

# The Role of Indian Rural Industries led by Coir in Building Value and their Performance - An Analysis

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## Abstract

*India is an agricultural country. One third of population depends on the agricultural agro based industry sector directly or indirectly. Agriculture plays a vital role in the manufacture sector, agricultural products demand linking with manufacturing sector. Indian Agricultural product are exporting to other countries like USA, Australia, Gulf countries etc., One among the exporting Agricultural Product is Coconut and its by products. The coconut industry occupies an extremely important position in the economy of India. Among the extraordinary number of products derived from the coconut palm, copra, coconut oil, fresh coconuts, desiccated coconut, coir and shell products have high demand in local and International markets. India is one of the top producers and exporters of coir and coir products in international market. This article analysis export performance of coir industry in India from 2017-18 to 2021-2022.*

**Keywords: Coir, Coir Products, Export Performance**

## Introduction

India is an agricultural oriented country. Agriculture remains as the main stay of the Indian economy since times immemorial. Most of the Indian manufacturing units depend on agricultural products. Indian Agricultural product and its value added products have high demand in international market. and they are exporting to other countries like USA, Australia, Gulf countries etc., Agricultural Product like Rice, sugar, cotton, castor oil fruits, vegetables, wheat, sugar, sesame seed, dairy products, poultry products, coconut, milk etc., were exported.

The coconut crop has a significant impact on social and the coconut cultivators. Marketability and price established for coconut and it by products determines the economic condition of farmers. Coconut cultivation is considered to be one of the major livelihoods which support farmers in coconut area of the nation, Majorly in Kerala, Karnataka, Tamilnadu and Andra Pradesh accounting about 90.4% of coconut production. The coconut is not only significant in socio cultural needs of our society, but also has gained considerable importance in the national economy as a potential source of rural employment and income generation among the plantation crops. The increasing trend of coconut production has brought new challenges in terms of finding market for the surplus. There is also a need to respond to the challenges and opportunities, that the global markets offers for value added products of coconut. Value added products of coconuts like palm, copra, coconut oil, fresh coconuts, desiccated coconut, coir and shell products. Coir is a value added product from the coconut husk. India is one of the top producers and exporters of coir and coir products. The present study has brought out an analysis of export performance of coir and it's by products from 2017-18 to 2021-2022.

## Review of Literature

(Muneeswaran and Kesavan) study is based on secondary data. Ten years data were analysed from 2010-2011 to 2019-2020. This study is focused on growth, production, employments, import, export of coir products. The study concludes that the government is supporting entrepreneur in the form of subsidies and awareness programs. Coir industry is rural cottage industry and creates employment opportunities for rural peoples. Further concludes that compound growth in volume is negative for the export of coir pith and handloom mats, rubberized and coir yarn etc. But overall analysis they found that coir have good scope in the future.

(Dash and Mishra) examined the performance, problems and prospects of Coir Industry in India. They analysed the performance of coir industry during five years from 2015-16 to 2020-2021. Their study concludes that more than 90 % of revenue comes from value added products of coir. The study also reveals that the Indian coir and coir products have good scope in national and international market.

(Raseena) have made a research on mechanization of coir industry in Kerala, with the objective to identify, analyse and measure the degree of mechanization used in coir industry of Kerala. The data was collected among 115 coir manufacturers of Alappuzha district by using simple random sampling method. From analyse she found that majority of the industry located in rural area and majority of them are using manual power for manufacturing and half of the firm were not electrified at all. The study also enlists that most of the manufacturing units comes under micro level. It has been concluded that both financial and non-financial support is need from the government for further improvement of manufacturing units.

A study was conducted by (Poovarasana) on coir industry's performance in Pudukkottai District of Tamilnadu. Its main objective is to study the production, marketing, profit margin and performance of coir industry. The study covers the small and the medium scale coir units in Pudukkottai District. This study reveals that Coir and coir products have demand in domestic and global market because of their quality and eco friendliness of product.

(Karuppasamy) made an economic study on manufacturing and marketing of coir in Tirunelveli district. The study revealed that there was increasing the growth of coir units. He had made a detailed analysis of manufacturing and marketing system institutional and financial approach. Further he observed that the production techniques has to be modified to control pollution and to increase production. He also stated that the government has to take necessary steps to increase the plantation of coconut trees, exporting of coconut and it's products.

## Statement of the Problem

Coir industry is rural agro based cottage industry in India. Coir industry is traditional cottage industry and low technology oriented industry. Its labour intensive in nature. Coir products are eco friendly products it does not affect end users. Instead of plastic products coir products can be used but now a days in the manufacturing process producers of coir are facing environmental problems like air pollution, water pollution and soil pollution. Even though the industry is facing problems in production part but in the end it is eco friendly products. Coir products have huge demand in domestic and foreign market. This in turn will have an effect on export. Present study have an attempt to analysis export of coir products.

## Objectives of the Study

- To study the current scenario of export of coir products in India
- To compare and analyse year wise export performance of coir products (2017-18 to 2021-22)
- To identify the major importers of Indian coir products.

## Limitation of the Study

- The study covers only export performance of India. It does not covers area wise and state wise performance.
- Secondary data alone collected for study.
- 5 years data alone taken for the study (2017-18 to 2021-22)
- Analysis does not focus on production and marketing coir

## Research Methodology

**Research Design:** Descriptive research design has been used for the study

**Research Area:** Export performance of coir industry in India

**Data Collection:** Study is based on secondary data. Data were collected from coir board, coir news, journals, thesis, articles, reports and information from various websites.

**Period of Study:** This study analysis the export performance of coir industry in India during 5 years from 2017-18 to 2021-2022.

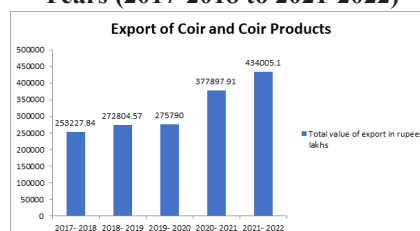
**Framework of Analysis:** The export performance of coir industry of study area has been analysed on the basis of secondary data. Tools like Simple Percentage Analysis Annual growth rate and comparative analysis are used to analyse the data.

## Data Analysis and Interpretation

The table 1 reveals that the export performance of Coir products from the year 2017-2018 to 2021-2022. It was found that the export quantity and value indicated an increasing trend from 2017-2018 to 2021-2022. The overall mean value of Coir products quantity is 5367674.43 Metric tonnes and that of value amounts to Rs. 1613725 lakhs. CAGR

value is 0.04 for Quantity and 0.45 for value which denotes compound annual average growth rate of coir products is positive and its in increased trend.

**Chart 1 Export of Coir Products during Last 5 Years (2017-2018 to 2021-2022)**



**Table 1 Export of Coir Products during Last 5 Years (2017-2018 to 2021-2022)**

Year	Quantity (Metric tonnes)	%	Value (rupees ₹ lakhs)	%
2017-2018	1016564	18.94	253227.8	15.69
2018-2019	964046.43	17.96	272804.6	16.91
2019-2020	988996	18.43	275790	17.09
2020-2021	1163213	21.67	377898	23.42
2021-2022	1234855	23.01	434005.1	26.89
<b>Total</b>	<b>5367674.43</b>	<b>100.00</b>	<b>1613725</b>	<b>100.00</b>
Mean	5367674.43		1613725	
CAGR	0.04		0.45	

Source: Coir Board Annual Report

**Table 2 Comparative Statement of Export of Coir Products (2017-18 and 2018-19)**

Item	2017-18		2018-19		% increase/decrease	
	Quantity	Value	Quantity	Value	Quantity	Value
Coir Pith	548479	101846.82	566661	123208	3.3	21
Coir Fibre	374320	70177.88	299279	60164.1	-20	-14.3
Tufted Mat	54279	49591.41	54131	52225	-0.3	5.3
Handloom Mat	18277	18613.96	19367	21911	6	17.7
Geo textiles	5845	3996.59	7674	5972.56	31.3	49.4
Curled Coir	8800	2316.26	10768	3137.02	22.4	35.4
Coir Yarn	3328	2457.66	3408	2642.23	2.4	7.5
Handloom Mattings	1117	1394.79	1071	1436.08	-4.1	3
Rubberized Coir	900	1388.64	807	1029.58	-10.4	-25.9
Coir Rope	491	401.72	486	439.79	-0.9	9.5
Coir Other Sorts	306	498.29	183	361.58	-40.1	-27.4
Coir Rugs & Carpet	254	269.58	195	243.96	-23.3	-9.5
Powerloom Matting	131	216.49	7	17.22	-94.7	-92
Powerloom Mat	37	57.75	8	15.89	-77.2	-72.5
<b>Total</b>	<b>1016564</b>	<b>253227.84</b>	<b>964046</b>	<b>272805</b>	<b>5.2</b>	<b>7.7</b>

Note: Quantity in Metric tonnes, Value in rupees ₹ Lakhs; Source: Coir board annual report

The comparative statement of the above table 2 reveals that during the year 2018-2019 there has been an increase in quantity of total export by 5.2%

and value by 7.7%. Table shows that there was increased and decreased trend of individual items of coir products but overall performance was good.

**Table 3 Comparative Statement of Export of Coir Products (2018-19 and 2019-20)**

Item	2018-19		2019-20		% increase/decrease	
	Quantity	Value	Quantity	Value	Quantity	Value
Coir pith	566661	123208	579980	134962.94	2.4	9.5
Coir Fibre	299279	60164.1	58300	56344.14	7.7	7.9
Tufted Mat	54131	52225	308457	49842.56	3.1	-17.2
Handloom Mat	19367	21911	16910	19630.08	-12.7	-10.4
Geo textiles	7674	5972.56	8068	6389.45	5.1	7.0
Curled Coir	10768	3137.02	11290	2681.57	4.8	-14.5
Coir Yarn	3408	2642.23	3028	2301.22	-11.1	-12.9
Handloom Matings	1071	1436.08	1177	1366.41	9.9	-4.9
Rubberized Coir	807	1029.58	578	786.82	-28.4	-23.6
Coir Rope	486	439.79	367	483.82	88.0	98.3
Coir Other Sorts	183	361.58	298	476.93	62.6	31.9
Coir Rugs & Carpet	195	243.96	512	466.03	5.2	6.0
Powerloom Matting	7	17.22	26	49.65	214.1	212.5
Powerloom Mat	8	15.89	5	8.53	-21.2	-50.5
<b>Total</b>	<b>964046</b>	<b>272805</b>	<b>988996</b>	<b>275790.15</b>	<b>2.6</b>	<b>1.1</b>

**Note:** Quantity in Metric Tonnes, Value in rupees ₹ Lakhs; **Source:** Coir board annual report

The comparative statement of the above table 3 reveals that during the year 2019-20 there has been an increase in quantity of total export by 2.6 % and

value by 1.1%. Table shows that there was increased and decreased trend of individual items of coir products but overall performance was satisfactory.

**Table 4 Comparative Statement of Export of Coir Products (2019-20 and 2020-21)**

Item	2019-20		2020-21		% increase/decrease	
	Quantity	Value	Quantity	Value	Quantity	Value
Coir Pith	308457	49842.6	354123	62890.6	14.8	26.2
Coir Fibre	3028	2301.22	3849	2919.3	27.1	26.9
Tufted Mat	16910	19630.1	20527	24662.1	21.4	25.6
Handloom Mat	26	49.65	65	106.51	144.4	114.5
Geo textiles	58300	56344.1	81799	80690.8	40.3	43.2
Curled Coir	1177	1366.41	1418	1712	20.5	25.3
Coir Yarn	5	8.53	11	19.24	103.9	125.6
Handloom Matings	8068	6389.45	8583	7059.05	6.4	10.5
Rubberized Coir	367	483.82	327	427.9	-10.9	-11.6
Coir Rope	512	466.03	505	491.76	-1.4	5.5
Coir Other Sorts	11290	2681.57	9381	2422.22	-16.9	-9.7
Coir Rugs & Carpet	578	786.82	982	1321.41	70	67.9
Powerloom Matting	579980	134963	680898	191974	17.4	42.2
Powerloom Mat	298	476.93	744	1200.96	150	151.8
<b>Total</b>	<b>988996</b>	<b>275790</b>	<b>1163213</b>	<b>377898</b>	<b>17.6</b>	<b>37</b>

**Note:** Quantity in Metric Tonnes, Value in rupees ₹ Lakhs; **Source:** Coir board annual report

The comparative statement of the above table 4 reveals that during the year 2020-2021 there has been an increase in quantity of total export by 17.6%

and value by 37%. Table shows that there was increased and decreased trend of individual items of coir products but overall performance was good.

**Table 5 Comparative Statement of Export of Coir Products (2020-21 and 2021-22)**

Item	2020-21		2021-22		% increase/decrease	
	Quantity	Value	Quantity	Value	Quantity	Value
Coir Pith	354123	62890.57	399428	63655.79	12.8	1.2
Coir Fibre	3849	2919.3	4285	3330.73	11.3	14.1
Tufted Mat	20527	24662.1	21079	26172.99	2.7	6.1
Handloom Mat	65	106.51	408	753.8	531.3	607.7
Geo textiles	81799	80690.82	92810	100114.6	13.5	24.1
Curled Coir	1418	1712	1110	1423.21	-21.8	-16.9
Coir Yarn	11	19.24	4	9.62	-66.6	-50
Handloom Mattings	8583	7059.05	6978	6165.74	-18.7	-12.7
Rubberized Coir	327	427.9	580	861.79	77.4	101.4
Coir Rope	505	491.76	716	649.84	41.9	32.1
Coir Other Sorts	9381	2422.22	9943	2622.89	6	8.3
Coir Rugs & Carpet	982	1321.41	644	1096.88	-34.4	-17
Powerloom Matting	680898	191974.1	696175	225917.7	2.2	17.7
Powerloom Mat	744	1200.96	696	1229.56	-6.5	2.4
<b>Total</b>	<b>1163213</b>	<b>377898</b>	<b>1234855</b>	<b>434005</b>	<b>6.2</b>	<b>14.8</b>

**Note:** Quantity in Metric Tonnes, Value in rupees ₹ Lakhs; **Source:** Coir board annual report

The comparative statement of the above table 5 reveals that during the year 2021-2022 there has been an increase in quantity of total export by 6.2% and value by 14.8%. Table shows that there was increased and decreased trend of individual items of coir products but over all performance was good.

gets a phenomenal share in the international market. Indian coir products are exported to more 100 countries. During the study period export of coir and its by-products have gradually increased. Because of products uniqueness and quality there is good scope for future.

### Suggestions

Coir fibre and coir pith is the basic raw material for the production of coir products, Government, MSME and coir board should create awareness among the producers to go for value added coir products.

Production and disposal of coir pith causes environmental issues, to overcome these issues government should take necessary steps to help the entrepreneur in production and disposal of coir pith.

### Conclusion

The export performance of coir industry was taken for the study. 5 years Annual data was analysed from April 2017-March 2018 to April 2021-March 2022. Study reveals that Indian coir and coir products

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