

**CHALLENGES AND PROSPECTS OF COCONUT EXPORTERS IN INDIAN  
PERSPECTIVES- AN INVESTIGATIVE STUDY**

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**Abstract**

India stands first in productivity and production and third in area under coconut. Coconut cultivation in the state is undertaken mainly in small and marginal scattered holdings. There are coconuts and its by products like copra, coconut oil, virgin, partially defatted powder, coconut oil cake, coconut cookies, vinegar, coconut water based juice and allied coconut products like coir, fibre and pith are very familiar agro based industries in Pollachi taluk, Coimbatore district. Especially in among the Pollachi districts countless number of farmers and industrialist are involving with coconut cultivation as well as exporting the coconuts and its allied products in all over the world. Available infrastructure, trained man-power and wide range of climatic conditions available in the country are indicative of best capabilities. At the same time, these resources have to be effectively utilised to harness the best making coconut industry more competitive and dynamic.

**Keywords:** Coconut, farmers, coconut by products, production capabilities and coconut exports, and coconut exporters.

**Preamble of the Study**

India stands first in productivity and production and third in area under coconut. Coconut cultivation in the state is undertaken mainly in small and marginal scattered holdings. This hampers the prospect of processing and value addition in coconut. Further, the mindset of the traditional coconut grower is attuned to processing for copra and coconut oil that their thoughts do not go out of this oil circle. But coconut is not just an oil seed crop to enable the production of value added products will help in protecting the farmers from the annually recurring price fall during the peak production months. There are many coconuts by products like copra, coconut oil, virgin, partially defatted powder, coconut oil cake, coconut cookies, vinegar, coconut water based juice and allied coconut products like coir, fiber and pith are very familiar agro based industries in Coimbatore district. Especially in among the Pollachi districts countless number of farmers and industrialist are involving with coconut cultivation as well as exporting the coconuts and its allied products in all over the world. In India, these are the major coconut producing states Kerala, Tamil Nadu, Karnataka, Pondicherry, Odessa, Andhra Pradesh, Gujarat, West Bengal and the islands of Lakshadweep and Andaman & Nicobar. Most of the World production is in tropical Asia, with Indonesia, the Philippines, and India collectively accounting for over 72% of the world total. Coconut water is consumed throughout the humid tropics, and has been introduced into the retail market as a processed sports drink. Coconut water can be fermented to produce coconut vinegar. Coconut oil is commonly used in cooking. It is a very useful product with many health benefits. It can be used in liquid form as would other vegetable oils, or in solid form as would butter or lard. Coir (the fiber from the husk of the coconut) is used in ropes, mats, doormats, brushes, and sacks, as caulking for boats, and as stuffing fiber for mattresses. It is used in horticulture in potting compost, especially in orchid mix. Copra is the dried meat of the seed and after processing produces coconut oil and coconut meal. Coconut oil, aside from being used in cooking as an ingredient, is used in soaps, cosmetics, hair oil, and massage oil. Coconut oil is also a main ingredient in Ayurvedic oils. The husk and shells can be used for fuel and are a source of charcoal. Activated carbon manufactured from coconut shells is considered extremely effective for the removal of impurities.

**Coconut by Products**

Coconut tree leaves are one of the main parts of any tree and there are many uses of leaves of any plants. Normally coconut leaves are called fronds, they are bright green when they first emerge and then they darken when they get aged. As the coconut tree grows the bottom fronds fall off and