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## PERFORMANCE OF COIR INDUSTRY IN INDIA

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### ABSTRACT

Indian coir industry is contributing significantly for the development of Indian economy. It has been fortunate to India in the form of a foreign exchange earner. Indian Coir Products have been engaged in manufacturing, supplying and exporting a remarkable range of Coir and Coir Products. India accounts for more than two-thirds of the world production of coir and coir products. With the deep commitment of providing the best-in-class range of products, Indian coir industry manufactures all products by making use of high-grade basic material and advanced technology keeping in mind customer satisfaction as the core value. Various development programmes undertaken so far by the Government has aimed at revitalisation of coir cooperatives, improvement in quality and products diversification. The training programmes being implemented by Coir Board do not entail commitments on the part of trained hands to continue in the coir sector and therefore the percentage of utilization of trained hands in the coir industry and the trained hands taking up self employment programmes in the coir sector. Innovative Entrepreneurship Development Programmes have to be introduced under which training should be provided to the women workers/ prospective entrepreneurs who have already made strong commitments to start coir units under specially designed training programmes. Under the Mahila Coir Yojana, the women workers are not showing interest in the procurement of the motorized traditional ratts. Therefore, the Sub-Group recommends formulating a modified scheme of Mahila Coir Yojana by including modern spinning devices and weaving equipments which can provide better income and reduce the level of drudgery. The present pattern of assistance has to be continued with an enhancement of the total ceiling on the assistance available. The present paper mainly focuses on analyzing the performance of the Coir industry in terms of production, exports, technology upgradation, various schemes etc.

### KEYWORDS

Coir industry, Indian Industry.

### INTRODUCTION

India is the largest coir producer in the world accounting for more than 80 per cent of the total world production of coir and coir products. The coir sector in India is very diverse and involves households, co-operatives, NGOs, manufacturers and exporters. This is the best example of producing beautiful artifacts, handicrafts and utility products from coconut husks which is otherwise a waste.

The coir industry employs more than 6.50 lakh persons of whom a majority is from rural areas belonging to the economically weaker sections of society. Nearly 80% of the coir workers in the fibre extraction and spinning sectors are women.

Historically, the coir industry started and flourished in Kerala which has a long coast line, lakes, lagoons and backwaters providing natural conditions required for retting. However, with the expansion of coconut cultivation, coir industry has also picked up in Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal, Assam, Tripura, Pondicherry and the Union Territories of Lakshadweep and Andaman & Nicobar Islands through the efforts of Coir Board. The production and processing methods in coir industry still continue to be mainly traditional.

Table-1 depicts the year-wise production of Coir and Coir products during the period from 2002-03 to 2012-13 Coir Fibre recorded substantial improvement in its production with 430000 mts in 2006-07, 437800 mts in 2007-08 and 491000 mts in 2008-09. However, there after the growth trajectory drastically deteriorated to 391450 mts, 9247.03 mts in 2009-10 and 2010-11 respectively. But then again there was a slight recovery from previous periods to 119684.54 mts and 140692.93 mts during 2011-12 and 2012-13 respectively.

Let's change our view to Coir Yarn whose production increased from 288000 mts in 2006-07 to 292900 mts in 2008-09 but after decreased with the production numbers like 2461.21 mts, 5562.87 mts and 4202.30 mts during 2010-11, 2011-12 and 2012-13 respectively.

Similarly the quantity of Coir Products rose from 170000 mts in 2006-07 to 173550 mts in 2008-09 with little bit of fluctuations in 2009-10 i.e., 130300 mts.

Alike above the production size of Coir rope also expanded from 50000 mts in 2006-07 to 52470 mts in 2008-09 however stretched from 39400 mts in 2009-10 to 419.62 mts in 2012-13. Curled coir and Rubberised coir experienced volatilities as well.

**TABLE-1: PRODUCTIONS OF COIR & COIR PRODUCTS (Quantity in Metric Tonnes)**

Year	Coir Fibre	Coir Yarn	Coir Products	Coir Rope	Curled Coir	Rubberised Coir
2002-03	353700	226800	75750	50000	28000	50250
2003-04	364000	232500	77900	50000	29500	51000
2004-05	385000	245500	98000	50000	36500	60000
2005-06	410000	270000	120000	50000	38000	62000
2006-07	430000	288000	170000	50000	48000	68000
2007-08	437800	290000	172000	52000	49000	70000
2008-09	491000	292900	173550	52470	49540	70840
2009-10	515500	297500	175000	54400	60200	63200
2010-11	525000	317000	192500	55700	72500	55400
2011-12	513500	322000	212000	56500	85000	64500
2012-13	357550	216000	208500	49000	67400	46470

Note

1. 2012-13 values are upto 30.11.2012

2. Figures from 2009-10 to 2012-13 except coir fibre are provisional.

Source: Annual reports of Coir Board.

**COIR BOARD**

The Coir Board is a statutory body established under the Coir Industry Act, 1953 for promoting the overall development of the coir industry and improvement of the living conditions of the workers engaged in this traditional industry.

The functions of the Coir Board for the development of coir industry, inter-alia, include undertaking scientific, technological and economic research and development activities, collection of statistics relating to exports and internal consumption of coir and coir products, development of new products and designs. publicity for promotion of exports and internal sales, marketing of coir and coir products in India and abroad preventing unfair competition among producers and exporters, assisting in the establishment of units for the manufacture of products, promoting co-operative organisations among producers of husk, coir fibre, coir yarn and manufacturers of coir products, ensuring remunerative returns to producers and manufacturers, etc.

**THRUST AREAS FOR DEVELOPMENT OF COIR INDUSTRY**

The thrust areas for development of Coir Sector in the country are as follows:

1. Modernisation of production infrastructure by means of appropriate technology without displacement of labour.
2. Expansion of domestic market through publicity and propaganda.
3. Promotion of export of coir and new products through undertaking market promotion measures abroad.
4. Promotion of research and development activities like process improvement, product development and diversification and elimination of drudgery and pollution abatement.
5. Development of skilled manpower through training.
6. Extension of Research and Development findings through field demonstrations.
7. Development of coir industry in all coir producing States in association with the State Governments.

**BUDGETARY SUPPORT TO THE COIR BOARD**

The Government of India provides funds to Coir Board for undertaking its various activities under Plan and Non-plan heads. Table-2 reveals year-wise budgetary support to the Coir Board during 2006-07 to 2011-12. The allocated and the actual funds released were Rs. 23.00 crore and Rs. 22.90 crore, Rs. 36.70 crore and Rs. 35.70 crore, Rs. 42.00 crore and Rs. 47.60 crore, Rs. 42.00 crore and Rs. 38.73 crore, Rs. 49.10 crore and Rs. 46.33 crore, Rs. 36.46 crore and Rs. 20.07 crore and the allocated and the actual funds released were same Rs. 47.60 crore during the periods 2006-07, 2007-08, 2008-09, 2009-10, 2010-11 and 2011-12 respectively. In 2008-09 the budgetary support to the coir board was very healthy (variation equals to zero) when compare to other periods.

**TABLE-2: YEAR-WISE BUDGETARY SUPPORT TO THE COIR BOARD (INCLUDING SFURTI) (Rs. in Crore)**

Year	Allocation	Funds released	Variation	Ranking
2006-07	23.00	22.90	-0.10	II
2007-08	36.70	35.70	-1.00	III
2008-09	47.60	47.60	0.00	I
2009-10	42.00	38.73	-3.27	V
2010-11	49.10	46.33	-2.77	IV
2011-12*	36.46	20.07	-16.39	VI

\*up to 29 February 2012

Source: Annual reports of Coir Board.

**ACTIVITIES OF THE COIR BOARD****1. RESEARCH AND DEVELOPMENT IN COIR TECHNOLOGY**

Central Coir Research Institute (CCRI), Kalavoor, Alleppey and Central Institute of Coir Technology (CICT), Bangalore, undertake research activities for the different aspects of coir industry beginning with the method of extraction of fibre to the processing and manufacture of end products. Identification of new user areas for potential utilisation of coir, coir waste, coir pith and improvements in processing for better quality, are the areas of special focus. Coir Testing Laboratories have been set up at Pollachi, Tamil Nadu and Bhubaneswar, Orissa to cater to the testing requirements of the industry.

**2. MODERNIZATION OF PRODUCTION PROCESS**

The following activities were undertaken during the year under this programme by the Coir Board:

- (i) Pilot Scale Laboratory: The facilities of the Pilot Scale Laboratory set up at CCRI were extended to coir entrepreneurs.
- (ii) Research Activities: With a view to obtaining an insight on the bioconversion of coir pith, the phenol degrading bacteria in coir pith were isolated and their mode of biodegradation studied in detail.
  - (a) Studies are being continued for the extraction of bio-fuel out of coir pith and diseased coconut wood.
  - (b) Studies on the application of coconut husk leachate as moistening media on composting of coir pith heap was carried out to gain the multi objectives for bioremediation of water and soil and to make the coir industry pollution free.
  - (c) Action was initiated to isolate microbial cultures for quality improvement of dry husk fibre (brown fibre) by zero effluent process and is being continued in the laboratory.
  - (d) Research investigations were undertaken on the bioconversion of tender coconut husk into compost using lignolytic strains of microorganisms under a project sponsored by the Coconut Development Board.
- (iii) Training: Training on the R&D technologies viz. composting of coir pith using PITHPLUS, quality up gradation of coir fibre using COIRRET and Cocolawn were imparted to students from Manipur.

**3. DEVELOPMENT OF COIR MACHINERY**

Under this Programme, the following activities have been undertaken:

- (i) Design and Fabrication of Grinding Machine for tender coconut husk.
- (ii) Fabrication of Anupam loom.
- (iii) Fabrication of Beaming device.
- (iv) Design and Fabrication of Ratt for Hard Twist Yarn.
- (v) New products developed on Anupam Loom.
- (vi) Modification of traditional Handlooms.
- (vii) Modification of Anugraha Loom.
- (viii) Fabrication of mini beater: With better capacity and performance, to pulverize the tender coconut chips.
- (ix) Inspection of coir processing machineries.
- (x) Design and Fabrication of metallic mold for particleboard.
- (xi) Experimental study of making particle board by using crushed/shredded Tender Coconut Husk without adding any additives or bonding agents.
- (xii) Low cost mini needle felt machine.
- (xiii) Design and development of hot compression moulding press for table tops: The institute had the facility of 1.5 ft x 1.5 ft press in which different coir composite products were developed.



- (xiv) Setting up of botanical garden at CICT: To establish the efficacy of C-Pom as bio fertilizer a greenhouse was taken up during the period under report.  
 (xv) Design and fabrication of Mobile Fibre Extraction Machine.

#### 4. PRODUCT DEVELOPMENT AND DIVERSIFICATION

The activities undertaken under this programme of the Coir Board are as under:

- The development of blended yarn of coir fibre and sisal fibre (80:20) and manufacturing of new products with blended yarn and weaving mats on power loom, jacquard and semi mechanised loom with new patterns, continued to be a thrust area for R&D activities of the Coir Board as part of its product development and diversification efforts.
- The following activities were also undertaken under product development and diversification programme:
- Development of corrugated roofing sheets from coir non woven felts and mats is the project taken during the period in collaboration with IPIRITI, Bangalore.
- The 'table top' die was fabricated and fitted in the hydraulic press and the sample pieces have been manufactured.
- For the use of coir non woven for the geotextile applications, a collaborative project was taken up with Society for Development of Composites, Bangalore.
- The work of design of furniture using coir components were completed under the Collaborative Project with NID.
- Conversion of coir fibre to felt.
- Collaborative project on use of Coir as a drainage medium for soft ground improvement and as random reinforcing material was taken up with IISc.

#### 5. TECHNOLOGY TRANSFER, INCUBATION, TESTING & SERVICE FACILITIES

Testing of various samples of coir products received from the trade was done during the period. A total of 135 samples of coir pith have been tested in pilot scale laboratory. A workshop on manufacture of coir mementos was organized during the period and 300 sets of coir ornaments were completed. Natural Dyes are extracted from ripe fruits from *Polyalthia longifolia* and seed coat of Rambutan was collected and extracted dye sample. Light fastness of 9 samples of coir yarn dyed with the natural dyes extracted from *Caesalpinia sappan* was tested as part of the collaborative project with IIT, New Delhi. Four colours from plant *Polyalthia longifolia* (Fruit) were dyed using different mordants and subjected to light fastness test. Shades were developed on coir using nut and skin of beetle nut, dry fruit skin of rambutan and leaves and stem of *Perilla frutescens*. A field demonstration of coir geotextiles on soil stabilization of embankment has been conducted at the Forest Research Institute, Tapovan, Gwalior and a field demonstration on the use of coir geotextile for soil erosion control has been done at 27<sup>th</sup> Mile, Kallar, Trivandrum.

#### 6. DOMESTIC MARKET PROMOTION

Promotion of the sale of coir products in India and elsewhere is one of the important functions of the Coir Board. Table-3 shows year-wise domestic market promotion of Coir products in India. The yearly spending over promotion of Coir products rose from Rs. 780.95 lakh in 2006-07 to Rs. 1031.15 lakh in 2007-08 with 132.04 per cent growth rate over previous period and again to 1119.30 lakh and 1406.75 lakh by registering 108.55 per cent and 125.68 per cent growth rates in 2008-09 and 2009-10 respectively. But, fell to 1311.30 lakh and 1043.76 lakh with 93.21 per cent and 79.60 per cent growth rates during 2010-12. The Domestic Market Promotion includes efforts for enhanced sale of coir products through Board's Showrooms and Sales Outlets and also popularising coir and coir products by way of publicity, organising exhibitions in different parts of the country, through audio and visual media, sales campaign, press advertisement and through pamphlets, hoardings etc.

**TABLE-3: YEAR-WISE DOMESTIC MARKET PROMOTION OF COIR PRODUCTS IN INDIA (Rs. in lakh)**

Year	2006-07	2007-08	2008-09	2009-2010	2010-11	2011-12*
Values	780.95	1031.15	1119.30	1406.75	1311.30	1043.76
Growth rate	--	132.04	108.55	125.68	93.21	79.60

\* upto January 2012

Source: Annual reports of Coir Board.

#### 7. EXPORT MARKET PROMOTION

Export promotion is one of the important programmes being implemented by the Coir Board for sustainable development of the industry. Table-4 gives the details of exports of Coir and Coir products during 2006-07 to 2011-12. The export size of Coir and Coir products zoomed from 168755 mts in 2006-07 to 187567 mts (111.15 per cent growth rate over previous period) in 2007-08 but the export value, conversely, dawdled to Rs. 592.88 crore (97.97 per cent) from Rs. 605.17 crore. From 2007-08 the exports increased from Rs. 187567 mts with an export value of 592.88 crore to 199925 mts (106.59 per cent) with Rs. 639.97 crore (107.94 per cent) export value. Similarly the export size rose from 199925 mts with an export value of Rs. 639.97 crore in 2008-09 to 294508 mts (147.31 per cent) with Rs. 804.05 crore (125.64 per cent) in 2009-10, from 294508 mts with Rs. 804.05 crore in 2009-10 to 321016 mts (109.00 per cent) with Rs. 807.07 crore (100.38 per cent) in 2010-11 and from 321016 mts with Rs. 807.07 crore 2010-11 to 410854 mts (127.99 per cent) with Rs. 1052.63 crore (130.43 per cent) in 2011-12 and from 410854 mts in 2011-12 has 1052.63 crore to 227175 mts (55.29 per cent) with 586.94 crore (55.76 per cent) in 2012-13 respectively. In association with trade, coir industry is participating in major international fairs/exhibitions on a country/ product specific basis, product promotion programmes, catalogue shows, extending external market development assistance to exporters etc. made the export promotional activities fruitful.

**TABLE-4: EXPORTS OF COIR & COIR PRODUCTS**

Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13*
Quantity (Metric Tonnes)	168755	187567	199925	294508	321016	410854	227175
Growth rate	--	111.15	106.59	147.31	109.00	127.99	55.29
Value (Rs. crore)	605.17	592.88	639.97	804.05	807.07	1052.63	586.94
Growth rate	--	97.97	107.94	125.64	100.38	130.43	55.76

\*up to 30.09.2012

Source: Annual reports of Coir Board.

#### 8. DEVELOPMENT OF PRODUCTION INFRASTRUCTURE

Under this scheme, financial assistance is provided for setting up new coir units and modernization of existing units for the sustainable growth of coir sector. The norms of financial assistance under this scheme have been revised with effect from 2009-2010 and the scheme now envisages provision of 25% of the project cost subject to a maximum of Rs.6 lakh for setting up of defibering unit, Rs.4 lakh for automatic spinning unit and Rs.5 lakh for others, including coir pith unit. Financial assistance limited to Rs.2 lakh is also provided for modernization of existing units. The Scheme is project based. Initial investment is made by the entrepreneur and subsidy is released as reimbursement after coming into operation of the units.

Table-5 provides the details of financial assistance towards the development of production infrastructure during 2006-07 to 2011-12. In 2006-07, 61 units were financially assisted with Rs. 81.73 crore, in 2007-08, 152 were assisted, in 2008-09, 82 were given financial back up, in 2009-10, 26 were assisted with Rs. 20.74 crore, in 2010-11, 22 were supported with Rs. 30.46 crore and in 2011-12 only 5 were gained Rs. 11.43 crore of financial assistance. Because of only concentrating on output and not operating efficiency, inefficiency in utilizing the existing infrastructure, finance shortage in government, instability of political environment etc. became greater hindrances in mobilization of funds from government to coir board.

TABLE-5: DETAILS OF ASSISTANCE TOWARDS DEVELOPMENT OF PRODUCTION INFRASTRUCTURE

Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12*
Number of Units	61	152	82	26	22	5
Growth rate	--	249.18	53.95	31.71	84.62	22.73
Amount(Rs. lakh)	81.73	144.37	66.31	20.74	30.46	11.43
Growth rate	--	176.64	45.93	31.28	146.87	37.52

\* upto 15 February 2012

Source: Annual reports of Coir Board.

**9. SKILL UPGRADATION, QUALITY IMPROVEMENT, MAHILA COIR YOJANA AND WELFARE MEASURES**

**Skill Upgradation:** The Coir Board continued to impart training in processing of coir to artisans and workers engaged in the coir industry through its training centres i.e., National Coir Training and Design Centre (NCT&DC), Kalavoor, Alleppey and Research-Cum-Extension Centre, Tenkasi, Tamil Nadu. The following training programmes were conducted by these Centres during the year:

- (i) Advanced Training Course.
- (ii) Artisans Training Course.
- (iii) Training in Motorised Ratt Spinning.
- (iv) Training in Motorised Traditional Ratt Spinning.
- (v) Training in Pith Composting.
- (vi) Short term training in spinning and dyeing, weaving frame mats, loom, mats and matting.
- (vii) Trainers' Training and Orientation Training Programme.

The Board is also conducting training activities in different field training centres to suit the convenience of the coir workers at far off places who cannot attend the above regular training centres. The Field Training Centres are run with the help of NGOs/Cooperative Societies engaged in coir activities. Through these training activities, training is imparted in spinning motorised ratt and motorised traditional ratt. The stipend being paid to the trainees has been raised from Rs.500 per month to Rs.750 per month and amount of honorarium to trainers has also been enhanced from Rs.3000 per month to Rs.5000 per month. An amount of Rs.250 per head per month will be provided as financial assistance to the training sponsoring agency to meet the operational cost of the training including raw material etc.

TABLE-6: YEAR-WISE NUMBER OF PERSONS TRAINED

Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12*
Number of Persons Trained	8697	8987	9916	9007	7982	14820
Growth rate	--	103.33	110.34	90.83	88.62	185.67

\*up to 15 February 2012

Source: Annual reports of Coir Board.

Table-6 reveals number of persons who were trained during 2006-07 to 2011-12. The number of persons trained rose from 8697 in 2006-07 to 8987 in 2007-08 and from 8987 in 2007-08 to 9916 in 2008-09 by registering growth rates of 103.33 per cent and 110.34 per cent respectively. However, from 2008-09 the number fell from 9916 to 9007 in 2009-10 and from 9007 in 2009-10 to 7982 in 2010-11 by recording negative growth rates of 90.83 per cent and 88.62 per cent but again there has been a gigantic recovery from 7982 in 2010-11 to 14820 in 2011-12 by exhibiting a growth rate of 185.67 per cent respectively.

**Mahila Coir Yojana:** The Mahila Coir Yojana is the first women oriented self-employment Scheme in the coir industry which provides self-employment opportunities to the rural women artisans in regions producing coir fibre. The conversion of coir fibre into yarn on motorised ratt in rural households provides scope for large scale employment, improvement in productivity and quality, better working conditions and higher income to the workers. The Scheme envisages distribution of motorised ratts to women artisans after giving training for spinning coir yarn. One artisan per household is eligible to receive assistance under the Scheme.

The women spinners are trained for two months in spinning coir yarn on motorized ratt at the Board's Training Centres. A trainee, who passes the test conducted at the end of the training, is also eligible for subsidy for purchasing a motorized ratt. The beneficiary under the scheme gets a subsidy of 75 per cent of the cost of the motorized ratt subject to a maximum of Rs.7,500 or Rs.3,200 whichever is less, for motorised traditional ratts.

Table-7 provides the details of assistance under Mahila Coir Yojana during 2006-07 to 2011-12. The number of ratts decreased from 2979 in 2006-07 to 2509 in 2007-08 but rose from 2509 in 2007-08 to 3009 in 2008-09 but again fell from 3009 in 2008-09 to 264 in 2009-10, with some sort of recovery from 264 in 2009-10 to 380 in 2010-11 and again slid from 380 in 2010-11 to 167 in 2011-12 by recording growth rates of -15.78 per cent, 19.93 per cent, -91.23 per cent, 43.94 per cent and -56.05 per cent respectively. The assistance sanctioned initially raised from Rs. 58.12 lakh in 2006-07 to Rs. 85.81 lakh in 2008-09 and again with volatilities destructed the sanctioned assistance.

TABLE-7: DETAILS OF ASSISTANCE UNDER MAHILA COIR YOJANA

Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12*
No. of ratts distributed	2979	2509	3009	264	380	167
Growth rate	--	-15.78	19.93	-91.23	43.94	-56.05
Assistance Sanctioned(Rs. in lakh)	58.12	64.29	85.81	9.62	25.58	5.24
Growth rate	--	10.62	33.47	-88.79	165.90	-79.52

\*up to 15 February, 2012

Source: Annual reports of Coir Board.

**Quality Improvement Programme (QIP):** The Coir Board organizes Quality Improvement Programmes (QIPs) every year to motivate entrepreneurs to take up coir production and to create quality consciousness among the coir workers in various processing activities viz. spinning, dyeing and on improving the quality of yarn and coir products.

**Entrepreneurship Development Programme (EDP):** According to the estimates of the Coir Board, only about 40 per cent of the total production of coconut husk is being utilized in the coir industry. For generating employment avenues in the coir sector, the utilisation of husk has to be increased considerably for which more new units are required to be set up. In order to motivate and identify prospective entrepreneurs for setting up and managing new coir units, the Coir Board organizes EDPs engaging professionally competent and reputed organisations.

**Coir Workers' Group Personal Accident Insurance Scheme:** The Insurance Scheme for coir workers was introduced by the Coir Board w.e.f. 01.12.1998 and is being renewed every year. The Insurance Scheme was renewed with the Oriental Insurance Company, Ernakulam w.e.f. 01.12.2009.

Table- 8 depicts the details of compensation payable under 'COIR WORKER'S GROUP PERSONAL ACCIDENT INSURANCE SCHEME'. If it is an accidental death, the compensation payable is Rs. 50000. Under permanent disability, he/she will be compensated Rs. 50000 each if the person loses of two limbs/two eyes or Loss of one limb and one eye and Under permanent partial disability, he/she will be compensated Rs. 25000 if the person loses of one limb/one eye and depending upon the finger and limited to applicable percentages of capital sum insured of Rs.50,000 as per the Personal Accident Policy conditions if the person loses finger.

**TABLE-8: COMPENSATION PAYABLE UNDER 'COIR WORKER'S GROUP PERSONAL ACCIDENT INSURANCE SCHEME'**

Sl. No.	Incident	Amount Payable
1	Accidental Death	Rs.50,000
2	Permanent Total Disability	
	(a) Loss of two limbs/two eyes	Rs.50,000
	(b) Loss of one limb and one eye	Rs.50,000
3	Permanent Partial Disability	
	(a) Loss of one limb/one eye	Rs.25,000
	(b) Provision for finger cut	Depending upon the finger and limited to applicable percentages of capital sum insured of Rs.50000 as per the Personal Accident Policy conditions.

Source: Annual reports of Coir Board.

**10. HINDUSTAN COIR**

As per the Government's decision to mechanise one third of coir matting sector, the Hindustan Coir, power loom coir matting manufacturing factory under the Coir Board was established in 1968 as a Pilot Project. Presently, 6 looms are installed in this factory. Table-9 provides the details of production of Hindustan Coir Matting during 2006-07 to 2011-12. The productions of 174660 mts, 175369 mts, 182515 mts, 47557 mts, 113000 mts and 122338 mts have the values of Rs. 253.00, Rs.280.59, Rs.306.62, Rs.247.90, Rs.266.17 and Rs.325.00 lakh during 2006-07, 2007-08, 2008-09, 2009-10, 2010-11 and 2011-12 respectively.

**TABLE-9: DETAILS OF PRODUCTION OF HINDUSTAN COIR MATTING (Quantity = Sq. Mtrs.: Value = Rs. in lakh)**

Item	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12*
Quantity	174660	175369	182515	47557	113000	122338
Growth rate	--	100.41	104.07	26.06	237.61	108.26
Value	253.00	280.59	306.62	247.90	266.17	325.00
Growth rate	--	110.91	109.28	80.85	107.37	122.10

\*up to 15 February, 2012

Source: Annual reports of Coir Board.

**11. ALAPPUZHA COIR CLUSTER DEVELOPMENT PROJECT**

The Alappuzha Coir Cluster Development Project was launched in October 2005 at Alleppey for creating planned infrastructure facilities under the project for cluster-based development of coir industry in Kerala. The Central Grant of Rs. 42.60 crore (75 per cent of project cost of Rs. 56.80 crore) has been provided under the Industrial Infrastructure Upgradation Scheme of the Department of Industrial Policy and Promotion (DIPP). The thrust areas under the project are husk collection, fibre extraction, coir yarn production, modern methods of weaving, coir pith processing and common facility service centres. The stakeholders of the project are exporters' associations, small scale manufacturers, coir co-operative societies and NGOs in the coir sector. The project would result in generating additional employment to the tune of 23,000 directly and equal number indirectly.

For implementation of the project, a Special Purpose Vehicle viz. "Alappuzha Coir Cluster Development Society (ACCDs)" has been created. So far a total amount of Rs.28.40 crore has been released to Alappuzha Coir Cluster in two equal installments of grant for the different components of activities approved by DIPP. The total expenditure incurred so far for the projects work out to Rs.21.04 crore which includes the beneficiary contribution received from the stake holders. Under the project, employment opportunity for 9742 workers directly and 19484 workers indirectly have so far been created.

**12. REJUVENATION, MODERNISATION AND TECHNOLOGY UPGRADATION (REMOT)**

A new central sector scheme on "Rejuvenation, Modernisation and Technology Upgradation of the Coir industry" was launched during March, 2008 with a total outlay of Rs. 243 crore consisting of government grant of Rs. 99 crore, beneficiary contribution of Rs. 12 crore and the remaining Rs. 132 crore as a term loan from Banks. The two categories of beneficiaries' viz. Spinner and the Tiny Household Producers which are the most vulnerable lot in the Coir Sector are to be covered under the Scheme.

Table-10 provides the details of Rejuvenation, Modernisation and Technology upgradation Scheme. Under Spinning category, with an investment of Rs. 4 crore, term loan of Rs. 44 crore and Rs. 32 crore Grant 32000 persons were employed by establishing 4000 units. 28800 persons were employed by establishing 3200 units with an investment of Rs. 8 crore, term loan of Rs. 88 crore and Rs. 64 crore Grant under Tiny/Household category. For Survey, Evaluation & Monitoring and MIS Rs. 3 crore granted.

**TABLE-10: DETAILS OF REJUVENATION, MODERNISATION AND TECHNOLOGY UPGRADATION SCHEME (Amount: Rs crore)**

Sl. Category No.	Coverage (units)	No. of Persons to be employed	Investment	Term Loan	Grant	Total
1. Spinning	4000	32000	4	44	32	80
2. Tiny/Household	3200	28800	8	88	64	160
3. Survey, Evaluation & Monitoring, MIS	--	--	--	--	3	3
4. Total	7200	60800	12	132	99	243

Source: Annual reports of Coir Board.

**CONCLUSION**

From the overall view it is concluded that India is a major producer and exporter of coir and coir products in the international market. The India coir industry is one of the major agro based industries in India contributing to the economic development of the Indian economy and creating significant employment opportunities to the rural communities. More specifically India has occupied a significant place in the world's coir market by implementing a number of schemes viz. Science & Technology Programmes, Skill Upgradation and Quality Improvement, Development of Production Infrastructure, Domestic Market Promotion, Export Market Promotion, Rejuvenation, Modernization and Technological Upgradation (REMOT) scheme, and Scheme of Fund for Regeneration of Traditional Industries (SFURTI) for the development and growth of the coir industry.

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