



# A STUDY ON PROBLEM FACED BY THE COIR FIBER UNITS IN POLLACHI TALUK, COIMBATORE DISTRICT, TAMIL NADU

**Dr.R. Govindasamy<sup>1</sup>, Srinidhi.G<sup>2</sup>, Kaleeswari. G<sup>3</sup>**

<sup>1</sup>Assistant Professor, Department of Economics, Bharathiar University - 46

<sup>2</sup>Ph.d. Research Scholar, Department of Economics, Bharathiar University- 46

<sup>3</sup>Ph.d. Research Scholar, Department of Economics, Bharathiar University- 46

## ABSTRACT-----

The coir industry in India is a vital agro-based sector and its contributes to economic growth and job creation. The Coir Board, established by the Coir Industry Act of 1953, aims to advance the industry's growth, export of coir and its products, and improve living conditions for its employees. With over two-thirds of India's population living in rural areas, rural industrialization promotes economic growth for the nation. Coir is a versatile natural fiber extracted from husk of the coconut fruit. There are two types: brown coir fibre, derived from mature coconut husks, and white coir fibre, extracted from young green coconuts. Both types of products, are eco-friendly. However, the coir sector faces challenges such as material shortages, poor quality, high costs, low productivity, financial difficulties, production issues due to lack of modern technology, marketing issues, and inadequate infrastructure facilities.

**KEY WORDS:** Coconut Husk, Coir Industry, Production, Marketing Problem -----

## INTRODUCTION

Rural and traditional industries play a crucial role in promoting sustainable economic development. It is widely acknowledged that India is a country of villages, with two-thirds of its population residing in rural areas. Rural industrialization has the potential to be extremely important to the nation since it creates both forward and backward linkages in the rural economy. In India, the coir industry is a significant agro-based sector. The coir industry is essential to both economic growths as usual creation of jobs. The coir industry is one of the few rural or traditional industries that transforms coconut husk, a waste product, into valuable goods. The Coir Board is a Statutory Body established by the Coir Industry Act of 1953 with the goal of advancing the coir industry's overall growth, exporting coir and its coir products, and also improving the living conditions of those employed in this age-old Indian business. It is the world's largest producer of coir, contributing to over 80 per cent of global coir fibre production. Global coir fibre production is approximately 350,000 metric tonnes, with top producers like India and Sri Lanka accounting nearby 90 per cent of this total. The basic raw material for the coir industry is the coconut husk, which consists of 70 grams of pith and 30 grams of fibre. Approximately 10,000 husks yield one tonne of fibre and an equal amount of pith. In India, about 700,000 tonnes of coir waste are generated from 4.8 million tonnes of husks, sourced from 6 billion coconuts. In India, 13 billion coconuts are produced annually, with only 50 per cent of the husk used by the coir industry, while the remaining 50 per cent is utilized as fuel in rural areas.

Coir is a versatile natural fibre extracted from mesocarp tissue, or husk of the coconut fruit Generally fibre is of golden colour when cleaned after removing from coconut husk; and hence the name "The Golden Fibre", there are two types brown fibre and white fibre.

**Brown Coir Fibre** Brown coir fibre, derived from mature coconut husks, is a durable and sustainable natural material used in various industries due to its high tensile strength and resistance to moisture. It is commonly used in ropes, mats, and brushes.

**White Coir Fibre** White coir fibre, extracted from young green coconuts, is lighter and softer, used in finer textiles, mattresses, and cushioning materials. It is also used in the horticultural industry as a growing medium for plants. Both types of fibres are eco-friendly.

The coir industry in India faces challenges like material shortages, poor quality, high costs, low productivity, financial difficulties, production issues due to lack of modern technology, marketing issues, and inadequate infrastructure facilities, despite its potential to contribute to employment and the economy.

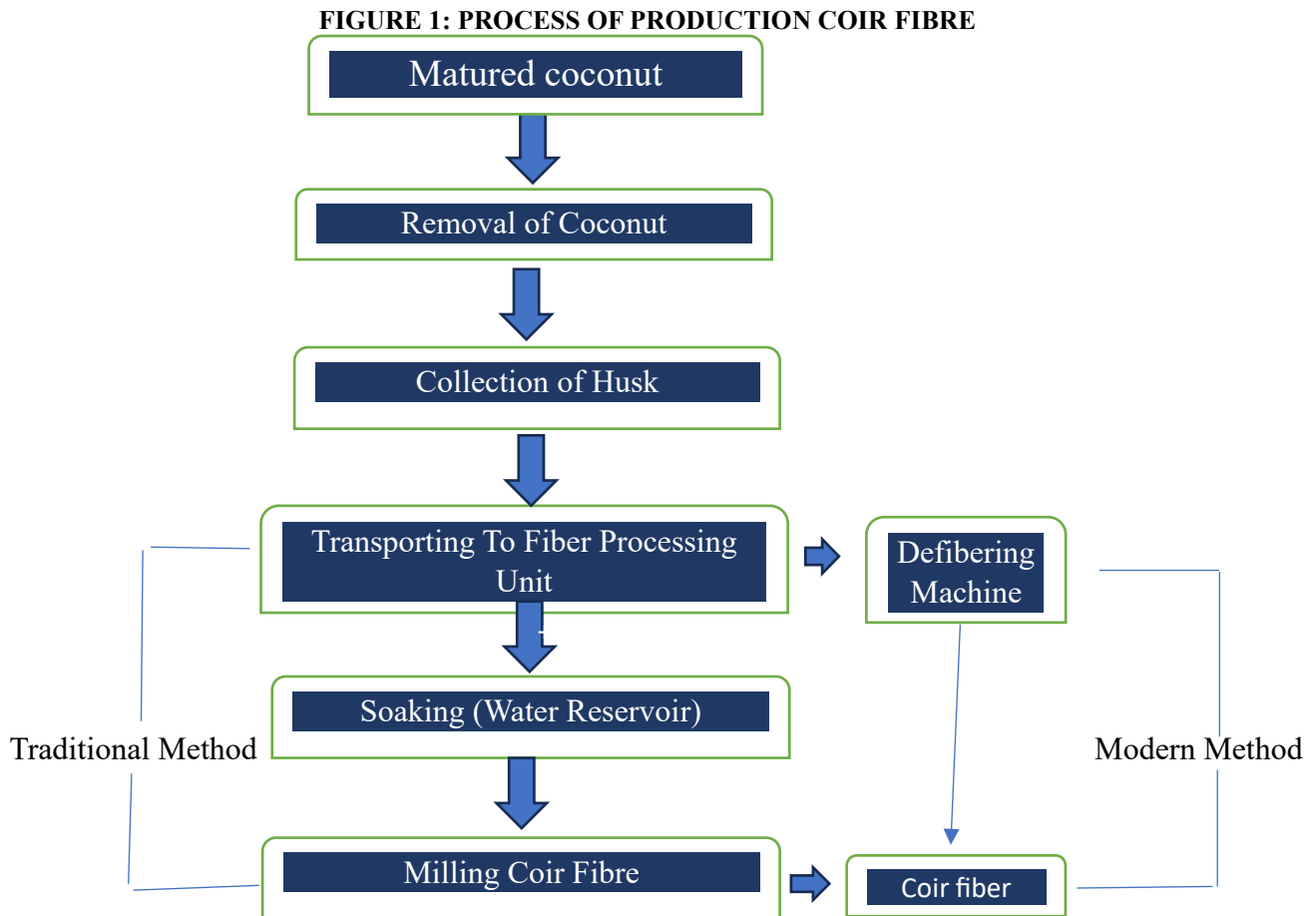


Figure 1 The production of process of coir starts from the extraction of coir fibre involving a lengthy process of either retting or unrotting of coconut husk. Thus, the process of the extraction of the fibre is done through two methods viz the traditional methods and the modern method. The traditional method is generally followed in coastal areas where brackish water facility is available. This method is gradually on the wane as the production of coir fibre and coir products spreads to non-traditional areas. The advent of the modern method of extraction reduces the period of retting and speeds up the products of fibre.

### OBJECTIVE OF STUDY

- To analyse the marketing problems faced by coir fiber industry with study area of Pollachi taluk, Coimbatore Districts.
- To study about the problem faced by coir fiber industry within the study area.

### REVIEW OF LITERATURE

**Sowmya et al. (2023):** The study highlights the importance of agriculture in India, particularly the coconut sector, which plays a key role in the livelihoods of farmers in states like Kerala, Karnataka, Tamil Nadu, and Andhra Pradesh. The coconut industry is vital for socio-cultural needs and the national economy, providing rural employment and income. However, the growing coconut production has led to challenges in finding markets for surplus. India is a leading producer and exporter of coir and coir products, with the study focusing on export performance from 2017-18 to 2021-2022. The coir industry, which is traditional, labour-intensive, and eco-friendly, faces environmental production challenges but continues to see strong demand in both domestic and international markets, boosting exports.

**Dash (2021):** The study examines the challenges faced by the coir industry in Tiruchirappalli, India, including issues with raw materials, machinery, and finance. It also explores the industry's prospects, including employment opportunities, entrepreneurship development, income generation, regional industry dispersal, technological advancement, export promotion, improved industrial relations, and government support. The study suggests future opportunities include improving the standard of living, creating demand in domestic and international markets, developing entrepreneurship, and promoting the country's economy.



**METHODOLOGY**

A preliminary survey was conducted using a questionnaire and interview schedule, involving 30 respondents (Coir Fiber Industrialists) in Pollachi Taluk, Coimbatore district. Data were collected in November 2024 using the simple Random Sampling Technique. The Garrett Ranking Method was used in the study.

**RESULT AND DISCUSSION**

The result discusses about the problem faced by the coir fiber industrialist by Pollachi taluk, Coimbatore districts.

**Table 1: Factor Affecting Raw Materials in Coir Fiber Industry**

Factors		I	II	III	IV	V	Total	Mean	Rank
		75	61	50	40	25			
Transport facilities	F	1	2	9	6	12	30	237.4	V
	FX	75	122	450	240	300	1187		
Charges transport	F	8	16	1	4	1	30	362.2	II
	FX	600	976	50	160	25	1811		
Price fluctuation	F	18	8	3	1	0	30	405.6	I
	FX	1350	488	150	40	0	2028		
counting	F	2	2	5	17	4	30	260.4	III
	FX	150	122	250	680	100	1302		
Intermediate charges	F	3	1	10	5	11	30	252.2	IV
	FX	225	61	500	200	275	1261		

*Source:* Primary Survey

Table 1 Indicate the factor affecting raw material ranking based on their impact across five dimensions. Price fluctuations ranked as first with a cumulative score of 2028. Notably, transport charges for Second and Counting have been ranked in Third, with cumulative scores of 1811 and 1302. Intermediate charges Fourth rank moderately with a cumulative score of 1261. Transport facilities, ranked fifth highest, indicate about infrastructure availability, with a cumulative score of 1187. The rankings suggest that while transport and intermediate charges play essential roles, their impact varies. Price fluctuations, though low in ranking, still contribute to operational challenges. The rankings offer insights into prioritizing interventions; improving transport facilities and addressing transport and intermediate charges could yield significant benefits. It's crucial to consider these rankings in policy formulation and resource allocation to enhance transport efficiency and reduce operational costs effectively, thus fostering smoother logistics operations and economic growth.



**Table 2: Factor Affecting Production of Coir Fiber Industry**

Factors		I	II	III	IV	V	VI	VII	VIII	IX	X	Total	Mean	Rank
		82	70	63	58	52	48	42	37	29	18			
Shortage Of Labour	F	1	5	2	1	1	1	3	1	6	9	30	121.5	VII
	FX	82	350	126	58	52	48	126	37	174	162	1215		
High Manual Cost	F	1	1	1	1	1	0	5	8	10	2	30	115.7	VIII
	FX	82	70	63	58	52	0	210	296	290	36	1157		
Shortage of Raw Material	F	1	6	6	5	1	4	1	1	1	4	30	159.4	V
	FX	82	420	378	290	52	192	42	37	29	72	1594		
Problem of Making Dry	F	1	3	5	4	5	8	0	1	2	1	30	159.6	IV
	FX	82	210	315	232	260	384	0	37	58	18	1596		
Shutdown of Machine	F	1	4	3	6	3	3	7	1	1	1	30	157.7	VI
	FX	82	280	189	348	156	144	294	37	29	18	1577		
Lack of Mechanization	F	3	6	6	5	4	2	3	1	0	0	30	180.1	III
	FX	246	420	378	290	208	96	126	37	0	0	1801		
Storage Capacity	F	8	3	4	8	2	1	1	0	1	2	30	184.1	II
	FX	656	210	252	464	104	48	42	0	29	36	1841		
High Electricity Charges	F	10	6	2	3	2	2	1	1	2	1	30	189.5	I
	FX	820	420	126	174	104	96	42	37	58	18	1895		
Migration of Labour	F	1	1	2	0	4	7	5	7	2	1	30	136.7	IX
	FX	82	70	126	0	208	336	210	259	58	18	1367		
Water Supply	F	0	0	1	1	2	2	7	8	7	2	30	115	X
	FX	0	0	63	58	104	96	294	296	203	36	1150		

Source: Primary Survey



Table 2 illustrate provides a comprehensive overview of various factors impacting the operations across ten dimensions, Topping the ranks is “high electricity charges.” First is the most highly ranked problem. Following closely, "lack of storage capacity" secured the second position; they were an improper warehouse facility. "Lack of mechanization" Third and "Problem of Making Dry " Fourth also emerge as significant factors, emphasizing the importance of technological advancement. "Price fluctuations" secured Fifth rank, yet effective management remains crucial for stable planning. The table further highlights "Shutdown of machine" sixth, "Shortage of labour" seventh, "High manual cost" eighth, "Migration of labour" ninth, and "supply of water “tenth, each representing distinct challenges within the sector.

**Table 3: Affecting Marketing coir Fiber Industry**

Factors		I	II	III	IV	Total	Mean	Rank
		72	56	43	25			
Market Transport cost	F	1	2	10	17	30	259.75	IV
	FX	72	112	430	425	1039		
Intermediate Cost	F	12	14	2	2	30	446	II
	FX	864	784	86	50	1784		
Price Influence	F	16	10	2	2	30	462	I
	FX	1152	560	86	50	1848		
Lack of Market Information	F	1	2	17	10	30	291.25	III
	FX	72	112	731	250	1165		

Source: Primary Survey

Table 3 shows four factors influencing marketing, ranked across four dimensions (I to IV). Topping the ranks is "Price Influence," securing the first position with a score of 1848, highlighting its significant impact on marketing strategies. Following closely is "Intermediate cost," ranking second with a score of 1784, emphasizing the importance of managing intermediate expenses. “Lack of Market Information" claims the third position with a score of 1165. Lastly, "Market Transport cost" ranks fourth at 1039, suggesting its moderate influence on marketing approaches. These rankings provide insights into prioritizing marketing efforts, emphasizing the need to address pricing dynamics, manage costs effectively, and navigate market competition for enhanced marketing performance and industry development.

**Table 4 : Factor Affecting from side of Consumer**

Factors		I	II	III	IV	Total	Mean	Rank
		72	56	43	25			
Quality Rejection	F	11	3	7	9	30	371.5	III
	FX	792	168	301	225	1486		
Lending the Product	F	5	12	11	2	30	388.75	I
	FX	360	672	473	50	1555		
Outstanding in Payment	F	4	14	10	2	30	388	II
	FX	288	784	430	50	1552		
Changes Preference	F	7	4	4	15	30	318.75	IV
	FX	504	224	172	375	1275		

Source: Primary Survey

Table 4 Explain factors influencing consumer behaviour across four dimensions (I to IV). Topping the ranks is "Lending the Product," securing the first position with a score of 1555, indicating its significant impact. Next is "Outstanding in Payment," ranking second with a score of 1552, emphasizing the importance of payment terms in consumer transactions. "Quality rejection" claims the third position at 1486, highlighting its moderate impact on consumer preferences. Lastly, "Changes Preference" ranks fourth with a score of 1275, indicating its relatively lower influence. These rankings provide insights into understanding consumer behaviour, emphasizing the significance of product lending, payment terms, and quality in shaping consumer choices and purchase decisions.



## CONCLUSION

In agriculture, the coir industry is an allied sector. In India, eight percent of coir and its products are exported to foreign countries, while the remaining 92 percent is consumed domestically purpose such as Coir fibre, Coir Yarn, different Mats, Matting rugs, , Coir Geo-Textiles, Coir pith, Curled Coir, Coir ply articles, Coir Braid, Coir Rope, Coir Tea Leaf Bags, Coir Brushes etc. The coir industry in Pollachi Taluk faces multifaceted challenges despite its growth potential. Operational hurdles, such as high electricity charges and limited mechanization, impede production, while marketing is hindered by price fluctuations and inadequate market information. Additionally, consumer-side issues, such as outstanding payments, further strain the industry.

## SUGGESTION

- **Government Price Regulation:** Introduce price stabilization measures and subsidies to ensure raw material cost stability.
- **Technological and Infrastructure Advancement:** Promote the adoption of modern machinery and innovative technologies to reduce labor dependence, streamline production, and enhance cost and energy efficiency, while simultaneously improving storage facilities, transportation networks, and power supply to ensure seamless production and distribution.
- **Entrepreneurial Support:** Extend government assistance to existing entrepreneurs while fostering the establishment of new enterprises to manufacture value-added coir products using locally available fiber.
- **Innovative Product Development:** Collaborate with the Coir Board to create and market innovative coir-based products, attracting a broader consumer base.
- **Eco-Friendly Initiatives:** Promote sustainable coir alternatives as substitutes for plastic products, with state governments providing marketing support.

## REFERENCE

1. Karuppasamy "Manufacturing and marketing of coir in tirunelveli district-an economic study" thesis submitted to manonmaniam sundaranar university -june 2018, department of economics
2. Dash, m., & mishra, b. B. Coir industry in india: an overview on performance, problems & prospects.
3. Karuppiah, praveenkumar & gomathinayagam, vinayagamoorthi. (2017). A study on export performance of coir industry in india.
4. Kavitha, m. (2015). Production process of coir and coir products. *Impact: ijrhm*, 3(3), 39-47.
5. Mari selvam, dr. (2018). An evaluation of coir board schemes in pollachi. Vi. 47-51.
6. Mohanasundaram, d. P. (2015). Production problems faced by coir units: a study in thanjavur district of tamil nadu. *International journal of arts, humanities and management studies*, 1(5), 11-19.
7. Muneeswaran, k., & kesavan, n. Growth and development of coir industry in india.
8. Poornimadevi, s. (2017). A study on the problems and prospects of coir industry in pollachi, coimbatore district. *International journal of advance trends in engineering and technology*.
9. Poovarasan. K "a study on the performance of the coir industry in pudukkottai district" *think india journal - issn:0971-1260 vol-22 issue -10 november -2019*
10. Praveenkumar, k., & vinayagamoorthi, d. G. (2017). A study on export performance of coir industry in india. *Shanlax international journal of commerce*, 5(4), 59.
11. Sarkar, s. (2012). Problems of coir industry in west bengal: an analysis. *Business studies*, 125.
12. Senthilkumar, r. (2015). Problems and prospects of coir industry. *Asia pacific journal of research*, 1.
13. Senthilkumar, r. (2015). Problems and prospects of coir industry. *Asia pacific journal of research*, 1. Selaiyur, c., & nadu, t. A study on the performance of the coir industry in pudukkottai district.
14. Sivaprasad, b. (2019). A study on the performance and evaluation of coir industry in pudukkottai district. *Think india journal*, 22(4), 9577-9585.
15. Sivasundaram, s.sowmya & ambikapathy, arun. (2023). An analysis on export performance of coir industry in india. 10.