

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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EXPORT PERFORMANCE OF COIR AND COIR PRODUCTS FROM INDIA

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ABSTRACT

India is one of the top producers and exporters of coir and coir products in international market. The Indian Coir Products are in great demand in the international market because of their special attributes like fitness, price, craftsmanship, quality, attractiveness and Eco-friendly, biodegradable renewable natural resources and non-pollutant. Moreover, India is the major exporter of value added coir goods. The trend in the overall sales volume of coir and coir products significantly changed from the sixties when more than 50 percent of the production used to be exported. The export figures have moved up from Rs. 605.17 crore in 2006-07 to Rs 1052.63 crore during 2011-12, but slowed to Rs. 586.94 crore in 2012-13 (upto 30 September 2012). Export trade is dominated by private merchants and manufacturers who control about 90 percent of export trade. A few Government companies and some large co-operatives account for the remaining 10 percent. USA is the largest importer of coir and coir products from India followed by China and Netherlands. The Central and State Governments, Coir Board and NGOs should take necessary steps to increase the coir and coir products exports from India by improving the quality of coir products with International standards, and also conduct export campaigns. The present paper attempts to analyze the value-wise and volume-wise exports of Coir and Coir products from India. Primary objective of this paper is to highlight the trends in exports of Coir and Coir products from India both in terms of volume and earnings.

KEYWORDS

export performance, coir products.

INTRODUCTION

The coir industry in India has had a strong export orientation since its early days when the trade was dominated by European business enterprises. With the dawn of Independence the trade came into the native hands which was a turning point in the history of coir industry in India. The structure and production relations have undergone drastic changes. The patterns of exports and product mix have also changed. From the level of the fibre and yarn exporter, India became an exporter of value added goods. This has in turn brought about a major shift in the total volume and value of exports to India.

The Coir Industry is one of the traditional cottage industries in India and is primarily located in Southern States, namely Kerala, Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, Goa, and other states Orissa, Assam, Andaman & Nicobar, Lakshadweep and Pondicherry. The Coir Industry utilizes agro wastes of coconut plantations and the development coir industry has all along been in areas where there is concentration of coconut cultivation and availability of coconut husks. Coir, popularly known as the "Golden Fibre" is a natural fibre extracted from fibrous husk of the coconut shell and is used to make a wide range of products such as ropes, mats, mattresses, baskets, brushes, brooms etc. India accounts for more than two-thirds of the world production of coir and coir products. Kerala is the home of the Indian coir industry, particularly white fibre, accounting for 61 per cent of coconut production and over 85 per cent of coir products. Not more than 50 per cent of the coconut husk is used in the coir industry. The Coir sector in India is very diverse and involves households, Co-operatives, NGOs manufacturers and exporters is one of the important.

In the initial years the export was mostly of coir yarn to European countries, for agricultural purposes in hop and beans cultivation and as a raw - material for industrial units engaged in the manufacture of coir products. With the easy availability of synthetics, at competitive prices, and the rising cost of wages the European coir industries were constrained to either close down or to reduce their output, leaving a gap in the international market. But India could not effectively capitalize this opportunity, paving way for the synthetics to capture the scene unchallenged. The substitution of natural floor covering segment with the synthetics was irreversible, to the detriment of Indian coir industry and trade, the ill-effects of which continue even now.

PERFORMANCE OF COIR AND COIR PRODUCTS IN INDIA

The volume of Coir and Coir exported from India from 1998-99 to 2012-13, the absolute as well as percentage increase or decrease over the previous years and the trend value are presented in Table-1. During 1998-99 the total quantity of coir and coir products produced in India was 55490.02 mts, had market value 29218.88 lakh. Within the stipulated period from 1999-2k, the production increased to 61030.88 mts with 109.99 per cent growth rate, has 29218.88 lakh of market value with 103.72 per cent growth rate over its previous period. With 110.59 per cent growth rate over previous period in 2000-01, the production 67493.09 mts had Rs.31366.22 lakh market value with 103.50 per cent growth rate. There after the production of coir and coir products saw an emerging trend besides substantial improvement in their market value, i.e. from 71334.83 mts with 32058.36 lakh market value in 2001-02 to 294508.05 mts with 80405.22 lakh market value in 2009-10. During 2010-11 to 2012-13 also the production raised from 321016.02 mts, had 80707.08 lakh market value to 429500.94 mts, had 111602.72 lakh with paltry fluctuations.

Eventually it is inferred that export of Coir and Coir Products from India, significantly increased from 55490.02 metric tonnes in 1998-99 to 429500.94 metric tonnes in 2012-13. This table also shows compound annual growth rate in exports 16.63 percent, and their values also rose from 29218.88 metric tonnes in 1998-99 to 111602.72 metric tonnes in 2012-13 by registering compound annual growth rate of 11.64 percent.

The value of Coir and Coir Products exported from India was the maximum of Rs.111602.72 lakh in 2012-13. The value increased from Rs. 29218.88 lakh in 1998-99 to Rs.60516.59 lakh in 2012-13 registering compound annual growth rate of 9.53 percent. In 2007-08 there was a sleep in the value i.e., rupees 59228.08 lakh but again it rose from rupees 63997.43 lakh in 2008-09 to rupees 111602.72 lakh in 2012-13 by recording compound annual growth rate of 14.92 per cent.

TABLE-1: YEAR-WISE EXPORTS AND MARKET VALUE OF COIR AND COIR PRODUCTS IN INDIA

Year	Exports (QT in MTs)	Market Value (Rs. in Lakh)	Growth rate in exports	Growth rate in market value
1998-99	55490.02	29218.88	100.00	100.00
1999-2k	61030.88	30305.35	109.99	103.72
2000-01	67493.09	31366.22	110.59	103.50
2001-02	71334.83	32058.36	105.69	102.21
2002-03	84182.58	35270.57	118.01	110.02
2003-04	102253.41	40749.66	121.47	115.53
2004-05	122926.77	47340.27	120.22	116.17
2005-06	136026.97	50844.76	110.66	107.40
2006-07	168754.74	60516.59	124.06	119.02
2007-08	187566.74	59288.08	111.15	97.97
2008-09	199924.93	63997.43	106.59	107.94
2009-10	294508.05	80405.22	147.31	125.64
2010-11	321016.02	80707.08	109.00	100.38
2011-12	410853.90	105262.54	127.99	130.43
2012-13	429500.94	111602.72	104.54	106.02
LGR	14.96	10.00	--	--
R²	0.88	0.91	--	--
CAGR	15.74	10.05	--	--

Source: Ministry of MSME, Government of India (different annual reports).

EXPORT OF COIR AND COIR PRODUCTS (METRIC TONNES) FROM INDIA

India's product-wise export of coir and coir products in terms of quantity is represented in table-2. During 1989-99 to 2012-13 there was an increase in the export of coir fibre (28.51), Curled coir (24.52 per cent), Coir pith (19.95 per cent), Tufted mats (14.99 per cent), Geo textiles (6.96 per cent), Coir rope (3.69 per cent), Rubberised coir (1.27 per cent) and handloom mats (1.36 per cent) and decrease in Coir yarn (-8.62 per cent), Handloom matting (-10.74 per cent), powerloom matting (-16.98 per cent), Coir rugs (-16.93 per cent), powerloom mats (-12.48 per cent) and Coir other sorts (-23.77 per cent). It is also revealed that the Compound Annual Growth Rate is high for coir fibre (46.90 per cent). This rate is -4.05 for rubberised coir which is the lowest among the products.

Due to the Promotion of export of coir and new products through undertaking viable market promotion measures abroad and research and development activities like process improvement, product development and diversification and elimination of drudgery and pollution abatement, extending Research and Development findings through field demonstrations, developing coir industry in all coir producing States in association with the State Governments, providing adequate credit for export of coir and coir products, liberalizing export tariff barriers in the context of export of coir and coir products, maintaining long lasting trade relationships with the neighbor countries, enhancing infrastructural and transportation facilities for smooth export of coir and coir products through minimization of cost, drawing productive policies for better production and export of coir and coir products etc had a significant impact in promoting the exports of coir and coir products from India.

EXPORT OF COIR AND COIR PRODUCTS (VALUES) FROM INDIA

The volume of export of coir and coir products in various segments from 1998-99 to 2012-13 are presented table-3. Total exports increased by 10.00 percent from Rs 29218.88 lakh in 1998-99 to Rs. 111602.72 lakh in 2012-13. The segment "Coir Fibre" dominates coir exports exhibiting compound annual growth rate of 47.30 percent during the period. Segments registering a significant growth during the period 1998-99 to 2012-13 are coir fibre (29.15 percent), Curled coir (27.10 percent), Coir pith (22.41 percent), Tufted mats (17.46 percent), Geo textiles (9.95 percent), Coir rope (8.69 percent), Rubberised coir (5.23 percent) and Handloom mats (2.98 percent). On the other hand, segments showing a steep decline between 1998-99 and 2012-13 are Coir yarn (-4.30 percent), Handloom matting (-9.20 percent), power loom matting (-16.52 percent), Coir rugs (-17.45 percent) and Coir other sorts (-21.43 percent). It also shows compound annual growth rate the highest for coir fibre (47.30 percent). This rate is only -4.91 percent for coir yarn which is the highest negative growth among the export products.

TABLE-2: YEAR-WISE AND PRODUCT-WISE EXPORT OF COIR AND COIR PRODUCTS FROM INDIA (Quantity in tonnes)

Year	Curled Coir	Coir Fibre	Coir Rugs	Coir Pith	Coir Rope	Coir Other sorts	Coir Yarn	Geo-Textiles	Handloom Mats	Handloom Matting	Powerloom Mats	Powerloom matting	Rubberised Coir	Tufted Mats
98-99	445.13	645.76	2934.37	2215.39	211.20	2204.15	16538.78	1207.55	21399.16	6465.77	115.19	105.51	573.15	428.91
99-2k	657.28	809.88	2889.64	6501.59	286.63	925.99	13052.58	1711.25	24292.92	6238.58	1042.61	531.35	522.88	1567.70
00-01	533.57	1053.98	2720.44	9926.97	482.12	488.23	14607.30	1402.29	24716.44	6323.37	606.97	410.71	385.06	3835.64
01-02	572.53	1010.30	1329.97	13725.65	348.64	272.91	13206.90	1752.05	26147.89	4423.27	686.50	274.04	454.64	7129.54
02-03	492.37	1036.87	1327.08	21064.20	332.40	372.85	11482.47	2140.69	33058.75	4772.62	954.85	183.18	535.22	6429.03
03-04	76.54	1120.75	1694.56	29179.35	308.88	490.21	12364.43	2599.54	36303.99	4545.56	1026.28	309.04	461.78	11772.50
04-05	69.00	1350.45	1727.34	43420.54	299.67	502.40	10987.59	2323.19	40127.35	3518.90	1433.22	188.94	475.92	16502.26
05-06	0.00	1552.98	1242.70	53444.48	162.73	123.03	9582.52	2512.32	42516.42	2915.91	1609.94	155.95	536.50	19671.49
06-07	1804.03	9356.54	488.31	67152.99	154.25	119.31	9691.17	3044.51	42986.07	3642.27	246.21	104.75	947.31	29017.02
07-08	1279.99	11101.64	178.14	83613.24	372.26	57.02	8407.09	3364.72	40917.35	3013.71	75.06	115.82	1120.35	33950.35
08-09	1438.38	19443.54	63.83	96996.32	370.28	50.50	5335.09	3251.52	35553.43	2368.45	54.21	87.52	1222.59	33689.27
09-10	3365.70	73074.93	46.17	131916.67	430.56	55.04	6108.35	3754.44	36297.71	1832.24	2.84	2.41	629.78	36991.21
10-11	5527.08	83393.01	1146.81	157854.93	211.56	45.96	5021.96	3266.63	29409.00	1406.49	0.00	0.00	383.39	33349.20
11-12	11855.97	119684.54	191.00	206424.57	792.82	58.36	5562.87	3680.91	27656.17	1473.78	36.14	0.00	415.60	33021.17
2012-13	8883.14	140692.93	94.83	208399.28	419.62	30.37	4202.31	3597.30	24150.93	1418.31	1.94	0.00	321.47	37288.51
LGR	24.52	28.51	-16.93	19.95	3.69	-23.77	-8.62	6.96	1.36	-10.74	-12.48	-16.98	1.27	14.99
R²	0.57	0.67	0.77	0.90	0.13	0.53	0.95	0.92	0.07	0.27	0.62	0.02	0.02	0.92
CAGR	23.84	46.90	-21.74	38.34	5.03	-26.36	-9.32	8.11	0.87	-10.27	-25.30	-100.00	-4.05	37.57

Source: Ministry of MSME, Government of India (different annual reports).

TABLE-3: YEAR-WISE AND PRODUCT-WISE EXPORT OF COIR AND COIR PRODUCTS FROM INDIA (Rs. in lakh)

Year	Curled Coir	Coir Fibre	Coir Rugs	Coir Pith	Coir Rope	Coir Other sorts	Coir Yarn	Geo-Textiles	Handloom Mats	Handloom Matting	Powerloom Mats	Powerloom matting	Rubberised Coir	Tufted Mats
98-99	445.13	645.76	2934.37	2215.39	211.20	2204.15	16538.78	1207.55	21399.16	6465.77	115.19	105.51	573.15	428.91
99-2k	657.28	809.88	2889.64	6501.59	286.63	925.99	13052.58	1711.25	24292.92	6238.58	1042.61	531.35	522.88	1567.70
00-01	533.57	1053.98	2720.44	9926.97	482.12	488.23	14607.30	1402.29	24716.44	6323.37	606.97	410.71	385.06	3835.64
01-02	572.53	1010.30	1329.97	13725.65	348.64	272.91	13206.90	1752.05	26147.89	4423.27	686.50	274.04	454.64	7129.54
02-03	492.37	1036.87	1327.08	21064.20	332.40	372.85	11482.47	2140.69	33058.75	4772.62	954.85	183.18	535.22	6429.03
03-04	76.54	1120.75	1694.56	29179.35	308.88	490.21	12364.43	2599.54	36303.99	4545.56	1026.28	309.04	461.78	11772.50
04-05	69.00	1350.45	1727.34	43420.54	299.67	502.40	10987.59	2323.19	40127.35	3518.90	1433.22	188.94	475.92	16502.26
05-06	0.00	1552.98	1242.70	53444.48	162.73	123.03	9582.52	2512.32	42516.42	2915.91	1609.94	155.95	536.50	19671.49
06-07	1804.03	9356.54	488.31	67152.99	154.25	119.31	9691.17	3044.51	42986.07	3642.27	246.21	104.75	947.31	29017.02
07-08	1279.99	11101.64	178.14	83613.24	372.26	57.02	8407.09	3364.72	40917.35	3013.71	75.06	115.82	1120.35	33950.35
08-09	1438.38	19443.54	63.83	96996.32	370.28	50.50	5335.09	3251.52	35553.43	2368.45	54.21	87.52	1222.59	33689.27
09-10	3365.70	73074.93	46.17	131916.67	430.56	55.04	6108.35	3754.44	36297.71	1832.24	2.84	2.41	629.78	36991.21
10-11	5527.08	83393.01	1146.81	157854.93	211.56	45.96	5021.96	3266.63	29409.00	1406.49	0.00	0.00	383.39	33349.20
11-12	11855.97	119684.54	191.00	206424.57	792.82	58.36	5562.87	3680.91	27656.17	1473.78	36.14	0.00	415.60	33021.17
12-13	8883.14	140692.93	94.83	208399.28	419.62	30.37	4202.31	3597.30	24150.93	1418.31	1.94	0.00	321.47	32788.51
GR	24.52	28.51	-16.93	19.95	3.69	-23.77	-8.62	6.96	1.36	-10.74	-12.48	-16.98	1.27	14.99
R ²	0.57	0.67	0.77	0.90	0.13	0.53	0.95	0.92	0.07	0.94	0.27	0.62	0.02	0.92
CAGR	23.84	46.90	-21.74	38.34	5.03	-26.36	-9.32	8.11	0.87	-10.27	-25.30	-100.00	-4.05	37.57

Source: Ministry of MSME, Government of India (different annual reports).

TABLE-3: YEAR-WISE AND PRODUCT-WISE EXPORT OF COIR AND COIR PRODUCTS FROM INDIA (Rs. in lakh)

Year	Curled Coir	Coir Fibre	Coir Rugs	Coir Pith	Coir Rope	Coir Other sorts	Coir Yarn	Geo-Textiles	Handloom Mats	Handloom Matting	Powerloom Mats	Powerloom matting	Rubberised Coir	Tufted Mats
98-99	76.38	91.46	2300.56	251.26	59.25	1030.26	4827.41	546.91	14610.12	4641.00	65.20	88.86	427.01	203.20
99-2k	114.57	117.15	2259.62	562.77	73.41	328.29	3738.40	808.41	15688.72	4338.55	699.12	395.05	387.52	793.77
00-01	80.33	148.17	1958.64	752.79	145.21	164.48	4187.50	625.38	15917.69	4287.86	442.72	284.04	267.24	2104.17
01-02	80.63	122.15	1039.76	1014.30	108.04	106.82	3728.59	780.13	17009.85	2921.04	458.19	226.10	350.38	4112.38
02-03	80.05	103.81	932.42	1493.01	102.05	138.56	2996.76	985.23	20711.79	3191.44	585.52	111.79	403.43	3434.71
03-04	14.02	142.44	1071.36	1975.92	111.46	196.90	3498.71	1184.74	22133.69	2838.66	672.13	215.44	334.67	6359.52
04-05	11.97	186.03	1002.64	3042.41	116.91	199.38	3358.16	1049.76	25129.27	2334.04	931.16	138.92	340.57	9499.05
05-06	0.00	196.05	730.38	3872.60	70.41	74.65	3019.00	1140.56	26698.73	1913.38	1027.10	118.89	377.05	11605.96
06-07	208.34	1075.80	328.55	5382.07	68.87	66.04	3161.57	1335.22	27370.67	2354.63	168.84	85.11	697.86	18213.02
07-08	152.06	1224.14	134.40	6384.77	139.99	57.83	2666.90	1444.65	24299.85	1879.33	52.69	88.30	852.19	19910.98
08-09	223.85	2390.89	67.63	8462.30	164.60	19.03	1925.92	1591.05	23537.53	1716.56	40.06	85.09	1174.77	22598.15
09-10	668.33	9742.03	45.38	12347.06	165.92	28.53	2461.21	2023.77	25428.01	1425.28	2.03	3.04	713.39	25351.24
10-11	1056.52	12148.55	826.22	14829.02	86.72	35.84	2685.34	1823.05	21525.80	1244.72	0.00	0.00	476.89	23968.41
11-12	3171.30	20323.98	185.55	22150.70	340.99	68.75	3140.70	2433.12	23545.00	1582.83	24.56	0.00	549.80	27745.26
12-13	2112.46	20707.66	133.37	24727.61	282.41	39.32	2387.22	2628.74	22810.10	1702.76	3.15	0.00	495.01	33572.91
LGR	27.10	29.15	-17.45	22.41	8.69	-21.43	-4.30	9.95	2.98	-9.02	-12.59	-16.52	5.23	17.46
R ²	0.50	0.64	0.76	0.82	0.44	0.42	0.68	0.91	0.49	0.85	0.28	0.63	0.25	0.96
CAGR	26.76	47.30	-18.41	38.79	11.80	-20.81	-4.91	11.87	3.23	-6.91	-19.46	-100.00	1.06	44.02

Source: Ministry of MSME, Government of India (different annual reports).

INDIA'S MAJOR IMPORTERS OF COIR AND COIR PRODUCTS

Table-4 shows the details of the major importers of coir and coir products from India during 2012-13. China is the largest importer of coir and coir products from India accounting for 145520.22 mts having 21623.15 lakh export value. Succeedingly, USA is second largest importer 55539.96 mts of coir and coir products have 25436.43 lakh export value. In the next places South Korea (51020.83 mts have 5027.18 lakh export value), Netherland (47995.44 mts have 8453.07 lakh export value), Spain (16169.35 mts have an export value of 3218 lakh), UK (13666.85 mts have 8121.85 lakh), Italy (11829.59 mts have 4233.99 lakh), Australia (9753.12 mts have 3370.19 lakh export value), Germany (7447.74 mts have 6062.04 lakh value), Russia (6207.51 mts have 1924.45 lakh export value), France (4728.02 mts have 2910.2 lakh export value), Canada (4583.1 mts have 1962.02 lakh value), Japan (3173.99 mts have 1589.79 lakh of export value), Belgium (1967.24 mts have 1247.75 lakh export value) and Brazil (1547.89 mts have 1321.6 lakh export value) stood during 2012-13.

TABLE-4: MAJOR IMPORTERS OF COIR AND COIR PRODUCTS FROM INDIA DURING 2012-13

S. No.	Country	Quantity	Value	% to total quantity	% to total value
1.	USA	55539.96	25436.43	12.93	22.79
2.	China	145520.22	21623.15	33.88	19.38
3.	Netherlands	47995.44	8453.07	11.17	7.57
4.	UK	13666.85	8121.85	3.18	7.28
5.	Germany	7447.74	6062.04	1.73	5.43
6.	South Korea	51020.83	5027.18	11.88	4.5
7.	Italy	11829.59	4233.99	2.75	3.79
8.	Australia	9753.12	3370.19	2.27	3.02
9.	Spain	16169.35	3218	3.76	2.88
10.	France	4728.02	2910.2	1.1	2.61
11.	Canada	4583.1	1962.02	1.07	1.76
12.	Russia	6207.51	1924.45	1.45	1.72
13.	Japan	3173.99	1589.79	0.74	1.42
14.	Brazil	1547.89	1321.6	0.36	1.18
15.	Belgium	1967.24	1247.75	0.46	1.12

Note: 2012-13, Total Quantity: 429500.92, Total Value: 111602.74

Source: Ministry of MSME, Government of India (different annual reports).

Due to maintenance of good trade relations, technological advancements, rupee value enhancing exchange rates, favourable export conditions, liberalizing trade and tariff barriers, more attractively designed coir products especially for foreign consumers, availability of cheap & best coir products compare to other countries etc. made India as a robust exporter of both coir and coir products to the above countries.

SUGGESTIONS FOR DEVELOPMENT OF COIR INDUSTRY

The suggestions for development of Coir Sector in the country majorly should be on;

1. Modernizing Production infrastructure by means of appropriate technology without displacement of labour.
2. Expanding domestic market through proper and prompt publicity and propaganda.
3. Promoting export of coir and new products through undertaking viable market promotion measures abroad.
4. Promoting research and development activities like process improvement, product development and diversification and elimination of drudgery and pollution abatement.
5. Developing skilled manpower through training.
6. Extending Research and Development findings through field demonstrations.
7. Developing coir industry in all coir producing States in association with the State Governments.
8. Providing adequate credit for export of coir and coir products.
9. Liberalizing export tariff barriers in the context of export of coir and coir products.
10. Maintaining long lasting trade relationships with the neighbor countries.
11. Enhancing infrastructural and transportation facilities for smooth export of coir and coir products through minimization of cost.
12. Drawing productive policies for better production and export of coir and coir products.
13. Upgrading technology with a view to make the export activity most cost feasible with minimum labour effort.

CONCLUSION

The Coir Industry has been significantly export oriented and a valuable foreign exchange earner. India is one among the leading exporters of coir in the world. It is estimated that more than 90 percent of Indian Coir export revenue comes from value added products. The industry set an ambitious target of achieving Rs. 858933.73 lakh worth of exports 2712863.87 metric tonnes from 1998-99 to 2012-13. Both in terms of volume and value of coir and coir exports India occupies an importance place. The Central Government and State Governments, Coir Board and NGOs should take necessary steps to increase the coir and coir products exports from India by improving the quality of coir products with International standards, and also conduct export campaign. The Coir Board has sought higher allocation in the Indian budget to overcome any financial barriers. The Indian coir industry will see magnanimous trend if the above mentioned suggestions are followed fruitfully.

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