

EXPORT PERFORMANCE OF COIR PRODUCTS FROM INDIA

Dr. N. BHUVANESH KUMAR, Assistant Professor – PG Department of commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi
Mr. DHANABAL S, Mr. LOGESH KUMAR T, Nallamuthu Gounder Mahalingam College, Pollachi

ABSTRACT

India is a largest coir producer in the world accounting for more than 80% of the total world production of coir fibre. This study covers the export performance of coir and coir products that were highly exported to other countries from 2015 to 2022. Analysis is made with the data's available in the Coir Board of India. The growth level of the coir industry and growth percentage of each coir products is analysed and interpreted. The future growth of the coir and coir products is also analysed based on the current and past data's that were available in the website of Coir Board.

(Keywords: Coir products, Export performance, Coir industry, future growth)

INTRODUCTION

Coir, also known as coco's, is a natural golden fibre extracted from the protective husk of coconuts, or mesocarp tissue. This golden fibre found multi various uses in the indigenous hands of the people in habiting in the Malabar coast of India. Since its humble beginning in 1859 when the Irish American named James Darragh started the first coir factory Darragh-small a large-scale production cum commercial factory in Alleppy over the years. Export is the most important source of foreign exchange for developing countries. Coir Board was set up under the Coir Industry Act, 1953 by the Government of India for the overall sustainable development of the coir industry in the Country. Kerala is now one of the largest cottage industries in India, which provides livelihood to millions of people in the densely populated costal belt of Kerala and various other parts of the country.

STATEMENT OF PROBLEM

Export is the most important source of foreign exchange for developing countries. All developing countries, including India, strive to increase their exports as a means for mobilizing resource for their development plans. The demand for coir products is increasing every year due to growing environmental consciousness and recognition for natural fibres worldwide. The export performance and problems in export of coir and coir products in Pollachi Taluk is covered. In this environment, it is imperative to find out the export performance of coir products. Keeping this in mind, the researcher focuses on the export performance of coir products.

OBJECTIVES OF THE STUDY

- To analyse the export performance of top 10 Coir products from India.
- To study the country-wise export performance of top 10 coir products from India.

RESEARCH METHODOLOGY

The methodology adopted in the present study includes the selection of the study area, research design, and the collection of data, tools applied and framework of analysis.

Research Design - Research design is the basic plan which guides to collect relevant information accurately and economically for objectives set up for the research.

Source of Data - The data was collected from the basis of secondary sources. The secondary data has been collected from various sources such as various reports of the coir board, coir statistics, Ministry of commerce, Export Import Bank, and coir export review etc.

SAMPLE DESIGN

The data to substantiate the project analysis were downloaded from the websites and extracted from the books and publications of the Coir Board of India such as Coir News, Coir Board Annual Reports. In addition, the required data have been collected from the website sources.

TOOLS APPLIED

- Percentage analysis
- Growth rate
- Mean
- Standard Deviation

- CAGR
- AAGR
- Trend Analysis

PERIOD OF THE STUDY

The study covers the period of 2015 to 2022, which encompasses a time span of 8 years.

COIR PRODUCTS AND ITS EXPORT VALUE

Year	Coir fibre	Power loom mat	Tufted mat	Curled coir	Handloom mat	Coir rope	Rubberized coir	Power loom matting	Coir pith	Coir yarn
2015	41923	225	39725	3732	23946	391	1410	43	43295	3000
2016	41767	367	44316	2510	22279	396	971	26	68808	2820
2017	53913	196	48442	2419	21316	388	1295	21	90539	2948
2018	70177	57	49591	2316	18613	401	1388	56	101846	2457
2019	60164	15	52225	3137	21911	439	1029	17	123208	2642
2020	49842	49	56344	2681	19630	466	786	8	134962	2301
2021	62890	106	80690	2422	24662	491	1321	19	191974	2919
2022	63655	753	100114	2622	26172	649	1096	9	225917	3330
Total	444331	1768	471447	21839	178529	3621	9296	199	980549	22417
Average	55541.38	221	58930.88	2729.88	22316.13	452.63	1162	24.88	122568.6	2802.13
SD	10458.98	244.11	20705	477.36	2538.88	88.03	88.03	16.68	61274.36	327.1
CAGR	5.359	16.299	12.2481	-4.3167	1.117	6.5389	-3.099	-17.757	22.939	1.31305
AAGR	6942.672	27.625	7366.36	341.234	2789.52	56.578	145.25	3.109	15321.08	350.266

Source: Secondary Data

FINDINGS

- Average export of Coir Fibre during the study period stood at Rs. 55541.38 lakhs, Standard deviation for export of Coir fibre during the study period stood at Rs.10458.98 lakhs. The CAGR value for the export of coir fibre is 5.36 and AAGR value for the export of coir fibre is 6942.67.
- Average export of Power loom Mat during the study period stood at Rs. 221 lakhs, Standard deviation for export of Power loom Mat during the study period stood at Rs. 244.11 lakhs.

The CAGR value for the export of Power loom Mat is 16.3 and AAGR value for the export of Power loom Mat is 27.625

- Average export of Tufted Mat during the study period stood at Rs. 58930.88 lakhs, Standard deviation for export of Tufted Mat during the study period stood at Rs. 20705 lakhs. The CAGR value for the export of Tufted Mat is 12.2 and AAGR value for the export of Tufted Mat is 7366.36
- Average export of Curled Coir during the study period stood at Rs. 2729.88 lakhs, Standard deviation for export of Curled Coir during the study period stood at Rs. 477.36 lakhs. The CAGR value for the export of Curled Coir is -4.3 and AAGR value for the export of Curled Coir is 341.23
- Average export of Handloom mat during the study period stood at Rs.2729.88 lakhs, Standard deviation for export of Handloom mat during the study period stood at Rs.2538.88 lakhs. The CAGR value for the export of Handloom mat is 1.11 and AAGR value for the export of Handloom mat is 2789.52
- Average export of Coir Rope during the study period stood at Rs.452.63 lakhs, Standard deviation for export of Coir Rope during the study period stood at Rs.88.03 lakhs. The CAGR value for the export of Coir Rope is 6.53 and AAGR value for the export of Coir Rope is 56.58
- Average export of Rubberized Coir during the study period stood at Rs.1162 lakhs, Standard deviation for export of Rubberized Coir during the study period stood at Rs.88.03 lakhs. The CAGR value for the export of Rubberized Coir is -3.09 and AAGR value for the export of Rubberized Coir is 145.25
- Average export of Power Loom Matting during the study period stood at Rs.24.88 lakhs, Standard deviation for export of Power Loom Matting during the study period stood at Rs.16.68 lakhs. The CAGR value for the export of Power Loom Matting is -17.8 and AAGR value for the export of Power Loom Matting is 3.11
- Average export of Coir Pith during the study period stood at Rs.122568.6 lakhs, Standard deviation for export of Coir Pith during the study period stood at Rs.61274.36 lakhs. The CAGR value for the export of Coir pith is 22.94 and AAGR value for the export of Coir pith is 15321.1
- Average export of Coir Yarn during the study period stood at Rs.2802.13 lakhs, Standard deviation for export of Coir Yarn during the study period stood at Rs.327.10 lakhs. The CAGR value for the export of Coir Yarn is 1.31305 and AAGR value for the export of Coir Yarn is 350.26

COIR IMPORTING COUNTRIES

Chart 1.1

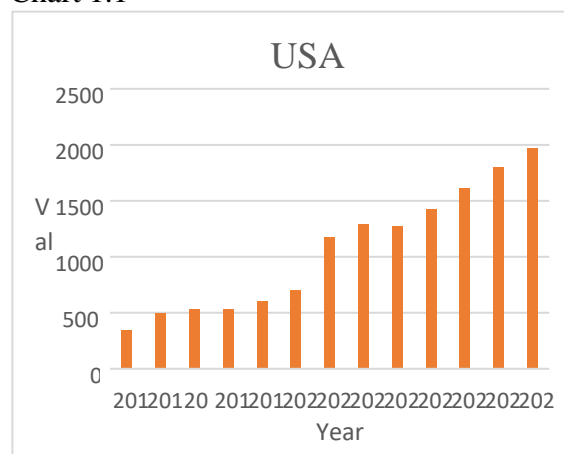


Chart 1.2

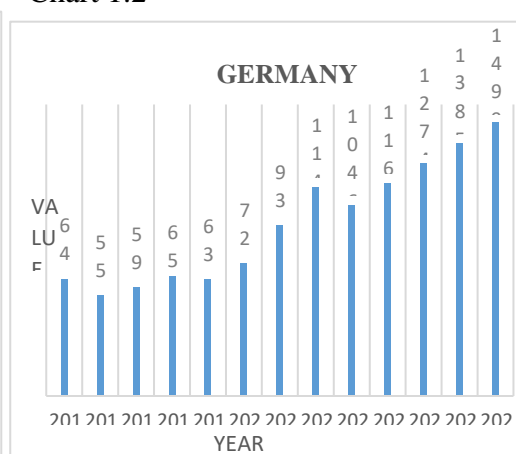


Chart 1.3

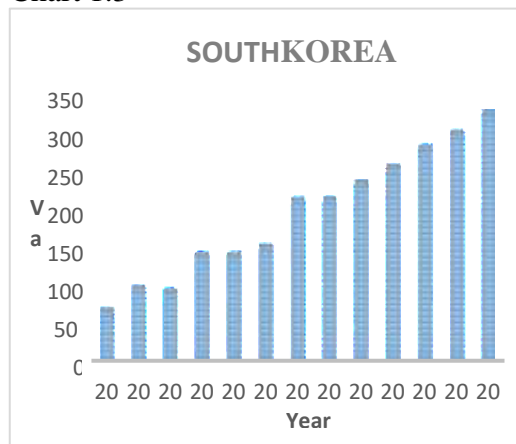


Chart 1.4

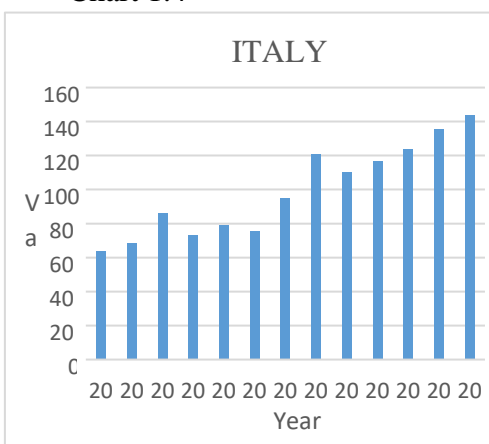


Chart 1.5

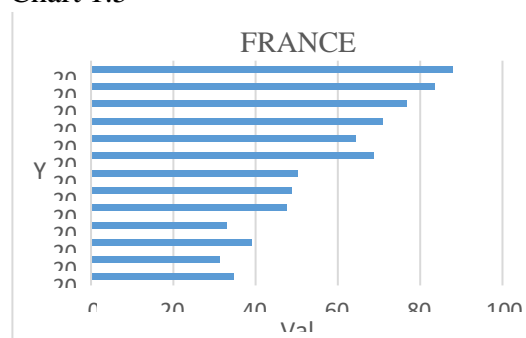


Chart 1.6

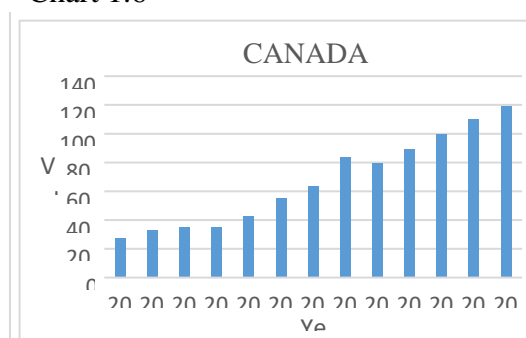


Chart 1.7

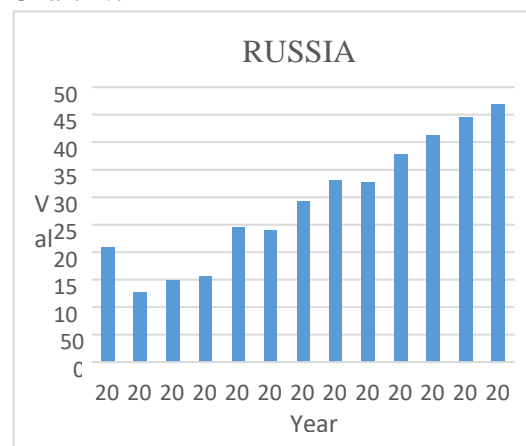


Chart 1.8

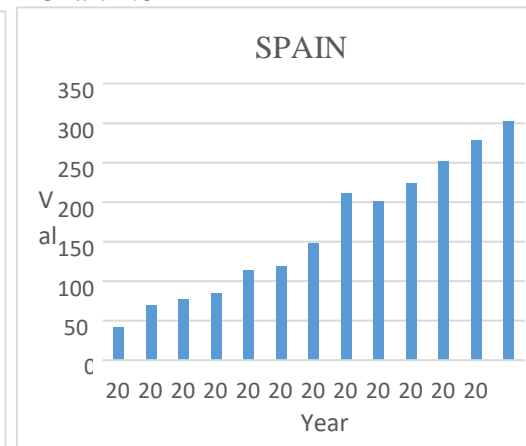


Chart 1.9

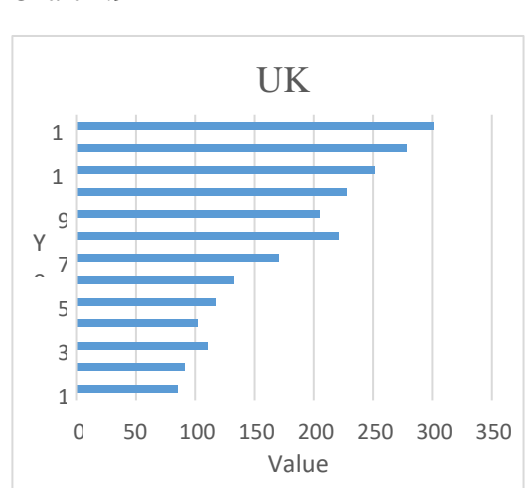
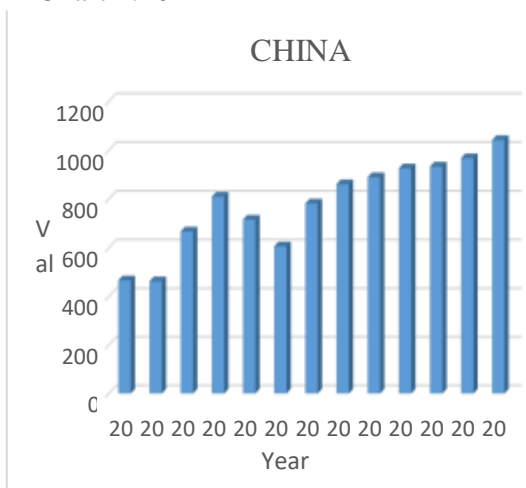


Chart 1.10



FINDINGS

- Trend analysis is used to study the export performance of coir and coir products from India to USA, it shows that, there may be chances for the increase in the export value of coir products.
- Trend analysis is used to study export performance of coir and coir products from India to Germany, it shows that, there is fluctuations in the export value of coir products due to its demand.
- Trend analysis is used to study the export performance of coir and coir products from India to South Korea, it shows that there may be chances for the increase in the export value of coir products.
- Trend analysis is used to study export performance of coir and coir products from India to Italy, it shows that there is hope for the increase in the export value of coir products.
- Trend analysis is used to study the export performance of coir and coir products from India to France, it shows there is a sharp increase in the export value of coir products due to its demand.
- Trend analysis is used to study the export performance of coir and coir products from India to Canada, it shows there is increase in the export value of coir products.
- Trend analysis is used to study the export performance of coir and coir products from India to Russia, it shows there is increase in the export value of coir products.
- Trend analysis is used to study the export performance of coir and coir products from India to Spain, it shows there is fluctuations in the export value of coir products due to its demand.
- Trend analysis is used to study the export performance of coir and coir products from India to UK, it shows there is increase in the export value of coir products.
- Trend analysis is used to study the export performance of coir and coir products from India to China, it shows there is fluctuations in the export value of coir products due to its demand.

CONCLUSION

India is the largest producer and exporter of coir and coir products. At present, coir and its products are exported to more than 100 countries. This study refers the various schemes for coir development and analyses the production and export of coir products of past years (from 2015 – 2022), and also indicates these problems of modern coir units. Trend analysis, CAGR, AAGR methods are used to evaluate the export level of coir products. The future demand and growth for the coir products is also analysed. Government provides various type of schemes for developing the coir industry but manufactures had not aware in the schemes so this study clarifying the schemes for coir development in India. This study refers the increase in export of coir products to various countries and future growth for the coir products.

REFERENCE

- Shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/3998/3/03.
- SudalaiMuthu S, Anitha, R Department of commerce (2008) "A study on the export performance of coir industry in India after globalisation "http://hdl.handle.net/10603/102792
- Palanisamy T, Amutha K, Department of Commerce (2012) A study on the prospects and problems of coir industry with special reference to Coimbatore districthttp://hdl.handle.net/10603/33624
- www.coirindia.com
- http://coirboard.gov.in/