Designation
80	Pampaiyaan	Sekkipatti, Kesampatti (P.O.),Madurai	Member
81	M.Alagammal	Sekkipatti, Kesampatti (P.O.),Madurai	Member
82	Pe. Mariyammal	Sekkipatti, Kesampatti (P.O.),Madurai	Member
83	Sinnammal	Sekkipatti, Kesampatti (P.O.),Madurai	Member
84	P.Sinnanaiya	Sekkipatti, Kesampatti (P.O.),Madurai	Member
85	S. Udhayakumar	Sekkipatti, Kesampatti (P.O.),Madurai	Member
86	Periyammal	Sekkipatti, Kesampatti (P.O.),Madurai	Member
87	Nassammal	Sekkipatti, Kesampatti (P.O.),Madurai	Member
88	Dhanam	Anaippatti - (P.O), Usilampatti (Vattam), Madurai (D.T.)	Member
89	Jeya	Anaippatti - (P.O), Usilampatti (Vattam), Madurai (D.T.)	Member
90	Menassiyammal	Anaippatti - (P.O), Usilampatti (Vattam), Madurai (D.T.)	Member
91	Vijayalekshmi	Anaippatti - (P.O), Usilampatti (Vattam), Madurai (D.T.)	Member
92	S. Alaku Malai	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
93	Ponnuththayi	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
94	Thirukkumaran	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
95	Sasikala	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member

Sl. No.	Name of the member	Address	Designation
96	K. Theyvam	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
97	Muniyammal	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
98	Ayyaththevar	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
99	Maniththevar	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
100	Selvam	Kannanur, Muthalaikkulam, Usilampatti (Vattam), Madurai - (D.T.)	Member
101	Palssamiththevar	Vikkiramangalam (P.O.), Madurai Dt.	Member
102	G. Ganthiththevar	Vikkiramangalam (P.O.), Madurai Dt.	Member
103	Ammaavathi	Vikkiramangalam (P.O.), Madurai Dt.	Member
104	sointhirapanti	Vikkiramangalam (P.O.), Madurai Dt.	Member
105	Karuppaththevar	Vikkiramangalam (P.O.), Madurai Dt.	Member
106	Muthu Ramalingaththevar	Vikkiramangalam (P.O.), Madurai Dt.	Member
107	Arul Piragasam	Vikkiramangalam (P.O.), Madurai Dt.	Member