

A STUDY ON PROBLEMS AND PROSPECTIVES OF COIR INDUSTRY

***K. Mythili,**

****Anuvikashini S B,**

*****Lathambikai E,**

Abstract

India is the largest producer and exporter of Coir and Coir products in the world. India Exports its wide range of coir products to more than 100 world countries. China is the major importer for India accounting the market share of nearly 40% of India's export. Coir Industry is an export and employment oriented industry which originated in Kerala and is spreading to other coconut growing states of India. The value addition in products has been focused on the demands of export market. The future of coir industry depends on non-conventional products. The major problems of coir industry faces today not aware of the production of value added products. The coir board need to create awareness and provide training, guidance and encourage to the manufacture to produce non-conventional products. So the Study has to be taken to analyse the problems and prospective of coir Industry in Pollachi Taluk for that 101 responses were collected by using Questionnaire. A random sampling is used for data collection. Simple Percentage and Weighted average ranking is used to analyse the data. The study reveals that most of the Problems faced at Coir Industry so the government has to implements some plan and make a decision to overcome them and improve the Level of an Industry.

Keywords- *non-conventional products, Value added products, Market share*

INTRODUCTION

A Coir industry has to its credit a tradition and heritage of centuries. But development of coir industry in India has begun in an organized was only in 1959. Ever Since this humble beginning. Coir products have been improving in quality, quantity and variety. For historical reasons, cultivation of coconuts and extraction of coir fiber and its further processing have taken deep roots in state of Kerala.

Coir industry in India is one of the important rural industries. It provides source of income to 5 lakhs artisans in rural areas. Women constitute about 80% of work force in coir industry. Coir has come a long way from the ancient uses. It is still used for agricultural and domestic purposes.

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***Assistant Professor, School of Commerce, Nehru Arts and Science College, Coimbatore, Tamilnadu**

****B.Com Banking, Nehru Arts and Science College, Coimbatore, Tamilnadu**

*****B.Com Banking, Nehru Arts and Science College, Coimbatore, Tamilnadu**

Coir is the coarse fiber separated from husk, the stringy external shell of coconut. India is the largest producer and exporter of coir and coir products. Pollachi is basically agricultural society focused in coconut cultivation. Tamilnadu is the leading brown fiber producer in India. The future coir industry depends on non-conventional products.

The Coir manufacturing industry produces coir mats, matting and other floor coverings etc. India is the major exporter of coir based products in the world. The value addition in products has been focused on the demand of export market. The major problems of coir industry faces today not aware of the production of valued added products. The coir board need to create awareness and provide training, guidance and encourage manufacturing to produce value added products.

Coir is the fiber or thread obtained from the husk of the fruit of the coconut (*cocos nucifera*). Thus “coir” means “the fiber” obtained from the husk of the fruit of the coconut palm tree. In other words, it is one of the innumerable products of the coconut palm, and is a by-product of the coconut industry.

Coir industry emerges as the largest employment generating industry employing a staggering more than half a million people in the country. Equally significant is the fact that most of these people are from the economically disadvantaged classes and as much as 80 per cent of the workers are women in the industry. Moreover, thousands of entrepreneurs are directly and indirectly involved in activities ranging from the manufacture of coir fiber to producing and marketing of value-added products of coir. These new breed of entrepreneurs find the scope offered by the industry with comparatively low investment an exciting opportunity. The growth of coir industry in Tamil Nadu could be traced back to 1940

STATEMENT OF PROBLEM

India being a land of villages with more than two-thirds of her population living in rural areas, rural industrialization could play a key role in the country as it produces forward and backward linkages in the rural economy. In this context the Rural Small Scale Enterprises (RSSEs) based on local raw materials, skills and technology have been identified as one of the key sectors in the country. Among the rural small-scale industries, coir industry is the oldest agro-based rural industry, which has got the attention of both the enterprising entrepreneurs and the government alike today.

Even though the industry of the study area is facing hurdles and problems in its functional areas, the presence of some favorable factors points to its future growth potential. It is a fact that while 48 per cent of the available coconut husks is being used at the state level, its utility rate is much less in the study area leaving the excess of available raw material, husk unutilized.

OBJECTIVES

- To analyze the socio economic profile of farmers.
- To study the problems and prospective of coir industry.
- To analyze the awareness of the coir industry.
- To offer suggestions for improving the overall performance of coir industry based on the findings of the study.

RESEARCH METHODOLOGY

The data required for study have been collected through questionnaire. Questions relating to the production of coir, types of products produced by coir, schemes available in government, problems faced by coir industry, this are included in questionnaire.

Sample Design

In this study we have used descriptive statistics and chi-square analysis. As the universe is large a sample of 101 responses was collected. A random sample is used in collecting responded. The questionnaire contains 20 questions that were based on objectives fixed. The responses were collected based on individual opinion.

Primary Data

Data collection is being made through by issuing questionnaire to the coir industry in kinathukadavu Taluk.

Secondary Data

The secondary data is collected from the internet and information is incorporated as follows:

- ✓ Review of literature
- ✓ Coir industry theories

LIMITATIONS OF THE STUDY

The area of the study is limited to kinathukadavu only.

- The data provided by the respondents may be based due to the confidential nature of the information sort.
- The primary data is collected through questionnaire so all limitations pertaining to it are blended.

REVIEW OF LITERATURE

K. Bhaskaran Unnithan (2015) in his study “Coir Industry in India with Special Reference to Marketing and Trade” analyzed the cost of production of different varieties of coir and coir products in detail. He stated that mechanization was the key to cost reduction. Out of 80 respondents 81 faced marketing problem. He also studied in detail the marketing of coir. He stated that marketing of coir could be studied by adopting two approaches namely the institutional approach and the functional approach. He further stated that both approaches could be used simultaneously to understand the problems of the marketing of coir.

S. Divakaran, T.S. Srinivasan and S.K. Bharat (2016) in their article “Utilization of Slaughter House as a Retting Agent for Coir” opined that the hike in the price of yarn and other products manufactured was caused by the increased process costs of retting and deferring as they were more conventional. Out of 70 respondents is faced utilization of retting agent of coir. They stated that the cost and price four variables production, capital, employment and export were considered find out the growth of village and small industries.

Kumarasamy Pillai (2017) in his article Towards self-reliance in Coir Fiber Production¹ stated that it might not be possible to utilize the entire coconut husks produced in the country for coir production due to a variety of reasons such as lack of a well-defined mechanism for collection of husks, increased cost of transportation, lack of awareness among the coconut producers, dealers and domestic households about the economic value of husk. They collected 97 respondents.

R.Senthilkumar.R (2018) in his study recorded that even though Coir Industries in India are facing lot of problems, it has various opportunities for further growth and development. The coir industry has wide future prospects in terms of availability of coconut husks, providing employment, reducing unemployment, generating income, alleviating poverty, improving the standard of living of the people, creating great demand in both domestic as well as international markets, developing entrepreneurship and promoting the country's economy. He concluded that the Government of India, through Coir Board, can promote the coir industry in terms of solving the various problems faced by the coir industry in India and opening the gateway for future prospects.

K.Praveenkumar and Dr.G.Vinayagamoorthi (2019) in their article entitled "A Study on Export Performance of Coir Industry in India" observed that China is the major importer of Indian coir products. Coir pith is used in various forms of products in central European countries. Export promotion council of India and coir board of MSME give full support to increase the export of coir products and also governments have many plans to develop the industry. It was also observed that the people involved in the industry are lacking awareness on the devolvment, promotional and subsidy schemes available for coir industry.

ANALYSIS AND INTERPRETATION

In this chapter the data collected have been analyzed and interpreted using the statistical technique namely simple percentage, weighted average score.

Table-1 Socio Economic profile of the Respondents

S.No	Factors	No of Respondents	Percentage
1	Gender		
	Male	62	38,6%
	Female	39	61.4%
2	Age		
	15 to 20	47	46.5%
	21 to 25	29	28.7%
	Above 25	23	22.8%
	Below 15	2	2%
	Area		
3	Town	11	10.9%
	Village	90	89.1%
4	Educational Qualification		
	Under graduate	70	70%
	Post graduate	19	19%
	Below 12 th	7	7%
	Diplamo	4	4%
5	Occupation		
	Students	60	60.6%
	Agriculture	17	17.2%
	Professional	12	12.1%
	Business	10	10.1%

6	No of Acres		
	1 to 2	51	51%
	Below 5 acres	33	33%
	6 to 10	12	12%
	Above 10	4	4%

From the table shows that socio economic profile of Respondents. It is observed that out of 101 respondents, 39(61.4%) respondents are female and 62(38.6%) are male. Hence the study reveals that majority of the respondents 62(38.6%) are male. and 47(46.5%) are belong to the age group 15 to 20 years, 29(28.7%) are belong to the age group 21 to 25 years, 23(22.8%) are belong to the age group above 25 years, 2(2%) are belong to the age group below 15 years Hence the study reveals majority of the respondents 47(46.5%) belong to the age group between 15to 20 years11(10.9%) are belong to the town area, 90(89.1%) are belong to the village area. Hence the study reveals the majority of the respondents 90(89, 1%) residing the village area and 70(70%) are belong to the under graduate, 19(19%) are belong to the post graduate, 7(7%) are belong to the below 12 th,4(4%) are belong to the diploma. Hence the study reveals that the most of the respondents 70(70%) are having their educational qualification as under graduate. 60(60.6%) of the respondents are students, 17 (17.2) of the respondents are agriculture, 12(12.1%) of the respondents are professional, 10(10.1%) of the respondents are business. Hence the study reveals that majority of the respondents 60(60.6%) are occupied as students. 51(51%) are belongs to 1 to 2 acres, 33(33%) are belongs to below 5 acres, 12 (12%) are belongs to 6 to 10 acres, 4(4%) are belongs to above 10.

Table-2 Coir Industry Profile

S.No	Particulars	Respondents	Percentage
1	Coir Product		
	Coir mats	17	17%
	Coir chips	23	23%
	Both A and B	52	52%
	None of the above	8	8%
2	Scheme		
	Coir udyami yojana scheme	46	46.5%
	Coir vikas yojana scheme	35	35.4%
	Swatch barath scheme	18	18.2%
3	10000 to 20000	21	21.2%
	20000 to 40000	24	24.4%
	50000 to 100000	24	24.2%
	Above 100000	30	30.3%
4	Coir Product		
	Green husk	20	19.8%
	Dry husk	32	31.7%
	Both	46	45.5%
	Others	3	3%

From the table observed out of 101 respondents, 17 (17%) respondents are used coir mats, 23 (23%) respondents are used coir chips, 52 (52%) respondents are used both a and b, 8 (8%) respondents are used none of the above. Hence the study reveals the majority of the products are 52 (52%) respondents are both A and B, 46 (46.5%) are belongs to coir udyami yojana scheme, 35 (35.4%) belongs to coir vikas yojana scheme, 18 (18.2%) are belongs to swatch bararh scheme. Hence the study reveals the majority of the scheme is 46 (46.5%) are coir udyami yojana scheme. 21 (21.2%) respondents are earned 10000 to 20000, 24 (24.4%) respondents are earned 20000 to 40000, 24 (24.2%) respondents are earned 50000 to 100000, 30 (30.3%) respondents are earned above 100000. Hence the study reveals the most respondents are 30 (30.3%) are the above 100000. From the table 4.14 out of 101 respondents, 20 (19.8%) are used green husk, 32 (31.7%) are used dry husk, 46 (45.5%) are used both, 3 (3%) are used others.

Hence the study reveals the majority of the raw materials are 46 (45.5%) are both.

Table-3 Problem wise Classification

WEIGHTED AVERAGE								
REASON	LABOUR PROBLEM	MACHINERIES PROBLEM	DURABILITY	MAINTENANCE	ERRATIC POWER SUPPLY	INADEQUATE SUPPLY OF FINNANCE	PRODUCTION PROBLEM	SCARCITY OF WATER
SCORE								
1	9	1	7	3	8	29	17	9
2	2	3	4	9	4	3	16	10
3	5	5	6	15	2	1	10	30
4	6	4	13	3	16	2	9	6
5	12	4	15	2	5	8	18	6
6	26	15	2	1	7	2	1	18
7	32	9	5	5	5	5	4	4
WEIGHTED AVERAGE	92	41	52	38	47	50	75	83
RANK	VIII	III	IV	I	II	V	VI	VII

From the above table specifies the reasons for the problems out of 101 respondents. The first rank is attained for the reasons of “scarcity of water”, second rank is attained for the reasons of “production problem”, “inadequate supply of finance”, “erratic power supply”, “maintenance”, sixth rank is attained for the reasons of “durability”, seventh rank is attained for the reasons of “machineries problem”, eighth rank is attained for the reasons of “labor problem”.

Table-4 Awareness wise Classification

REASON SOURCE	ENVIRONMENT FRIENDLY	SUFFICIENT WATER SUPPLY	EMERGENCY	FIRE	MOISTURE REGAIN	QUALITY OF FIBRE	TRANSPORTATION	GOVERNMENT RULES AND PROCEDURE	ACQUISITION OF MACHINERY
Aware	1	28	9	1	17	1	19	7	6
Highly aware	36	47	27	3	15	2	10	12	32
Dis aware	3	12	18	10	32	27	35	14	27
Highly dis aware	1	3	8	2	15	12	8	20	3
Neutral	4	7	7	3	2	1	1	1	1

From the table shows that out of the 101 respondents , 80 respondents are aware, 86 respondents are highly aware , 15 respondents are Dis aware, 6 respondents are highly dis aware, 27 respondents are neutral. Hence the majority of the respondents 86 are highly aware

SUGGESTION

Based on the findings of this study and the opinion expressed by the coir units at time of data collection the following suggestions are put forth.

- As the study area has abundant raw material—husk supply with low price the large units make bulk purchases and stock them in their units, thereby effecting continuous production of fiber.
- The small units on the other hand, due to inadequate storing facility, could not reap the benefits enjoyed by the large units.
- It is suggested that to lessen the burden of stocking the procured raw material, the small units may be allowed to make use of the market yards of the regulated markets spread over acres of land which are lying unutilized This service may be provided charging a reasonable storage fee.
- Since the coir fiber is the chief raw material for the production of coir and coir products, the state government as well as the Coir Board may encourage the entrepreneurs to go for another stage of coir production involving the manufacture of value-added coir products.
- To overcome the problem of the disposal of coir pith which causes environmental hazards occupying huge space in the vicinity of the coir units, the government lands located at far off places may be leased by the entrepreneurs of the coir units for the dumping of such coir dust

CONCLUSION

India has very rich source of coir in various states as growing coconut trees is the long time agricultural activity in the country. Availability of huge manpower in India has paved the way to employ more number of people in this sector. Export quantity of coir from India is also increasing steadily during the analysis period. Industries involved in Coir products manufacturing also adopting new technology in production process, product innovation and identified new markets for their products promote the marketing of coir products in domestic and international markets Governments' support is very vital for the survival and growth of this traditional industry. Coir and coir products make good progress in the domestic as well as international market because of their unique qualities of durability, bio-degradability and eco-friendliness.

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