

**CURRENT STATUS OF COIR INDUSTRY IN
KERALA:A STUDYWITH SPECIAL REFERENCE
TO ALAPPUZHA DISTRICT**

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In partial fulfillment of the requirement of the degree of

MASTERS OF ARTS IN ECONOMICS

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MARCH-2023

CERTIFICATE

This is to certify that the dissertation titled “*CURRENT STATUS OF COIR INDUSTRY IN KERALA : WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT*” submitted to partial fulfillment of the requirement of MA DEGREE IN ECONOMICS to **ST.TERESAS COLLEGE (AUTONOMOUS)** affiliated to MAHATMA GANDHI UNIVERSITY, KOTTAYAM, is a true record completely done by the student under my supervision and guidance

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DECLARATION

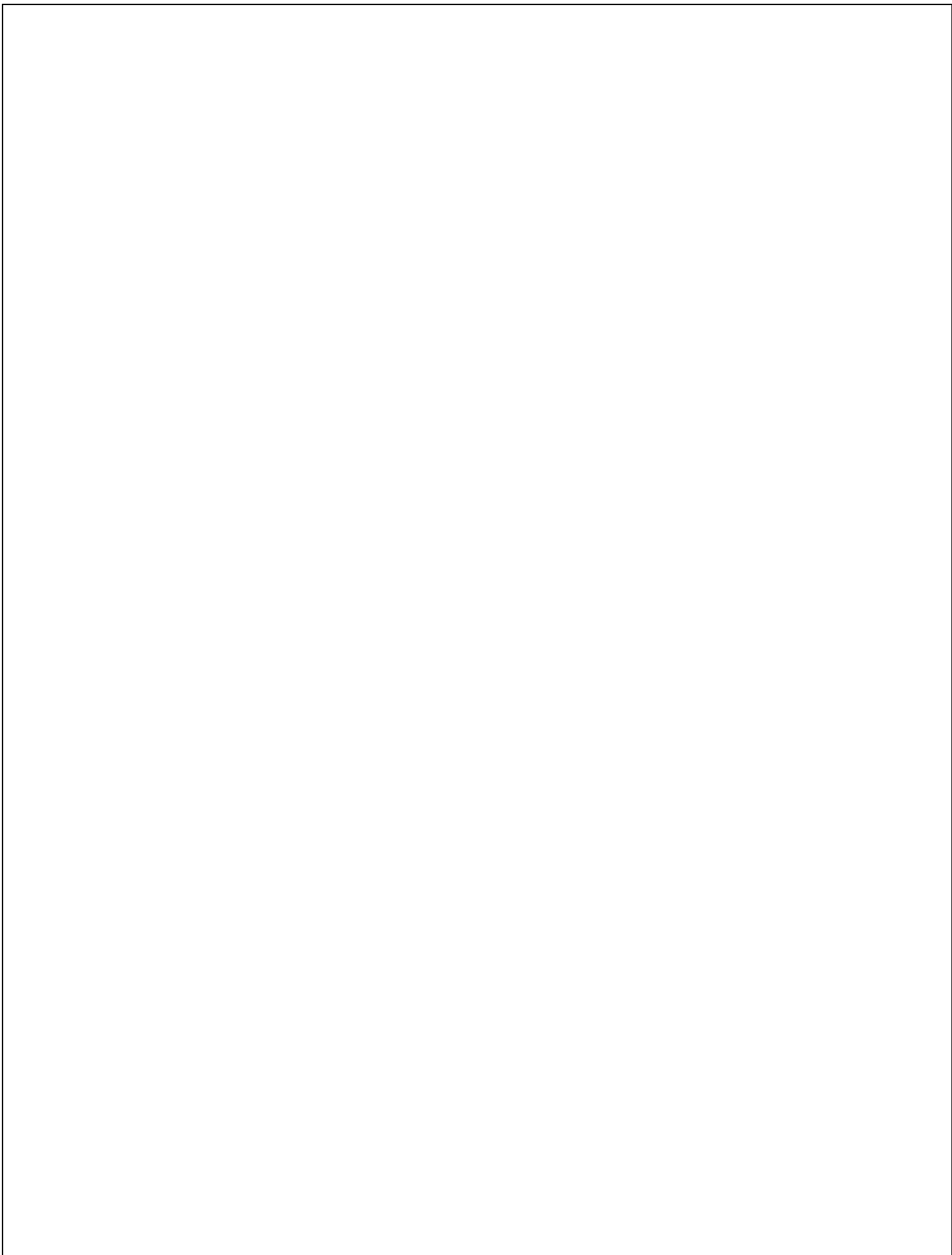
I hereby declare that the dissertation titled “**CURRENT STATUS OF COIR INDUSTRY IN KERALA WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT**” Submitted by me for the MA Degree in economics is my ordinal work. This work has not previously formed the basis for the award of other Academic qualification.

Signature of the supervisor

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ARCHANA J



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CHAPTER -1
INTRODUCTION

1.1 Introduction

The word coir derived from the word kayar' a Malayalam word means cord. Coir industry is the largest cottage industry in the state of Kerala. Alleppey (Alappuzha) is the nerve centre of Kerala famous coir industry. It is the second most source of livelihood in the state.

Over a century ago, a factory-based coir manufacturing sector was established in India, producing coir mats, matting, and other floor covering. The late Mr. James Darragh founded the first factory in Alleppey in 1859.

As Kerala have abundance of coconut tree Kerala become an ideal place for coir industry. Kerala is the home of Indian coir industry.

The country's coir industry was born in the ancient city of Alappuzha in the Indian state of Kerala. Kerala's coastal region has been producing coir yarns since the beginning of time. The first coir factory was established in Alappuzha, Kerala, in 1859 by James Darragh, an Irish-born American. Since then, coir production in India has developed from an unorganized cottage industry to a skilled and advanced industrial operation. As a result, Alappuzha's coir sector rose to prominence on a global scale, attracting additional businesses and labourers.

The sector provide great opportunity for employment both men and women are actively involved in the production of coir But the women are more engaged in this sector. Kerala also has a very fine natural resources harbor located at Cochin (kochi).

The industry is a significant traditional one in Kerala. Backwaters for natural retting, an abundance of coconuts, and the availability of inexpensive, skilled labour are just a few of the favorable ecological circumstances that contribute to the distinctive textures and attributes of durability and flexibility that are appropriate to make a variety of coir goods.

The neighboring States of Tamil Nadu and Karnataka, where coconut is a plantation crop and green husk is readily available at harvesting locations itself, practice mechanical fiber extraction heavily. Thus, equipment was available and inexpensively used to separate the fiber

from the green raw husk. Kerala's coir sector is in a pickle because of the ancient production practices used there. The traditional coir industry requires a lot of manpower.

The history of Coir and its association with the state of Kerala dates back to the 19th Century. Sandwiched between the Western Ghats on the east and the Arabian Sea on the west, Kerala is one of the most beautiful States in India. The international market for coir has attained the logo Kerala Coir- the Golden Yarn of the Gods own Country.

Today coir and coir products of Kerala are said to be the finest in the world. Following the world wide shift towards eco-friendly products there is an increase demand for the coir products of Kerala in the market especially in Africa, Latin America & Middle East. So the present study focused to examine the performance of coir industry and to assess the current status of coir industry.

1.2 REVIEW OF LITRATURE

Pillai, Kumarasamy (2005) in his article, According to Towards self-reliance in Coir Fibre Production, there are a number of reasons why it might not be possible to use all of the coconut husks produced in the nation for the production of coir, including a lack of a clear mechanism for collecting husks, higher transportation costs, and a lack of knowledge among coconut producers, dealers, and domestic households about the economic value of husk.

The Indian Coir Industry by **Chandaran (2005)** said that another factor contributing to the rise in the price of fibre was the makers' need to transport coconut husk to a neighboring state for treatment and bring it back to Kerala as fiber. Additionally, he saw that when demand increased

Menon, Kavitha (2005) the problem of husk shortage was prevalent in the industry even during 1970s. The government of Kerala implemented the Husk Control Act, for ensuring the availability of husk for the coir sector through the primary coir cooperatives and to the licensed husk dealers, The problem of husk shortage in spite of enactment of the Act and its Implementation could not be addressed effectively and therefore a three point levy system was introduced in the coir industry subsequently by the government of Kerala.

Pandi (2015) stated that the co-operative coir units lost money due to issues with manufacture, labour, sales, financing, and oversight. He discovered the high expense of manufacture. The main problem with power and fuel supply was the primary cause of the high cost of production.

Arjith Karun (2017) explains why coir yarn demand in the USA has plummeted. The United States is also seen as a big coir market. The study also shows that the Indian coir business is less competitive. Among the causes for the drop in coir yarn intake is the lower area under Hop cultivation due to the usage of high yielding hybrid cultivars.

LakshmiDevaraj (2021) the researchers focus on the personal financial problem of coir workers in private and public sector in Alappuzha district of Kerala. The study focus on the socio economic impact regarding the living condition include occupation, housing status, other income related aspects, low education level among the workers , poor financial capability of workers .

1.3 STATEMENT OF THE PROBLEM

The coir business is an agriculturally based village and cottage industry that faces numerous issues with manpower, equipment, and finances. The expansion and development of the coir sector may be hampered by these issues. The opportunity for investment, employment, production, labour, technology, marketing, productivity, profitability, and generating more income is also very good.

The main topics of conversation when it comes to Kerala's coir sector are its labour and pay structure, different issues it encounters in the current day, and its production methods and productivity. It is recommended that there be extensive mechanization to increase productivity and salary levels. However, mechanization offers both advantages and disadvantages.

It requires special consideration to identify the channels of State interventions for better performance given the role that the government plays in improving the industry, particularly in terms of its manufacturing methods. The goal of the current study is to analyse the performance of the Kerala coir sector and to identify the enabling and impeding variables. To do this, a microanalysis of the industry's level of mechanization is conducted.

1.4 OBJECTIVES OF THE STUDY

- To assess the current status of coir industry.
- To understand the challenges by the sector.
- To make a study of the government schemes and measures to support coir industry.

1.5 METHODOLOGY

The study was based on primary and secondary data. For the purpose of understanding socio-economic profile of workers in coir industry, primary data were collected from Cherthala taluk in Alappuzha district. Alappuzha is the nerve centre of coir industry in Kerala.

The selection of respondents was through random sampling method. Primary data have been collected through structured questionnaire and personal interview. Secondary data have been collected from various journals, books and internet.

1.6 NEED AND SIGNIFICANCE OF THE STUDY

The industry is a good source of employment in the rural economy of the country, especially for the women population. There are many reasons for the backwardness in the productive sector, primary & secondary sector in Kerala. The adverse atmosphere of industrial development in Kerala plays a role in the backwardness of the sector.

The major small scale industry of Kerala is cashew, handloom, bamboo, poetry & handicrafts. But most of these industries face many challenges today.

Most of these traditional and small scale industries are in the phase of decay or almost stagnant. Among these industries, coir has a major role with State dominance from its origin and development. The industry is a good source of employment in the rural economy of the country, especially for the women population. India produces coir fiber, yarn, mats, matting's, rugs, non-woven products, geotextiles, piths and other coir products.

Isaac (1983) opined that, the efforts to mechanize coir industry is failed in Kerala due to the resistance of labour force fearing huge levels of labour displacement it follows. Presently

Kerala not only given up the resistance to technological up gradation, but also take initiatives actively for promoting rapid mechanization of the coir industry. This will be beneficial to Kerala firstly on the environment friendly processing of fiber and secondly by increasing productivity and thus wages, especially to women.

1.7 SOURCES OF DATA

Primary data

Personal observation and direct interview method.

Secondary data

Magazines, Previous research projects, E-books, Websites.

1.8 RESEARCH GAP

The different issues the coir business faces are highlighted through the various researches that were evaluated, along with some potential remedies. The majority of recent studies emphasize the mechanization of the sector to increase productivity and, consequently, profitability. They also highlight the loss of jobs brought on by the adoption of contemporary manufacturing processes. Only a few studies have attempted to gauge performance according to mechanization levels. However, these studies offer a broad perspective on the level of mechanization and efficiency. Inquiring about the current state of the mechanization of the coir sector in Kerala with a particular focus on its micro features is therefore inevitable. The goal of the current study is to measure and provide a micro-founded exposition of Kerala's coir industry's level of mechanization.

1.9 LIMITATIONS

- Respondent's reluctance to reveal information regarding income constitute a constraint.
- Lack of availability of proper data.

1.10 SCHEME OF THE STUDY

The whole study is divided into four chapters. First chapter includes introduction, review of literature, significance of the study, and methodology and limitation. Second chapter deals with kerala overview of coir industry with special reference to the Alappuzha district. Third chapter deals with analysis and interpretation of primary and secondary data which is collected for the study. Finally fourth chapter deals with the summery, suggestions and findings and conclusion.

1.11 CONCLUSION

Cashew, handloom, bamboo, poetry, and handicrafts make up the majority of Kerala's small-scale industries. But the majority of these industries now confront numerous difficulties. The majority of these small, traditional businesses is in a state of decline or are nearly at a standstill. Coir is one of these businesses that have been heavily influenced by the State since its inception and growth. Particularly for the female populace, the industry provides a reliable source of work in the rural economy of the nation. India is the world's largest producer of coir fiber, yarn, mats, rugs, non-woven goods, geo textiles, and piths.

CHAPTER -2

COIR INDUSTRY IN KERALA OVERVIEW

2.1 INTRODUCTION

Traditional sectors have been languishing due to a variety of reasons. Technological obsolescence, lack of organized marketing and exploitation by middlemen involved in the supply chain are some of the contributing factors. As far as the mechanization of the coir industry is concerned, the issues are those pertaining to its contribution to firm performance and growth, potential levels by which the machines can be adopted, the direct and indirect effects it contributes to, the measurement of its impact on production techniques, the factors that determine its levels, and the significant agents and methods of intervention for it.

2.2 STATUS OF COIR INDUSTRY

Coir Industry has a great contribution to the economy of the country. Maharashtra, Karnataka, Andhra Pradesh, Kerala, Tamil Nadu, Goa, Assam, Orissa, Andaman & Nicobar, Pondicherry, Lakshadweep, etc. are the key states that produce coconuts. The major coir products made with the natural coir fiber ranging from the most common coir mat to the special purpose coir Geotextiles. India exports coir and coir products to more than 100 countries around the globe. During 2021-22, about 106 countries exported coir products from India. Kerala accounts for 61 per cent of coconut production and about 85 per cent coir products in India. Estimates suggest that 3.75 lakh. Persons are employed in the Coir sector, both in the co-operative and private sectors, of which 80 per cent are women. This highlights the importance of this sector for Kerala's economy. The coir pith, fiber and mats account for the majority of the coir exports out of India in terms of quantity with a share of 56.38%, 32.35% and 7.52% in 2021-22, respectively. Coir pith, tufted mats, and fiber, in proportion to the exported value, made up 52.05 percent, 23.7 percent, and 14.67 percent, respectively, in 2021-22. In 2021-2022, the exports of coir and coir products totaled US\$ 526.31 million. 1.23 million Metric tonnes (MT) were exported during the same time period, an increase of 6.15% year over year. In 2020-21, China will be India's biggest exporter of coir fiber, accounting for 96% of the total quantity and 95% of the total value.

2.3 TECHNOLOGY UPGRADATION

The Coir Board has introduced “Coir Industry Technology Up-gradation Scheme (CITUS)” which aims at giving away assistance to the entrepreneurs for upgrading and/or procurement of eligible Plant & Machinery for modernization and thereby establishing a new unit that is capable of making an application for the larger investment in the coir sector.

All recently created coir production or processing plants are qualified to apply for this support. The financial support offered under this programme will be limited to 25% of the total cost of "Plant and Machinery" purchases made by Coir units that are eligible. The maximum financial assistance provided under this scheme will be at Rs.2.50 cr per coir unit/project.

The Board is conducting training programmed under “ Mahila Coir Yojana” scheme which is an exclusive for rural women artisans. In accordance with the programme, rural women in areas that produce the nation's coir fiber receive training in coir yarn spinning and other coir processing tasks. Coir Udyami Yojana, often known as the REMOT Scheme, was implemented starting with the XI Plan. This subsidy programme is credit-linked. Any form of coir unit can be set up with help from the Scheme. The Scheme's maximum project cost permissible is Rs. 10 lakhs plus working capital, which cannot be more than 25% of the project cost.

2.3.1 Coir board and its schemes

The Coir Board is an autonomous statutory body established by the Government of India under the Coir Industry Act, 1953 (45 of 1953) for the Coir Industry's overall development. The Board is made up of a Chairman and 30 members who represent the interests of everyone who is somewhat connected to the sector. The cross-section comprises coconut farmers, coir yarn producers, coir product makers, dealers in coir, coir yarn, and coir products, among others.

The comprehensive report named as Millennium Development Mission Document (MDMD), gives a blueprint faction strategy for coir industry expansion. The MDMD had identified major growth potential areas to strengthen the coir sector, such as to provide a quantum jump in the fiber utilization from the present level of 37 per cent to 50 – 60 per cent during the next five years. The focus in MDMD is to enhance the domestic and international market performance by three times and increase export performance by 25 per cent each year during the plan period.

The Government of India has evolved a scheme in 1982 for assisting the coir industry through formation of viable coir co-operatives and revitalization of the potentially viable dormant societies and taking up such other measures as to bring up the coir industry on a sound footing. The scheme covers coir producing States and Union Territories.

2.3.2 The Kerala Coir Worker's Welfare Fund Scheme

This scheme introduced in January, 1989, under the 'Kerala Coir Workers' Welfare Fund Act 1987. The objective is established and operate a Fund for the welfare of the coir workers and self-employed persons in the coir industry in Kerala. The scheme also envisages payment of pension to coir workers who have completed 60 years at the time of commencement of the Act.

2.3.3 Scheme of Fund for Rejuvenation of Traditional Industries (SFURTI)

The SFURTI scheme, introduced in 2005 by the Ministry of MSME, aims to increase traditional industries' competitiveness, market orientation, productivity, profitability, and capacity for job creation, particularly in rural areas of India. Knowledge of a new production method is a requirement for adoption. Numerous socioeconomic and demographic factors that affect the environment in which a technology is adopted have an impact on that technology's awareness. The establishment of a scientific foundation for an industry's technology, advancements in research and education, and changes in industry size and growth are the three main drivers driving changes in these variables. The creation of a scientific foundation supporting an industry's technology, advancements in research and education, and industry scale and expansion are the three main elements that account for changes in these variables. In various ways, Nelson et al. (1967) and Mitropoulos & Tatum (1999) concentrated on the factors that affect technological decisions. According to their explanation, demand factors are variations and shifts in the benefits of a given technical advancement. The shift in the demand for particular advancements was caused by two sources. The demand for the product that the advance is applicable to first increased. Second, there was an effort made to lessen the impact of a factor of production that was in increasingly short supply. As a result, efforts to enhance technology will often focus on lowering costs and improving product performance in various industries.

According to Isaac & Raghavan (1990), a policy framework for reviving the coir industry in

Kerala is provided. By deregulating the husk market and utilizing Kerala's capability for producing husk, they offered a new means for acquiring husk and obtained the excess husk from the state's northern districts. As further strategies for restoring the state's coir industry, they suggested lifting prohibitions on mechanical defibrination, encouraging fiber extraction from raw fiber, using intermediate technologies to improve quality and labour productivity, and developing international markets. Over time, production technology evolves, and these changes have some impact on the production process itself. Different producers may have different attitudes towards evolving technology, which led to varying degrees of adoption of various technologies (Lambert, 1966). He points out the determinants of adoption of a new technology are the number and complexity of the operational steps required in the manufacturing process, the number and complexity of the operations assigned to each man-cum-machine and the extent to which the skill requirements are transformed from man to machine. The character of the workforce typically varies when each of these three dimensions changes. Lin and Zhang (2009) provide a macro perspective on the factors that influence the adoption of new technologies. They examined the most suitable technology in LDCs and observed that the endowment structure of that economy exogenously determines both the best industrial structure and the most suitable technology in an LDC.

2.4 CHALLENGES AHEAD

The sector is faced with a variety of needs and challenges as a result of the opening up of markets for international trade. The availability of coconut husk is necessary for the coir units to function. For reasons of both establishment and operation, the coir units have more borrowed money than owned money. These units have no access to other sources of long-term funding, such as capital markets, and are dependent on State Financial Corporations, Commercial Banks, and Creditors for both their short- and long-term capital requirements. Additionally, the coir units encounter a number of issues daily when obtaining and utilizing the raw materials. India's coir business is experiencing a number of material issues, including a lack of materials, a shortage of supplies,

- Low husk utilization
- Backwardness of technology

- inadequate marketing structures to tap the potential of the domestic market
 - Inadequate raw material utilization throughout the supply chain and low productivity.
- Shortage of Workers is one of the problems faced by coir mill of the study area.

2.5 COIR INDUSTRY AND ITS MODERNIZATION

Nair warned that the traditional coir industry in Kerala "will die on its own" unless it took to mechanization. "The industry has to be mechanized. Tradition is good, but modernization is vital.

An industry like coir has numerous challenges since it still relies on antiquated technology. Numerous literary works examine these problems, their causes, and potential fixes. Lack of government support for traditional methods, issues with workers' health and low pay rates, outdated production technology, challenges adopting modern technology, labour shortages during agricultural crop harvesting seasons, and a lack of an effective marketing strategy.

Lack of a marketing infrastructure, regional market and demand concentration, production limited to sunny days, irrational hiring and poor management of human resources across the board, environmental issues, and unfavourable competition between mechanised and non-mechanized units are just a few of the factors that contribute to this. There have been claims that workers in the small-scale product manufacturing sector have been leaving for other, more lucrative jobs due to a lack of work, as the industry is unable to offer consistent employment and decent pay (Coir Board, 2008).

Coir industry faces some shifts in its development process. For evaluating the problems, prospects and performances this also is taken in to consideration. This sort of an attempt is made by Isaac (1982),Rajan& Kumar (2004) and Indu (2014). Isaac (1982) analyses the transition of coir industry and opined that, it is the class struggle between capitalists and labour force taken place in the case of mechanizing the industry and viewed as the process of transformation of a capitalistic system.

The Kerala State Coir Machine Manufacturing Co opened up last year in Adoor, around 80 km

from Alleppey, to develop equipment for the sector domestically. The older equipment was imported. Since coir manufacturing is the largest cottage industry in Kerala, Minister Prakash stated that the state's administration intended to promote the mechanisation process throughout the entire state. Numerous studies suggested mechanisation and subsequent industrial modernization as solutions to the many issues the coir sector faced. The mechanisation of the coir business is the subject of Isaac et al. (1992), Rammohan (1999), Sabarinath (2000), Menon (2005), and Isaac & Mathai (2017). Rammohan (1999) provides a clear explanation of the modernization of the coir business. He believes that technological change.

Technological change in coir yarn sinning industry of Kerala was influenced by varied set of factors at varied point of time. The mismatch between labor-supply and labour demand as a result of changing job expectations of the younger generation in a technologically stagnant economy, lack of new investment despite growing loan able funds and declining resistance to technological change.

The transition to a new technology for large-scale processing will result in the displacement of many people with no guarantee of alternative employment. A change in production organization and ownership, as well as the makeup of those who benefit from increased surpluses, will occur after the traditional approach is abandoned. Production is primarily conducted in the residential sector using the conventional approach. Therefore, the worker households benefit from any small excess that is created. A move to a mechanized system requires a higher initial fixed capital investment. Given the level of household income involved in these activities, investing the necessary capital is undoubtedly outside the means of these households. In this regard, a choice in favor of a specific

2.6 CONCLUSION

Through a series of measures taken by the government after 1991, the coir sector is just about to change. On the agenda is a spread of new machines to make the yarn and mats. There is also a need for modern production technologies in the coir sector for the entrepreneurs to run the units in a viable manner. Till 2000, husk retting (soaking coconut husk in water for over six months to soften it) was the ordinary method of fiber extraction. After the invention of delivering machines, it directly separates the fiber from the husk.

At present, there are big units with a capacity of deferring 8,000 husks a day is in operation. After the delivering mechanization, spinning wheel, to which the fiber is fed to make the golden yarn, was automated. The efforts to maximize the productivity of the coir yarn resulted in the introduction of automatic yarn spinning machine units (Coir Board, Project Profile for Automatic Coir Spinning Unit). The automatic yarn spinning machine is capable of spinning of any variety of yarn according to the requirement of coir industry.

Currently, 39.3% of the coir industry is only partially mechanized, while 19% still uses traditional methods and is only 41.7% fully mechanized. Only small-scale and domestic units continue to operate using the conventional manner. The partial and non-mechanized sectors are said to have decided against modernization since there is a shortage of funding and operating capital.

CHAPTER-3
SOCIO ECONOMIC ANALYSIS OF WORKERS

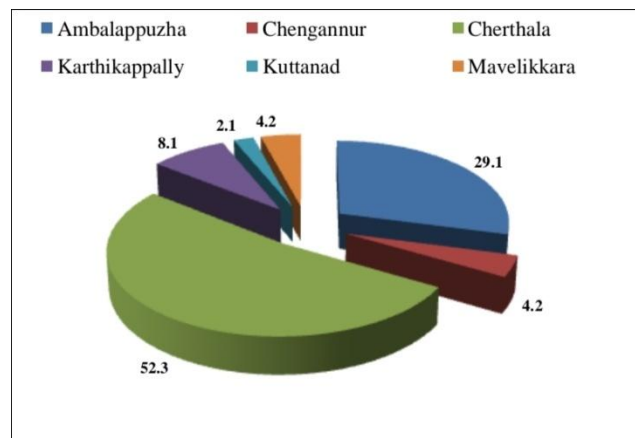
3.1 INTRODUCTION

In order to determine the working conditions in the chosen coir enterprises in Kerala, this chapter analyses both primary and secondary data. The study is carried out at Alappuzha, which is regarded as the industry's hub. The chapter focuses on some changes to its traditional production methods. New and inventive items were introduced as a result of these innovations. In actuality, this modifies this industry's traditional character to some extent.

The Sociodemographic profile of the workers in the coir industry is analyzed and studied in this chapter. According to the study's analysis, manpower is more expensive than capital in this sector. The industry engages in a variety of activities and boosts the country's GDP. Numerous coir factories exist.

MAJOR COIR CENTERS IN ALAPPUZHA DISTRICT

FIGURE 3.1

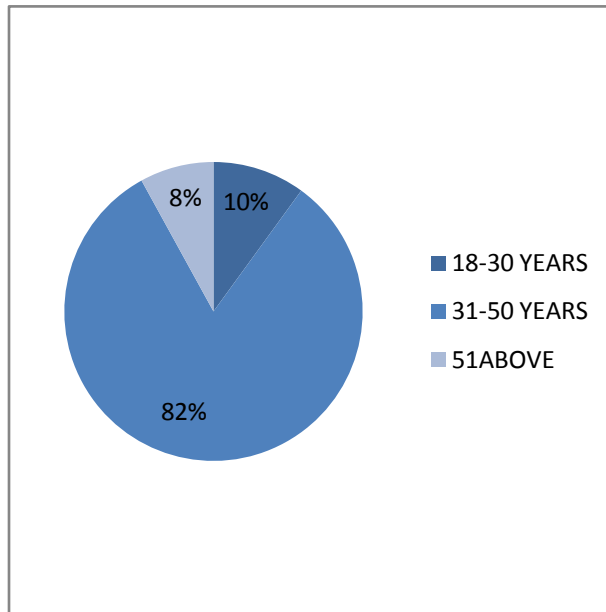


The figure shown above clearly shows that the major coir center in Alappuzha is in Ambalappuzha taluk and Cherthala. Most of the coir center is concentrated in these taluks and others are scattered to other taluks chengannur, karthikapally, kuttanad, Mavelikara.

3.2. SOCIO-ECONOMIC PROFILE OF THE WORKERS

The major findings of the study are that the 82% of the workers are in the age group of 30-50years. Most of the workers are the senior citizens.

3.2.1. AGE PROFILE OF THE WORKERS



Source: Primary Data

From the survey conducted, we can analyze that 82% of the workers belong to the age group of 31-50 years. 10% of them belongs to 18-30 and only 8% of them belongs to 51 above

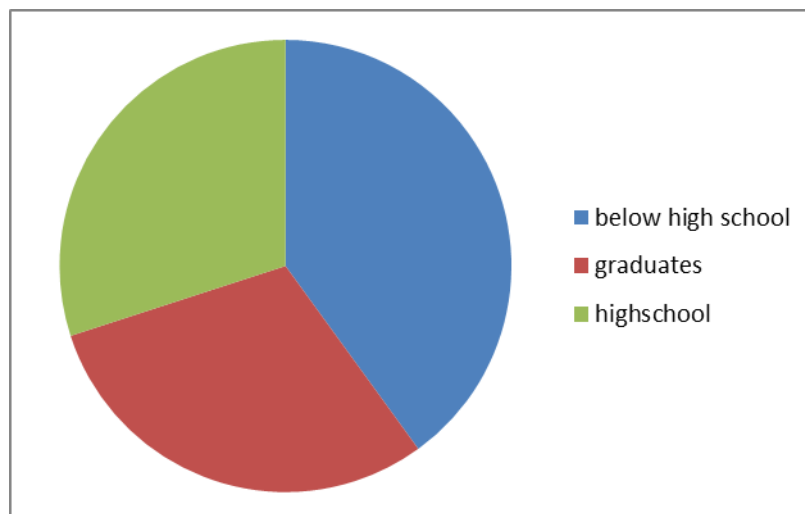
3.2.2 EDUCATION QUALIFICATION

In the case of education qualification, 40% of workers are below high school. 30% of employees are graduates and rest of them are belong to high school level.

TABLE 3.2.2

Educated	NUMBERS	PERCENT AGE
ILLITERATE	5	10%
HIGH SCHOOL LEVEL	25	50%
GRADUATE	20	40%
TOTAL	50	100%

Fig. 3.2.2

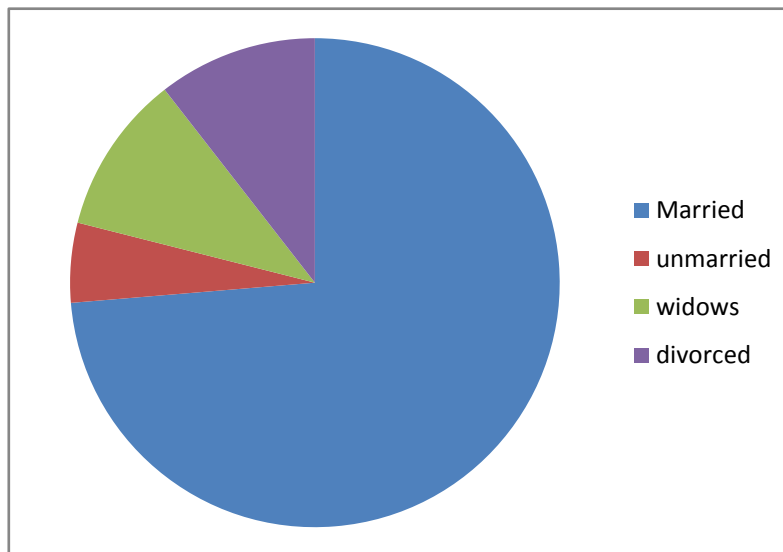


Source: Primary data

3.2.3 MARITAL STATUS

70% of the workers are married and 5% of the workers are unmarried and 20% of the employees are widows and divorced.

TABLE 3.2.3



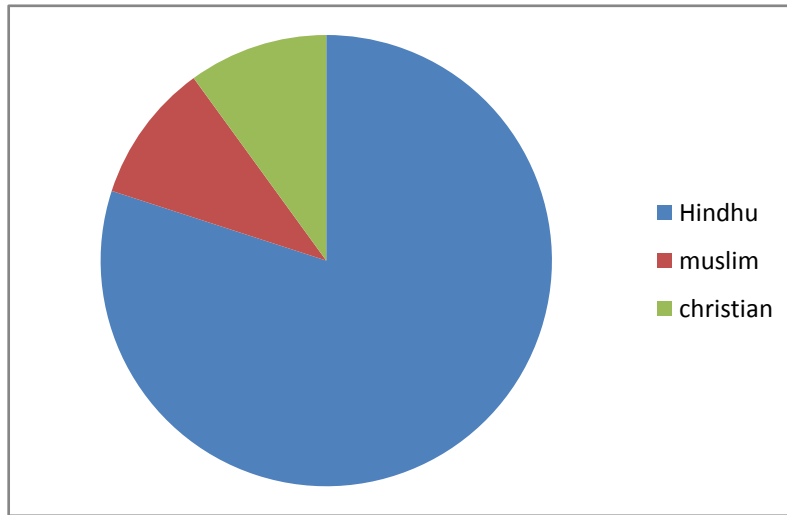
Source: primary data

3.2.4 RELEGIION STATUS

TABLE 3.2.4

RELEGIION	NUMBER	PERCENTAGE
HINDU	40	80%
MUSLIM	5	10%
CHRISTIAN	5	10%
TOTAL	50	100

FIGURE 3.2.4



80% of the workers in the coir industry belong to Hindu religion and others are related to the other religion. Among this 80% are ezhavas.

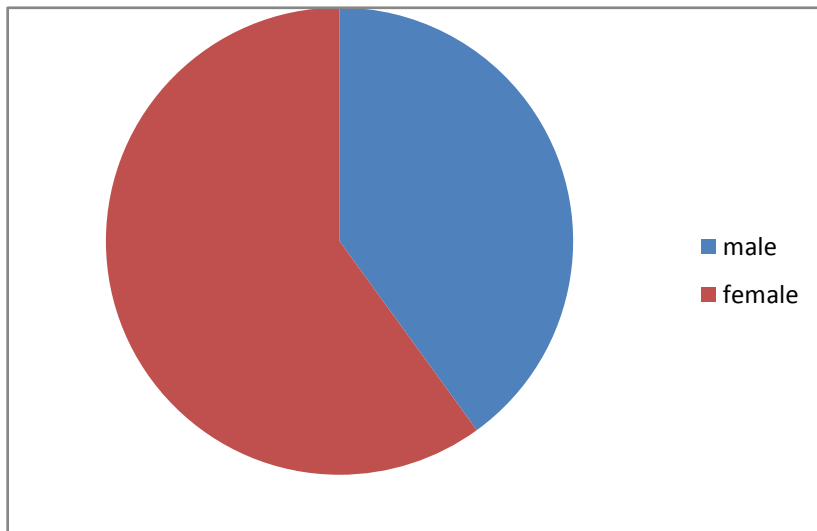
3.2.5 GENDER REPRESENTATION IN COIR INDUSTRY

TABLE 2.3.5

GENDER	NUMBER	PERCENTAGE
MALE	20	40%
FEMALE	30	60%
TOTAL	50	100

SOURCE: PRIMARY DATA

FIGURE 2.3.5



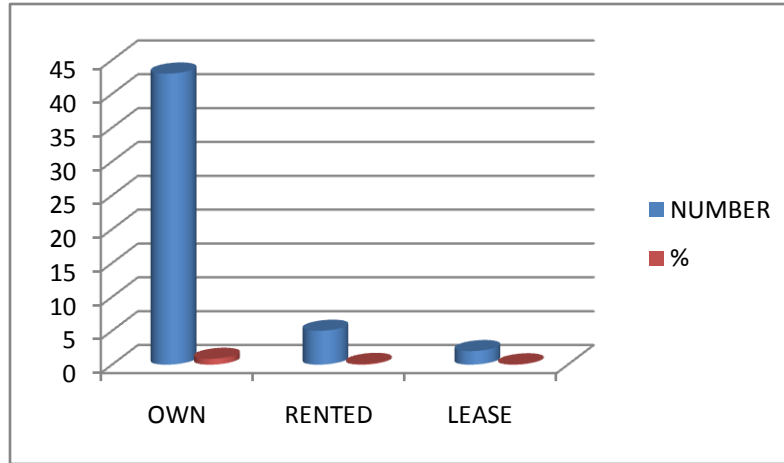
It is clear from the study that the majority of workers are females it's contributed to the woman empowerment. Among the 50 samples 60% Of the employees are female and rest were male.

3.2.6 TYPE OF THE HOUSE OWNERSHIP

Nature of the house	Number	Percentage
Own	43	86%
rent	5	10%
lease	2	4%
TOTAL	50	100

Source: primary data

FIGURE 3.2.6



The figure 3.2.6 states that the 86% of the respondents have their own house. 10% of them live in leased house and 4% are staying in rent house.

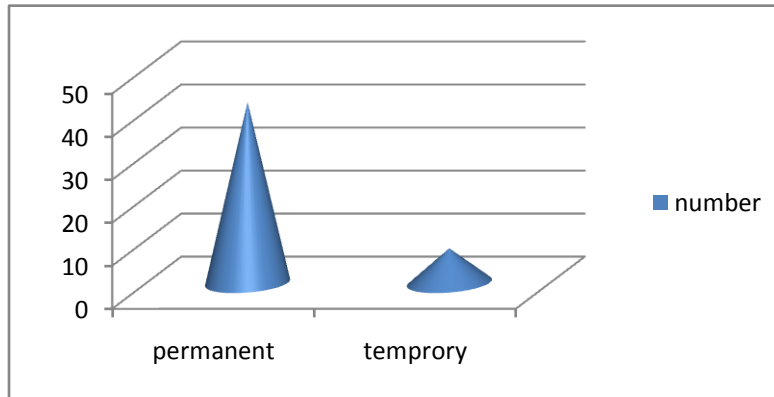
3.3 JOB STATUS

TABLE 3.3

Job status	No:	%
permanent	42	84%
temporary	8	16%
TOTAL	50	100

Source: primary data

Figure 3.3



84% of the respondents are having permanent job and 16% of them have temporary job.

3.4 NUMBER OF DEPENDENCE

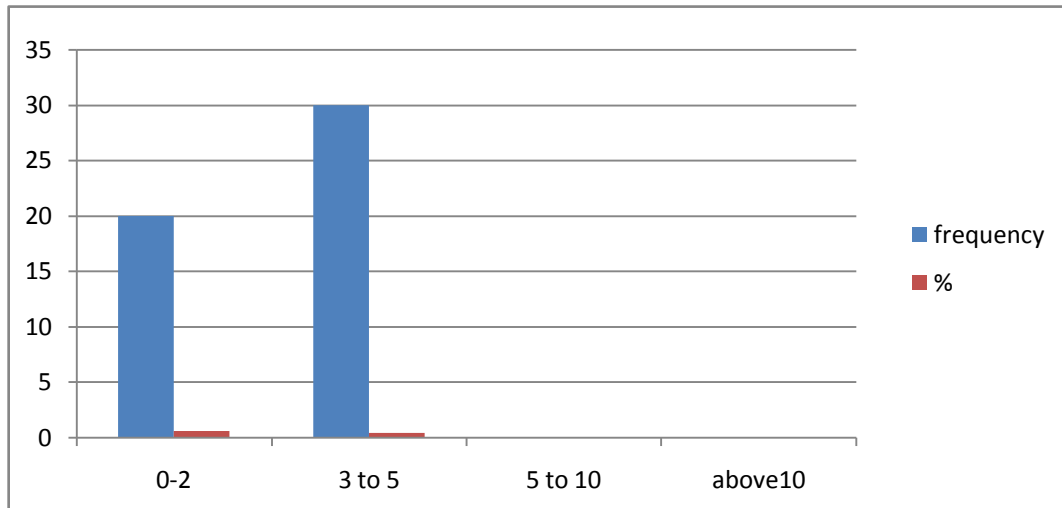
Most of the woman's are belong to nucleus family. From the study its clear that the most among them are not independent.

TABLE 3.4

CLASS	FREQUENCY	%
0 to 2	20	59.10%
3 to 5	30	40.90%
5 to 10	0	0%
Above 10	0	0%
total	50	100

Source : primary data

Figure 3.4

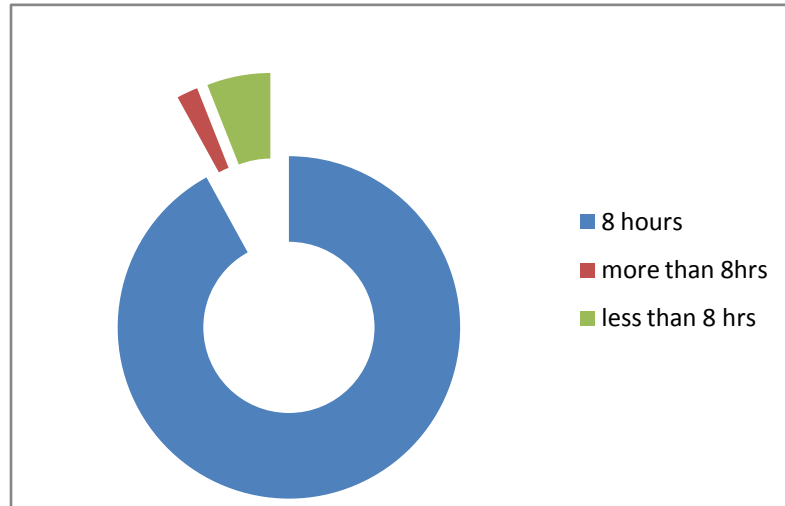


3.5 WORKING HOUR

TABLE 3.5

HOUR	NUMBER	%
8 HOURS	46	92%
MORE THAN EIGHT HOUR	1	2%
LESS THAN EIGHT HOUR	3	6%
TOTAL	50	100

Source: primary data



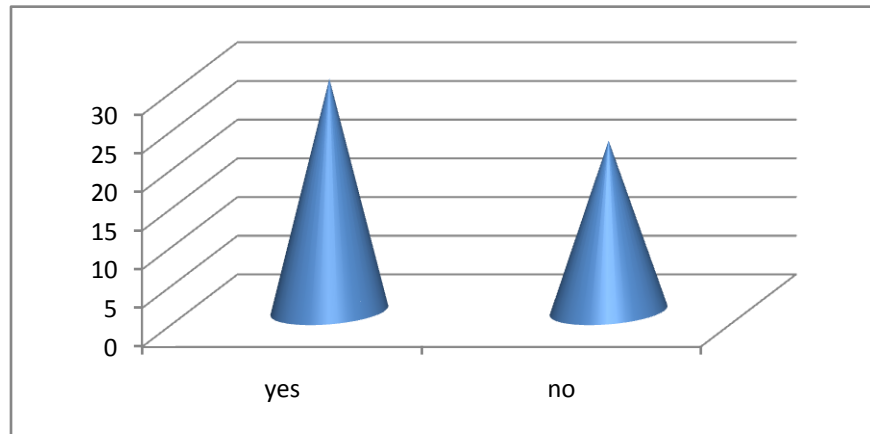
3.6 TRAINING FACILITY

TABLE 3.6

TRAINNING	NUMBER	%
YES	30	60%
NO	20	40%
TOTAL	50	100

Source: primary data

Figure 3.6

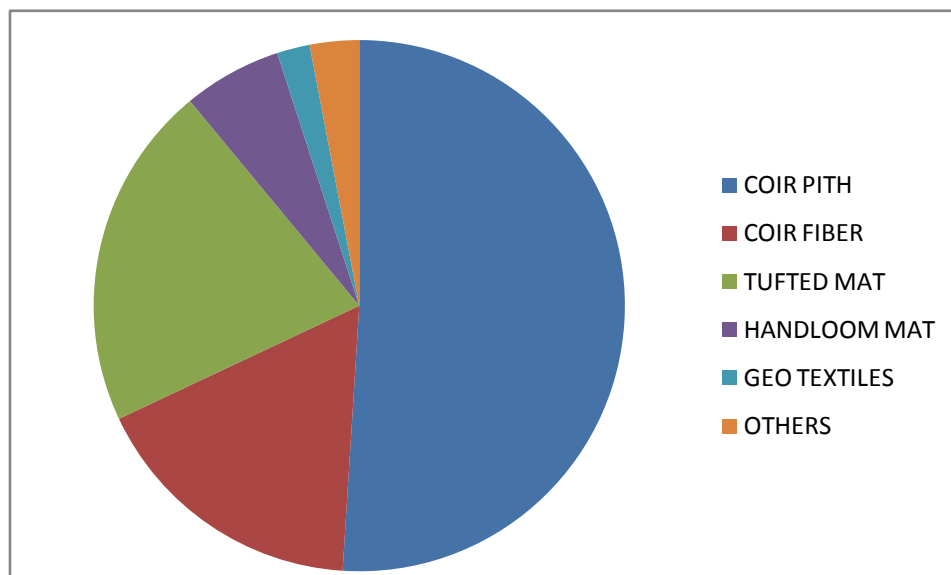


In the figure it's clearly depicted that the 60% of the respondents who haven't getting proper training. Others are of the opinion that they get the training.

One of the major activities of Board is to develop skilled man power for the coir Industry. As early as 1965 a premier training Institute under the Coir Board viz. National Coir Training and Design Centre was established at Alleppey. The National Coir Training and Design Centre moved into its own building at Kalavoor, Alappuzha District of Kerala State in 1986.

3.7 COIR PRODUCT EXPORT TREND

The analysis keenly observed that the export trend of the coir industry increases. The coir and the products are mainly produced in the states like Maharashtra, Karnataka, Andhrapradesh, kerala etc.. coir pith, fiber, mats are the major coir exports out of India in terms of quantity the figure 3.4 shows the value of the exports.



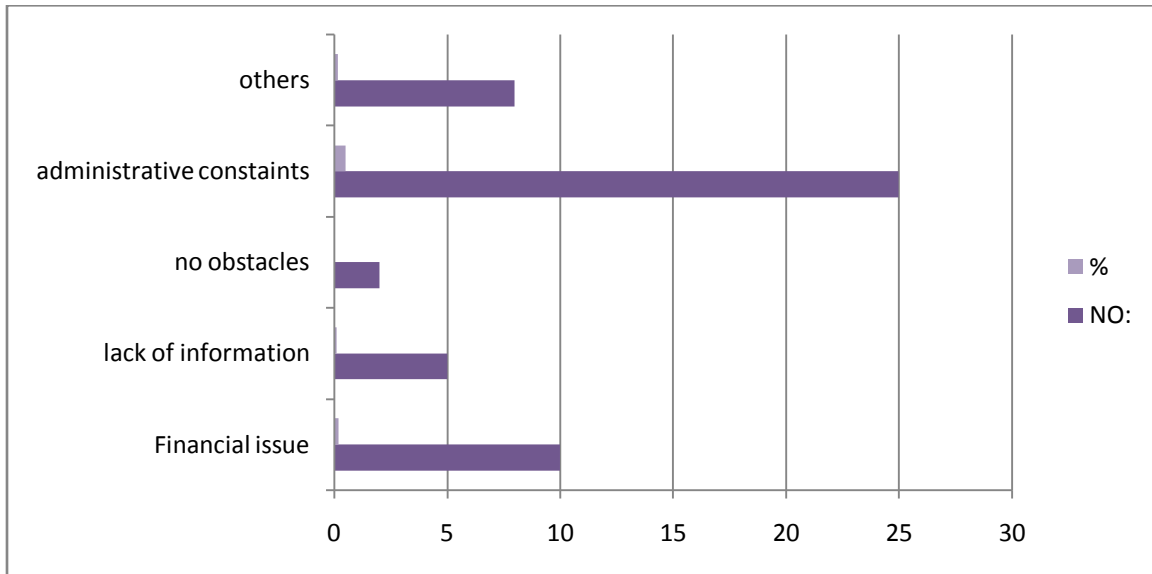
Sources of the data: secondary

3.8 CHALLENGES FACED BY THE SECTOR

TABLE 3.8

CHALLENGES	NUMBER	%
Financial issues	10	20
lack of information	5	10
No obstacles	2	4
Administrative constraints	25	50
others	8	16
total	<u>50</u>	<u>100</u>

FIGURE: 3.8



3.9 EFFECTS OF TECHNOLOGY AND GOVERNMENT SCHEMES

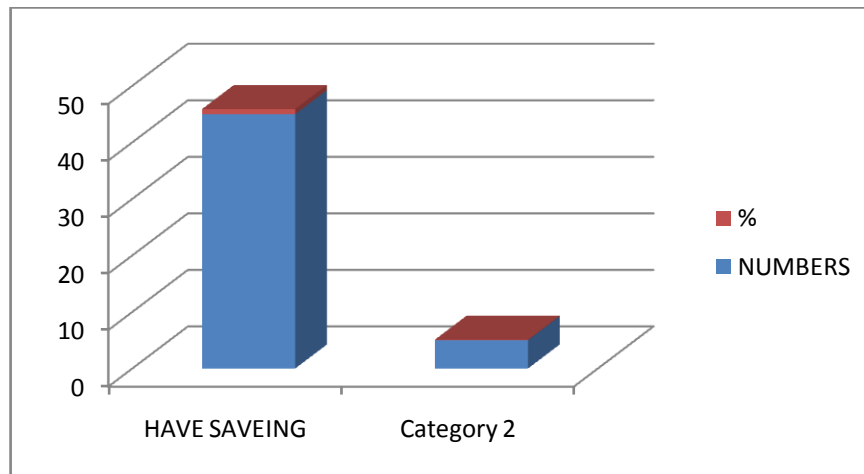
The introduction of new technologies and government assistance caused the coir sector to advance significantly. According to the poll, the introduction of new technologies significantly aided the industry in improving performance. The installation of new equipment makes the processing simpler than before. The development of the coir business was greatly aided by government initiatives and support. 90% of the workforce has access to medical insurance and support. The survey unequivocally demonstrates that 95% of workers receive provident funds as well. We learned through the study that labour is more important than capital in this sector of the economy. The coir sector is developing quickly as a result of changes in technology.

3.10 SAVEING SCHEMES

SAVEINGS	NUMBERS	PERCENTAGE
Have saving	45	90%
Not save	5	10%
total	50	100

The table clearly depicted that the 90% among the employees have the habit of saving. Provident fund from this sector can also contribute to the saving.

FIGURE 3.10



3.11 PROBLEMS FACED BY THE SECTOR

- 1.** One of the biggest issues the industry has is a lack of raw materials. The industry is impacted by the changing environment as well as other variables like strikes, etc. When the workers were questioned, it appeared that the main issue they had was the supply of raw materials. It was also observed that the industry's employees lacked medical insurance. A pandemic like COVID-19 has a negative impact on the sector. % of the workforce is between the ages of 31 and 50.
- 2.** 85 percentage of the employees belong to APL rest of them are BPL
- 3.** Majority of the coir workers are belongs to Hindu, religion and most among them are ezhavaz
- 4.** 70 above among them are married
- 5.** In the case of education qualification 45% of them are illiterate 20 percentage are graduated
- 6.** 98 percentage of the workers are completely dependent on the coir Industry and among them 45 percentageworkers are the sole income earner of the family.
- 7.** 70 percentage of the workers have secured their salary above 8000.
- 8.** 20 percentage of the workers are suffered from the problem of debt.
- 9.** 45 percentage of this sector is suffering health issue because of the work .mainly they suffering problems like back pain and 10 percentage of them having allergy when involved in production process.

- 10.** The study reveals that there are no environmental problems due to the production of coir. It's completely eco friendly.
- 11.** They have an average working hour of 8 and both normal work and hard works are there in the sector 75 percentage employees having normal work.
- 12.** The workers are having government support and insurance .They have Mediclaim and provident fund which may encourage the workers to stick into the sector.

3.12 MAJOR FINDINGS

Most of the workers are female and they are in age group above 30. There is some limitation to this sector marketing power and low demand of coir also contributes to this. The study mainly focuses on the socio economic conditions of the workers in cherthala thaluk in Alapuzha district. The majority of the workers are women so it's closely associated with the woman empowerment

3.13 CONCLUSION

The chapter make a detailed analysis of coir industry and their working status by taking consider 50 samples of workers from the coir industry. The study reveals that the coir sector operation is going profitably but we can't conclude that the entire sector is going profitably. Some industry is face real dull in the operation because of lack of the availability of raw materials and lack of the marketing facilities.

Chapter-4

FINDINGS, SUGGESTION AND CONCLUSION

4.1 INTRODUCTION

The study primarily employs primary data from 50 randomly chosen coir producing enterprises of the Alappuzha district through direct interview in order to analyse the given objectives. A thorough analysis is conducted to determine the relationship between various social and demographic traits of the coir manufacturer and the level of awareness. The present utilization of coconut husks for coir industry is at a low level. There is a need to raise the level to at least 60%. The Coir Board wanted to conduct a state-wise survey in all the coconut producing states to understand the status of coir industry. 38.6% coir industries informed that they have got any technical or financial assistance from government bodies for the activities like coir spinning, handicraft making, etc., while majority (61.4%) industries informed that they have not got any technical or financial assistance. The government may consider coming out with an incentive package. The government with the help of state government may promote to establish Husk Banks in all coconut concentrated districts of the country through PPP mode. Establishment of husk banks is certain to improve the utilization percentages of husks. The study also observed local dealers are the major source for procuring coconut husks by the coir industries. Direct sale of coconut husks to the industries by the farmers is limited to less than one-fourth of the total sale. The government may come out with a plan to directly engage the farmers in husk trade. Their direct engagement will not only help the farmers to earn more money but will also ensure high utilization of husks. Since the development of coir sector contributes towards the sustainable development agenda in terms of creation of environment friendly products, its application for domestic use along with the usage in housing, building, agriculture, horticulture, and infrastructure production are significant. The world population is becoming more and more conscious about the need of preserving the nature with an increasing number of people opting for environment friendly products. This is the opportune time to promote the case of coir to replace synthetic furnishings and certain wooden building materials.

4.2 FINDINGS

The distribution of the coir industry across Kerala's districts has a geographic component. It is concentrated in a few particular regions, and the coir products also have characteristics unique to those areas. Since this is a historic sector, the bulk of the example companies is situated in rural areas and has been in operation since before 1991. Its mode of functioning also reveals its traditional feature. The vast majority of businesses manufacture their products entirely by hand. Additionally, almost half of the businesses had no electricity at all. It is obvious that the majority of the businesses employ fewer than ten people, making them micro units. The average number of employees per company was six. The survey intended to ascertain whether electricity is available to the industry or not. Further it intended to find out if electricity is available, then its adequacy in meeting the demand of the industries. The survey found 70% viewed electricity is available to the unit while 27% industries said they do not have connections while 3%. Units are running on DG sets. With regard to adequacy of electricity supply, the survey observed 19 % units opined the electricity available for their unit is adequate to meet the demands while 81 % units said it is inadequate to meet the demand of the industry.

4.3 SUGGESTIONS

- Provide basic infrastructure facilities for the improvement of the industry.
- Financial assistance should be assured for those who are below the BPL.
- Provide health insurance for all the staffs and employees equally.
- Enhance proper market facilities for the marketing of the product.
- Government should take necessary steps in the situations where the coir industry faces depression due to climatic changes or by any other pandemic.
- Enhance the saving habits of the workers. Thus reduce the debt.
- Should prepare a proper schedule for the workers and it will help to safe working condition and reduce health problems

4.4 LIMITATION AND AREA OF FURTHER RESEARCH

The firm's performance in the current study is constrained. Important factors like profitability and cost effectiveness, which were not taken into account in the study for a long time, can also be employed as performance indicators. Mechanization levels are just one of several variables that affect a company's performance, along with human capital and market size.

4.5 CONCLUSION

Since Coir is part of India's historic export and quality of coir manufactured in India is supporting quality, India has greater opportunity to expand its coir export abroad. Most exporters believe that coir promotion through generic marketing is crucial as sustainable natural fiber. At the end of international trade, economic development has played an extremely important role. It lets countries with the help of available domestic resources specialize in the production of certain commodities to serve the needs and desires of various parts of the world. The government of India has paid more attention to exports by providing various benefits and incentives with a view to increasing the possibility for employment, the inflow of exchanges, improve the standard of life and boost national and capital revenue. The recent decision of the Coir Board to establish sub-regional offices at Port Blair and Maharashtra has resulted in promoting coir industries in these two states. In Andaman & Nicobar Islands, three entrepreneurs have applied to establish coir units and in Maharashtra, the State government has become active and coir cluster at Kodal will start production shortly. The study recommends the sub-regional and regional offices of Coir Board should conduct periodic awareness camps in coconut producing districts and the state and district level officers linked with MSME may be contacted frequently to promote coir and coir products and get State Government's support

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QUESTIONNAIR

1. Name:

2. Age group:

18-30 year 31-50 years

Above 50

3. Sex

Male female

4. Religion

Hindu Muslim Christian

5. Education status

Illiterate High school level Graduate

6. Marital status

Single Married Divorced Widow

7. Are you the sole income earner in your family?

Yes No

8. No: of family members

9. Are you belonging to Apl or Bpl?

APL BPL

10. Do you have any other work?

Yes No

11. Do you have any loan?

Yes No

12. If yes which is the source?

13. Do you have own house?

14. Whether you have any mediclaims?

15. If yes. Is it from government source?

16. Do you have any provident fund?

17. If you have any social welfare?

18. How many hours a day do you work?

19. Can you describe your typical day?

20. If there is any shortage for the raw materials?

21. Which method of production is used more?

22. Is the industry is profitable?

23. Does the industry is affected by any climatic change?

24. Whether the covid pandemic affects the industry?