

EXPORT PERFORMANCE OF COIR PRODUCTS FROM INDIA

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ABSTRACT

India is a largest coir producer in the world accounting for more than 80% of the total world production of coir fibre. This study covers the export performance of coir and coir products that were highly exported to other countries from 2015 to 2022. Analysis is made with the data's available in the Coir Board of India. The growth level of the coir industry and growth percentage of each coir products is analysed and interpreted. The future growth of the coir and coir products is also analysed based on the current and past data's that were available in the website of Coir Board.

(Keywords: Coir products, Export performance, Coir industry, future growth)

INTRODUCTION

Coir, also known as coco's, is a natural golden fibre extracted from the protective husk of coconuts, or mesocarp tissue. This golden fibre found multi various uses in the indigenous hands of the people in habiting in the Malabar coast of India. Since its humble beginning in 1859 when the Irish American named James Darragh started the first coir factory Darragh-small a large-scale production cum commercial factory in Alleppy over the years. Export is the most important source of foreign exchange for developing countries. Coir Board was set up under the Coir Industry Act, 1953 by the Government of India for the overall sustainable development of the coir industry in the Country. Kerala is now one of the largest cottage industries in India, which provides livelihood to millions of people in the densely populated costal belt of Kerala and various other parts of the country.

STATEMENT OF PROBLEM

Export is the most important source of foreign exchange for developing countries. All developing countries, including India, strive to increase their exports as a means for mobilizing resource for their development plans. The demand for coir products is increasing every year due to growing environmental consciousness and recognition for natural fibres worldwide. The export performance and problems in export of coir and coir products in Pollachi Taluk is covered. In this environment, it is imperative to find out the export performance of coir products. Keeping this in mind, the researcher focuses on the export performance of coir products.

OBJECTIVES OF THE STUDY

- To analyse the export performance of top 10 Coir products from India.
- To study the country-wise export performance of top 10 coir products from India.

RESEARCH METHODOLOGY

The methodology adopted in the present study includes the selection of the study area, research design, and the collection of data, tools applied and framework of analysis.

Research Design - Research design is the basic plan which guides to collect relevant information accurately and economically for objectives set up for the research.

Source of Data - The data was collected from the basis of secondary sources. The secondary data has been collected from various sources such as various reports of the coir board, coir statistics, Ministry of commerce, Export Import Bank, and coir export review etc.