

**COCONUT EXPORTER'S AWARENESS, PERCEPTION AND ATTITUDE
TOWARDS VARIOUS GOVERNMENT COCONUT PROMOTION SCHEMES &
IT'S SERVICES WITH REFERENCE TO POLLACHI TALUK-AN
INVESTIGATIVE STUDY.**

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ABSTRACT:

The present research article is going to investigate about the Coconut Exporter's Awareness, Perception and Attitude towards Various Government Coconut Promotion Schemes & It's Services With Reference To Pollachi Taluk in Coimbatore District based on the primary and secondary data sources. Since India is one of the leading coconut producing and exporting country, its contribution is 31.46 per cent of world production in coconut market, India's contribution to world export is nearly 10 per cent. In coconut trade, India has been maintaining a positive trade balance since 2007-08 onwards. In Indian agriculturist are cultivating coconut in the state of Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and these southern states all together reached 91 per cent of the total coconut and its by product production in the country. India's share of coconut in the world market is less only due to high domestic consumption, poor price competitiveness, lack of value addition process, unbranded coconut products and uncertified coconut products are major constraints to the export growth of coconut sector. At the same time, India has major competitor's countries like Philippines, Indonesia and Sri Lanka. These countries are adopted large scale product diversification of coconut production process and its by product production for meet out the requirement of global consumers. There is a wide scope have India in the field of coconut product exports as well as coconut by product exports in near future. Therefore, the researcher has taken this present study for explore the reality of coconut exporter's awareness, attitude and perception towards Government of India various promotion measures and its schemes for observing the existing position and strengthen the lack of coconut exporting area for earning more foreign exchange to India through coconut and its by product exports.