

Production and marketing of coir products in Karnataka: A case of Chitradurga district

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ABSTRACT

India is one of the top producers and exporters of coir in international market. The Indian coir products are in great demand in the international market because of their special attributes like fitness, price, craftsmanship, quality, attractiveness and eco-friendly, biodegradable and renewable natural resources, non-pollutant, usage of the product is up to the expected level when compared to plastic and other environment pollutant items. The trend in the overall volume of sale of coir and coir products significantly changed from the sixties when more than 50 per cent of the production used to be exported. This paper focuses on coir products production in India and Karnataka and marketing channel, Marketing cost of coir products in special reference to Chitradurga District.

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India is the largest coir producer in the world accounting for more than 80 per cent of the total world production of coir fibre. Coir, popularly known as the “Golden fibre” is a natural fibre extracted from fibrous husk of the coconut shell and is used to make a wide range of products such as ropes, mats, mattresses, baskets, brushes, brooms etc.

The preparation of coir is a lengthy process. The coconut husk is immersed in the water for about a month. The softened husk then is beaten to separate the fibre from the husk. This is then woven for making yarn, known as coir. While 50 per cent of coconut husk is used for coir, the remaining share is used as a fuel in rural areas. Kerala is the home of the Indian coir industry, particularly white fibre, accounting for 61 per cent of coconut production and over 85 per cent of coir products. Not more than 50 per cent of the coconut husk is used in the coir industry. The coir sector in India is very diverse and involves households Co-operatives, NGOs manufacturers and exporters (Kumaraswamy Pillai, 2005).

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Production of coir and coir products in India:

India is the major producer of coir among the coir producing countries in the world. Of the total world output, India's share is about 56 per cent. Coir Industry in India consists of two distinct segments namely, white fibre and brown fibre. Almost the entire production of white fibre in the country gets converted to coir yarn. About one-fifth of total production of coir yarn goes for the manufacture of value added products, namely, door mats, mattings etc. While 60 per cent of the production of finished products is exported, domestic market consumes the balance (Gandhi, 2008). Out of the total production of coir yarn, about 20 per cent gets converted to rope and cordages mainly for domestic consumption. The balance yarn retained as much as shared between the export and the domestic market. The brown fibre produced in the country is consumed for rope making, curling, for rubberisation, stuffing upholstery etc., besides a part of production being spun into coir yarn for manufacture of finished products of coir on a limited scale and that too recently.

The main producing centres of coir in India are located in Karnataka, Tamil Nadu Karnataka and Andhra Pradesh. Besides these states, small quantities of coir are produced in Orissa, West Bengal, Gujarat, Goa, Assam, Lakshadweep, Andaman Nicobar Islands, Pondicherry and Tripura. Production of white fibre is mainly concentrated in Kerala with a share of 90 per cent in the total output. Kerala has considered as the home of the