



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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**EXPORT OF COIR AND COIR PRODUCTS FROM INDIA: AN ANALYSIS**

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**ABSTRACT**

India, one of the top producers and exporters of coir 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, non-pollutant, usage of the product is up to the expected level when compared to plastic and other environment pollutant item. The trend in the overall volume of sale of coir and coir products significantly changed from the sixties when more than 50 percent of the production used to be exported. 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. The exports of coir and coir products are mostly to Western Europe and USA with Japan and West Asia. 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 present paper attempts to analyze the value-wise and volume – wise of Coir and Coir products exported from India. Primary objective of the paper is to highlight the trend in exports of Coir and Coir products from India both in terms of volume and earnings.

**KEYWORDS**

Coir, Export, Market, Value, Introduction.

**INTRODUCTION**

The Coir Industry is one of the traditional cottage industry 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.

**EXPORT OF COIR AND COIR PRODUCTS**

India, one of the top producers and exporters of coir 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, non-pollutant, usage of the product is up to the expected level when compared to plastic and other environment pollutant item.

Even India is one of the leading exporters it could not top the list and there seems to be several reasons for India’s unsatisfactory and poor performance in Coir and coir products exports. The present paper attempts to analyze the value-wise and volume – wise of Coir and Coir products exported from India. Primary objective of the paper is to highlight the trend in exports of Coir and Coir products from India both in terms of volume and earnings.

The trend in the overall volume of sale of coir and coir products significantly changed from the sixties when more than 50 percent of the production used to be exported. Presently the domestic consumption has increased significantly to absorb about 85 percent of total production. While export volume has been increase the domestic market has become much more prominent.

Coir products face stiff competition in markets abroad especially from products exported from other coir producing countries and other natural and synthetic products like jute, sisal, abacca, rubber, PVC etc. Vigorous promotional efforts are to be undertaken to sustain the existing markets and to enter into the new markets. The high incidence to freight on the FOB value of export from India renders the products often uncompetitive in price sensitive markets. A wide range of coir and coir products are exported from the country. These inter alia include coir yarn, coir pith, coir fibre, coir rope coir rugs, handloom mats, handloom matting, powerloom mats, rubberized coir curled coir coir geo-textiles and coir other sorts. Coir products are exported to 105 countries in 2008-09 from 97 countries in the year 2007-08.

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.1500 crore worth of exports by 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.

Most exporters from India are exporting coir products to various destinations in the world market. USA continues to be the major importer of coir and coir products from India with a share of 26.51 % in total quantity and 39.34 % in total value. The Coir Board as system to regulate and control the export trade such as registration, minimum export prices etc., to avoid unhealthy competition and exploitation by foreign businessmen.

**PERIOD OF THE STUDY**

Generally, for analyzing the data in social research by using the tools such CAGR and Trend analysis minimum period of 10 years is required, Hence the secondary data for 10 years from 2000-01 to 2009-10 have been taken into consideration

**METHODOLOGY**

The present study based on secondary data. The secondary data has been collected from annual reports of Coir Board, journals, magazines, news papers and from related published materials. Data from different websites also have been collected. To analyze exports of Coir and Coir products in terms of volume and earnings trend value and percentage were computed.

The obtained data have been analysed with the help of Compound Annual Growth Rate and Trend analysis. The Coir and Coir Products exports volume and value have been analysed with the help of Compound annual growth rate. Trend analysis is used to find out the Coir and Coir products exports trend for a period of 10 years. For findings out the trend values and compound annual growth rate, the following formulae have been used.

Trend Value -  $Y_c = a + bx$

Compound Annual Growth Rate:  $-1 + r = \frac{\log A - \log B}{N}$

### INDIA'S EXPORT OF COIR AND COIR PRODUCTS, SEGMENT WISE, IN VALUE

The volume of export of coir and coir products in various segment from 2000-01 to 2009-10 are presented table 1. Total export increased by 7.45 percent from Rs 62,928.85 lakhs in 2008-09 to Rs. 80,208.73 lakhs in 2009-10. The segment "Hand loom Mats" dominates coir exports even though there is a marginal increase of 7.57 percent in 2009-10. Segments registering a significant growth during the period 2008-09 and 2009-10 are coir fibre (24.54 percent), geo-textiles (9.67 percent), handloom mats (7.57 percent), curled coir (8.54 percent), tufted mat, coir yarn (27.94 percent), and (2.18 percent). On the other hand, segments showing a steep decline between 2008-09 and 2009-10 hand loom mattings (83.03 percent), rubberised coir (60.72 percent), coir rugs and carpets (60.10 percent) and power loom mat (5.06 percent)

It also shows compound annual growth rate the highest for coir fibre (51.98 percent), This rate is only -31.37 for coir rugs and carpet which is the negative growth among the export products.

**TABLE-1 SEGMENT WISE INDIA'S EXPORTS OF COIR AND COIR PRODUCTS DURING 2000-01 AND 2009-10 IN VALUE (Rs. Lakhs)**

Year	Handloom mats	Tufted mat	Coir Pith	Coir Yarn	Hand loom mattings	Geo-Textiles	Coir Fibre	Rubberised Coir	Coir rugs and carpets	Curled Coir	Power loom mat	Powerloom Mattings	Total
2000-01	15,917.69	2,104.17	752.79	14,607.30	4,287.86	625.38	148.17	267.24	1,958.64	80.33	442.72	284.04	41,192.29
2001-02	17,009.85	4,112.38	1,014.30	3,728.59	2,921.04	780.13	122.15	350.38	1,039.76	80.63	458.19	226.10	31,617.40
2002-03	20,711.79	3,434.71	1,493.01	2,996.76	3,191.44	985.23	103.81	403.43	932.42	80.05	585.52	111.9	34,918.17
2003-04	22,133.69	6,359.52	1,975.92	3,498.71	2,838.66	1,184.74	142.44	334.67	1,071.36	14.02	672.13	215.44	40,225.86
2004-05	25,129.27	9,499.05	3,042.41	3,358.16	2,334.04	1,049.76	186.03	340.57	1,002.64	11.97	931.16	138.92	46,885.06
2005-06	26,698.73	11,605.96	3,872.60	3,019.00	1,913.38	1,140.56	196.05	377.05	730.38	00.00	1,027.10	128.89	50,580.81
2006-07	27,370.67	18,213.02	5,382.07	3,161.57	2,534.63	1,335.22	1,075.80	697.86	328.55	208.34	168.84	85.11	60,476.57
2007-08	24,299.85	19,910.98	6,384.77	2,666.90	1,879.33	1,444.65	1,224.14	825.19	134.40	152.06	52.69	88.30	58,974.96
2008-09	23,637.63	22,598.15	8,462.30	1,925.92	1,716.58	1,691.06	1,390.89	1,174.77	67.63	223.86	40.06	85.09	62,928.85
2009-10	25,428.01	25,351.24	12,347.06	2,461.21	1,425.28	2,023.77	9,742.03	713.39	45.38	668.33	2.03	3.04	80,207.73
PERCENTGE INCREASE IN 2009-10 OVER 2008-09	7.57	2.18	5.90	27.94	-83.03	9.67	24.54	-60.72	-60.01	8.54	-5.06	-3.57	
CAGR (%)	4.80	28.26	32.38	-16.31	-10.43	12.46	51.98	10.32	-31.37	23.60	-41.64	-39.60	

Source: Annual Reports of Coir Board, Kochi

**TABLE - 2 SEGMENT WISE INDIA'S EXPORTS OF COIR AND COIR PRODUCTS DURING 2000-01 AND 2009-10 IN QUANTITY (IN TONES)**

Year	Handloom mats	Tufted mat	Coir Pith	Coir Yarn	Hand loom mattings	Geo-Textiles	Coir Fibre	Rubberised Coir	Coir rugs and carpets	Curled Coir	Power loom mat	Powerloom Matting	Total
2000-01	24,716.44	3,835.44	9,926.97	14,607.30	6,323.37	1,402.29	1,053.98	385.64	2,720.44	533.57	606.97	410.71	66,523.12
2001-02	26,147.89	7,129.54	13,725.65	13,206.90	44.23	17.52	10.10	454.64	1,329.97	572.23	686.50	274.04	49,873.56
2002-03	33,058.75	6,429.03	21,064.20	114,482.47	47.72	21.40	10.36	535.22	1,327.08	492.37	954.85	183.18	178,606.63
2003-04	36,303.99	11,772.20	29,179.35	12,364.43	45.45	25.99	11.20	461.78	1,694.56	76.54	1,026.28	309.04	93,270.81
2004-05	40,128	16,503	43,420.54	10,988.59	3,519.00	2,324	1,351.00	476	1,728	69	143.32	188.94	120,839
2005-06	42,516.42	19,671.49	53,444.48	9,852.52	2,915.91	2,512.32	1,552.98	536.50	1,242.70	0.0	160.90	155.95	134,562.17
2006-07	42,986.07	29,017.02	67,152.99	9,691.17	3,642.27	3,044.51	9,356.64	947.31	488.31	1,804.03	246.21	104.75	168,481.28
2007-08	40,917.35	33,950.35	83,613.24	8,407.09	3,013.71	3,364.72	11,101.64	1,120.35	178.14	1,279.99	75.06	115.82	187,137.46
2008-09	35,553.43	33,689.27	96,996.32	5,335.09	2,368.45	3,251.25	19,443.54	1,222.59	63.83	1,438.38	54.21	87.52	199,503.88
2009-10	36,297.71	36,991.21	1,31,916.67	6,108.35	1,832.24	3,754.44	73,074.93	629.78	46.17	3,365.70	2.84	2.41	162,105.78
Percentage increase in 2008-09 over 2007-08	1.78	1.09	1.36	1.14	-0.77	1.15	3.75	-0.51	-0.72	2.33	-23.89	-2.76	
CAGR%	3.33	17.90	25.39	-7.42	45.12	71.04	143.19	3.31	-28.54	19.39	-42.23	-42.21	

### INDIA'S EXPORT OF COIR AND COIR PRODUCTS, SEGMENT WISE, IN VOLUME

India segment wise export of coir and coir products in terms of quantity is represented in table-2. During 2009-10 there was an increase in the export of handloom mats, tufted mat, coir pith, coir yarn, coir fibre, geo-textile and curled coir. However, the export of rubberised coir decreased to 46.17 tonnes in 2008-09 from 63.83 tonnes in 2009-10, indicating 0.72 percent in quantity, and 7.25 percent in value. It is also revealed that the Compound Annual Growth Rate highest for coir fibre (143.19 percent). This rate is only 3.33 for rubberised coir which is the lowest among the products and the highest negative CAGR power loom mat 42.23 percent

**TABLE-3: THE COIR AND COIR PRODUCTS EXPORTS FROM 2000-01 TO 2009-10 (QUANTITY)**

Year	Quantity (in Metric tonnes)	Increase or Decrease	Percentage of Increase/Decrease	Trend Value
2000-01	67,493	-	-	67,493
2001-02	71,335	3842	5.69	51,000
2002-03	84,183	12,848	18.01	71,000
2003-04	1,02,253	18,070	21.46	88,000
2004-05	1,22,927	20,673	20.21	1,05,000
2005-06	1,36,027	13,100	10.65	1,22,027
2006-07	1,68,755	32,728	24.05	1,39,750
2007-08	1,87,567	18,812	11.14	1,56,560
2008-09	1,99,924	12,357	6.50	1,73,920
2009-10	2,94,508	94,584	47.30	1,90,000
CAGR%	15.87			

Source: Annual report Coir Board, Kochi.

The volume of Coir and Coir exported from India from 2000-01 to 2009-10, the absolute as well as percentage increase or decrease over the previous years and the trend value are presented in Table-3.

It is observed from table-3 that export of Coir and Coir Products from India, significantly increased from 67493 metric tonnes in 2000-01 to 2,94,508 metric tonnes in 2009-10. This table also shows compound annual growth rate exports 15.87 percent, and trend values for coir and coir products export decreased from 67,493 tonnes in 2000-01 to 1,90,000 tonnes in 2009-10 showing an decreasing trend over a period of 10 years.

**TABLE- 4: THE COIR AND COIR PRODUCTS EXPORTS FROM 2000-01 TO 2009-10 (VALUE)**

Year	Value (crore)	Increase or Decrease	Percentage of Increase/Decrease	Trend Value
2000-01	313.66	-	-	313.60
2001-02	320.58	6.92	2.20	204.00
2002-03	352.70	32.12	10.01	289.00
2003-04	407.49	54.79	15.53	374.71
2004-05	473.40	65.91	16.17	459.50
2005-06	508.45	35.05	7.4	544.45
2006-07	605.17	96.72	19.02	629.00
2007-08	592.58	-12.59	-2.08	714.00
2008-09	639.97	47.39	7.99	799.00
2009-10	804.05	164.08	25.63	889.00
CAGR %	9.87			

Source: Annual Reports of Coir Board, Kochi

#### INDIA 'S EXPORTS EARNINGS FROM COIR AND COIR PRODUCTS

The value of Coir and Coir Products exports from India during 2000-01 to 2009-10, the percentage of increase or decrease over the previous year and trend values are shown in Table-4. It is observed from Table-4 that the value of Coir and Coir Products exported from India was the maximum of Rs.313.66 crore in 2000-01. The value increased from Rs. 592.58 crore in 2007-08 to Rs.639.97 crore in 2008-09 registering annual growth rate of 7.99 percent. In 2009-10 Rs. 804.05 crore increase of export registered a record annual growth rate of 25.63 percent over its previous years. This Substantial increase in the growth rate.

It is also observed that value of export declined in Rs. 592.58 crore in 2007-08 making negative annual growth rate. The reasons attributed to decrease in value of export was the severe competition from other coir producing countries and other natural and synthetic products like jute, sisal, abacca, rubber, PVC etc. It is also revealed that the trends values for coir and coir products exports increased from Rs. 313.66 crore to 2009-10 Rs.889 crore showing an increasing trend over a period of 10 years.

**TABLE - 5: INDIA'S EXPORTS OF COIR AND COIR PRODUCTS TO MAJOR COUNTRIES DURING THE PERIOD 2004-05 AND 2008-09 (Rs. Crore)**

Segment	2004-05	2005-06	2006-07	2007-08	2008-09	Percentage increase in 2008-09 over 2007-08
USA	186.25	204.70	221.98	200.50	196.60	(-) 1.96
UK	49.42	48.46	55.39	49.50	52.35	5.75
Germany	30.11	38.15	45.92	42.00	52.87	25.96
Netherlands	36.57	35.40	41.95	49.54	48.14	(-) 2.82
Italy	24.19	21.30	26.29	28.16	26.92	(-) 4.41
Spain	18.49	19.47	25.39	24.23	19.85	(-) 18.07
Canada	10.10	12.91	19.66	20.49	20.47	(-) 0.11
France	19.62	17.93	17.15	19.69	18.99	(-) 3.56
Australia	10.73	9.63	15.10	17.28	19.08	10.43
Belgium	9.03	10.52	10.04	9.78	15.14	54.86
<b>Total (incl others)</b>	<b>473.40</b>	<b>508.45</b>	<b>605.17</b>	<b>461.17</b>	<b>470.41</b>	<b>2.00</b>

Source: Coir Board, Kochi

**India's Exports-Country wise:** Country wise export trends, as may be seen from Table 5, show that USA continues to be the largest market for Indian coir and coir products in terms of rupee value. Exports to USA during 2008-09 registered marginal decline of 1.96 percent. Countries to which exports from the coir industry increased during the year were: Belgium (54.86%) Australia (10.43%), Germany (25.86%) and UK (5.75%). On the other, the countries showing a declining trend during the period 2008-09 comprised: Canada (-0.11%), Spain (19%), Italy (4.41%), Netherlands (2.82%), Spain (18.07%) and France (3.56%).

#### CONCLUSION

The Coir Industry has been significantly export oriented and a valuable foreign exchange earner. India is one among the leading exports 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.1500 crore worth of exports by 2012. 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 the prevailing economic slowdown and the resultant impact on coir product exports, and the Board has taken a few steps to achieve that. Among them is the declaration of 2009 as the 'Year of Natural Fibre'.

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