

# A STUDY ON CHALLENGES FACED BY COIR PRODUCTS MANUFACTURER IN DINDIGUL DISTRICT

**Dr. V. Saranya** Assistant Professor, Department of Commerce with International Business, Dr. N.G.P Arts & Science College, Coimbatore, [saranya.v@drngpasc.ac.in](mailto:saranya.v@drngpasc.ac.in), 9842163099

**Mr. K. SELVAKUMAR M.** Com (IB), Department of International Business, Dr. N.G.P Arts and Science College, Coimbatore, [222ib039@drngpasc.ac.in](mailto:222ib039@drngpasc.ac.in), 9842926112

## ABSTRACT

*Coir products are items made from the fibrous material found between the hard, internal shell and the outer coat of a coconut. Coir, also known as coconut fiber, is a natural, renewable resource that has numerous applications due to its strength, durability, and eco-friendly properties. The objective of the study is to analyse the challenges faced by coir products manufacturer in Dindigul District. The sample of the study is 120. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis and correlation statistical tools have been applied to reach the findings of the study. It is found that there is no significant relationship between the age of the respondent and level of awareness with latest govt. initiatives. It is suggested that the coir product manufacturers must prioritize skill upgradation and participation in schemes like Mahila Coir Yojana under Coir Vikas Yojana to improve product quality and market competitiveness. It is concluded that addressing these challenges requires a concerted effort from both the manufacturers and relevant stakeholders. The findings underscore the imperative for manufacturers to adapt to changing market dynamics, invest in technology and skill upgradation, and leverage government initiatives and support mechanisms. Moreover, it is evident that a proactive approach towards sustainability, both in terms of environmental impact and socio-economic development, is essential for the long-term viability of the coir industry.*

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## INTRODUCTION

### COIR INDUSTRY IN INDIA

Coir is a coarse fiber separated from husk, the stringy external shell of coconut. Ropes and cordage, made out of coconut fiber have been being used from antiquated occasions. Coir Industry is an agro based rural industry providing employment to over 7 lakhs workers in the major coconut producing states of the country. This is an export oriented industry which earned more than Rs.2192 Crores (upto Jan, 2019) of foreign exchange for the country during 2018-19. Processing activities centred on it provide employment opportunities to people in rural areas of coconut producing states of the country viz. Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Odisha etc.

Coir and coir products are now exported to 110 countries all over the world. It is interesting to note that the export of coir and coir products from the country touched an all-time high record of 756153 MT valued at Rs. 2192.45 crores during the year 2018-19.

## OBJECTIVES

### Primary Objective

- To study about the awareness on Latest Govt. initiatives
- To study on challenges faced by coir products manufacturer in Dindigul District

## 1.5 RESEARCH METHODOLOGY

Research is a systematic approach towards purposeful investigation. This needs formulating hypothesis, collecting data on relevant variables, analyzing and interpreting the results and reaching conclusion either in the form of a solution or certain generalization.

Research methodology is a systematic and structured approach that guides the entire process of conducting research. Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

### Research methodology:

- **Research design:** Descriptive Research and Analytical Research designs
- **Area of the study:** Dindigul District.
- **Sampling technique:** Cluster and snow-ball sampling.
- **Data collection:** Primary and secondary data
- **Sample size:** 75
- **Tools used for analysis:** Simple Percentage analysis, Ranking, and Chi-square.

## REVIEW OF LITERATURE

**Paul, (2020)<sup>2</sup>** Coir sector is the oldest of other industries in the India and to show this journey of 200 years of coir sector, the government has decided to set up a museum which is focused to showcase the history of coir, development and future of coir and for this 4 crores have been allotted to the museum community. This will be the first museum which will show the heritage of coir and machinery equipment etc. Due to Covid 19 lockdown the coir sector in the Kerala suffered loss of around Rs. 240 crores however gradually it is coming back on track when exports are concerned the units of coir industry have restarted the production of goods with 50% workers initially and sending exports to US and European Countries thus coir industry is gradually coming back on the track. Kerala alone holds more than 80% of exports of coir products, to support the coir industry 1300 Rs. Crore package is given to allot funds to the sector and around 100 coir mills capacity have been increased to meet the further demand of the exports and 1000 additional automatic spinning machines added to make the spinning process fast.

**Reetu Murlidhar Tanwani (2020)<sup>3</sup>**. The study focus is to evaluate the contribution of coir industry in terms of exports, employment, what incentives are offered by the coir board and MSME (Micro, Small and Medium Enterprises) ministry to the coir industry and find out the challenges faced by the coir industry. The author has focused on the exports contribution of the coir fibre and coir products, different schemes and programmes for the development of the coir Industry. The research paper has also highlighted the advantages and challenges of the coir industry in India. The study focuses on the growth and development of the coir industry in the Coimbatore and highlights the major problems faced by the coir industries. The development is depend on the coir board, MSME Ministry. The research suggests to bring the more efforts on the research on the production of value added products of the coir. The coir industry is facing tough competition against the other natural fibres and synthetic fibres so use of coir is replaced with the other cheap fibres. Another countries which produce coir like Sri Lanka Vietnam are also giving the competition to India.

**Akila Maha Lekshmi (2022)<sup>4</sup>** .The current exploration study attempts to uncover the issues of coir industry workers. There are number of issues looked by coir industry laborers both monetary and social issues. These are low wages low wages, unpredictable business, no work during stormy season, more working hours, no work satisfaction, bad working condition, no professional stability, no clinical office and no retirement benefits. So the answer for the above issues of the Coir laborers is fundamental. The sample size is fixed by the researcher is 100 as simple random sampling method. It reveals that Low wage/ income with the highest mean square of 60.80 has been ranked first as the most felt basic problem of the sample workers. The problems of no job security & No retirement benefits have been ranked second and third respectively. The respondents are satisfied about the working hours and No medical allowance as the mean score are the least for these variables.

**Muneeswaran Kalimuthan (2022)<sup>5</sup>**. Kerala is popularly known as the God's own country alone accounts for 61% of total coconut production and 85% of total coir products. Coir has come a long way from its small beginnings in the State of Kerala, centuries back. Coir product making is an important cottage industry, contributing significantly to the economy of the major coconut growing states such as Kerala, Tamil Nadu and Andhra Pradesh. China is the major importer for India accounting the market share of nearly 37.34 per cent of India's export. This article analyses the performance of Coir Industries in terms of Coir Fibre Production in India during ten years and current financial year. Growth in production of coir products during 2010-2011 to 2019-2020, Exports of Coir during Last ten Years and current financial year. The compound growth in volume is negative for the export of coir pith and handloom mats, rubberized and coir yarn etc; USA continues to be the largest importer of the Indian coir and coir products followed china, Netherland, South Korea and England. SPSS is the tool used to analyze the data.

**Chikkannaswamy G B and T. Rajendra Prasad(2023)<sup>6</sup>**. Coir is the by-product of Coconut's outer shell, which is used for manufacturing umpteen number of products such as Coir fibre, Coir Yarn, different Mats, Matting rugs, Non-woven products, Non-Woven mats, Coir Geo-Textiles, Coir pith, Garden Articles, Curled Coir, Needled felt, Hand Knotted Netting, Coir ply articles, Coir Braid, Coir Rope, Coir Tea Leaf Bags, Coir Brushes, Lunch Bags, Office Bags, Chapels, Pouches and many more. Coir is an excellent money winner and Foreign Exchange earner for the nation. Under the established Coir Board, the Central Government of India monitors Coir industries in the country. MSMEs also formulated promotional and subsidy schemes to promote Coir industries. Also found the export performance of other coir products reducing pattern. Finally, the author concludes that the Handloom Mats, Power loom Mats, Rubberized Coir and Tufted Mats, Export increased.

**Table No.: 1 (Simple Percentage Analysis)**

Table showing the age of the respondents			
1.	18-25	8	10.7
2.	26-35	19	25.3
3.	36-45	37	49.3
4.	Above 45	11	14.7
Table showing the location of the unit			
1.	Urban	37	49.3

2.	Suburban	22	29.3
3.	Rural	16	21.3
<b>Table showing the registration of unit with coir board</b>			
1.	Yes	61	81.3
2.	No	14	18.7
<b>Table showing the type of fibre products produced</b>			
1.	White fibre products	44	58.7
2.	Brown fibre products	16	21.3
3.	Both a & b	15	20.0
<b>Table showing the type of building in ownership</b>			
1.	Owned	47	62.7
2.	Rented	10	13.3
3.	Leased	18	24.0

**INTERPRETATION:**

From the above table, the majority of the respondents 49.3% have the age of the respondents 36-45 years, 49.3% of the respondents are from Urban location, 81.3% of the respondents said that registered unit with coir board, 58.7% of the respondents said that white fibre products and 62.7% of the respondents said that owned.

**Table No.2 (chi-square analysis)****Null hypothesis (Ho):**

There is no significance difference between the age of the respondent and level of awareness with latest govt. initiatives.

**Alternative hypothesis (H1):**

There is some significance difference between the age of the respondent and level of awareness with latest govt. initiatives.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE OF THE RESPONDENT * STATEMENT	75	100.0%	0	.0%	75	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.942 <sup>a</sup>	36	.146
Likelihood Ratio	50.509	36	.055
Linear-by-Linear Association	6.374	1	.012
N of Valid Cases	75		

a. 50 cells (96.2%) have expected count less than 5. The minimum expected count is .15.

**INTERPRETATION**

As per the above table, it is inferred that the P value is 0.146; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.15. Thus null hypothesis is accepted and it is found that there is no significant relationship between the age of the respondent and level of awareness with latest govt. initiatives.

**Table No. 3 (Ranking analysis)**

	N	Minimum	Maximum	Mean	RANK
MARKET DEMAND	75	1.00	5.00	2.1867	III
COMPETITION	75	1.00	5.00	2.2133	II
RAW MATERIAL AVAILABILITY	75	1.00	5.00	2.1067	IV
TECHNOLOGY ADOPTION	75	1.00	5.00	1.8533	V
ENVIRONMENTAL REGULATIONS	75	1.00	5.00	2.4000	I
Valid N (listwise)	75				

The above table shows that the mean score analysis on primary challenges faced by the coir industry. It shows that, environmental regulations ranked as I (with Mean =2.4000) and followed by, Competition ranked as II, Market demand ranked as III, Raw material availability ranked as IV and Technology adoption ranked as V.

#### **Findings of simple percentage analysis:**

From the above table, the majority of the respondents 63.0% have years of service from 1-3 years, 72.0% of the respondents are male respondents, 42.0% of the respondents are from the age group of 18-24, 41.0% of the respondents are from the urban region and 52.0 % can complete 11 -20 delivers in a day.

#### **Findings of chi-square analysis:**

there is no significant relationship between the age of the respondent and level of awareness with latest govt. initiatives.

#### **Findings of ranking analysis:**

the mean score analysis on primary challenges faced by the coir industry. It shows that, environmental regulations ranked as I (with Mean =2.4000) and followed by, Competition ranked as II, Market demand ranked as III, Raw material availability ranked as IV and Technology adoption ranked as V.

#### **SUGGESTIONS:**

- The coir product manufacturers need to actively engage with and stay updated on the latest government initiatives to enhance their awareness levels.

- The coir product manufacturers must prioritize skill upgradation and participation in schemes like Mahila Coir Yojana under Coir Vikas Yojana to improve product quality and market competitiveness.
- It's essential for coir product manufacturers to explore and leverage subsidies provided for machinery advancements to enhance productivity and efficiency in coir product manufacturing.
- The coir product manufacturers should explore strategies to meet the growing demand for coir products in both domestic and foreign markets.
- To cater to consumers with varying income levels, the coir product manufacturers need to diversify their product range and pricing strategies.

## CONCLUSION:

In conclusion, this study on last-mile delivery challenges faced by e-commerce delivery hubs sheds light on the critical factors influencing the efficiency and effectiveness of delivery services in the e-commerce industry. Through extensive analysis and evaluation of various aspects such as delivery schedule optimization, customer communication, and personnel training, it is concluded that addressing these challenges is paramount to enhancing customer satisfaction and optimizing delivery operations. It is evident that delivery plays a major role in influencing customer satisfaction, and therefore, companies must prioritize investments in infrastructure, technology, and personnel training to overcome challenges such as traffic congestion, address inaccuracies, and communication breakdowns. Additionally, recognizing the significance of e-commerce and benchmarking against industry leaders like E-commerce can provide valuable insights for improving delivery performance and meeting customer expectations. Overall, it is imperative for e-commerce delivery hubs to continually seek updates, implement best practices, and adapt to evolving consumer preferences to remain competitive and successful in the dynamic landscape of last-mile delivery.

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