

Sustainable Development for Environmental and Social Effects of the Coir Industry in Pattukottai, Tamil Nadu

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Introduction

One of the top production states for coconuts in India is Tamil Nadu, and the area's thriving coir sector is a result of the quantity of coconut plantations in the area. Tamil Nadu's coir business has a strong foundation in conventional handicraft. Centuries of workers have been trained in the extraction of coir Fibres from coconut shells and the ensuing fabrication of coir goods, adding to their skill. It is very important in creating job prospects, especially in rural regions. Many individuals, primarily women, work in the coir industry, collecting coconut husks and extracting Fibres as well as crafting and spinning coir goods. In gardening and farming, coir is frequently used as a growth medium and fertilizer for the soil. As a superior foundation for plant development, the state's coir pith, additionally referred to as coir particles or coir peat, is highly sought for both locally and globally. Coir and coir-related items are widely exported from Tamil Nadu.

More than 90 nations receive these goods from China, which accounts for over forty percent of global exports. This is done to meet the rising demand for environmentally friendly and environmentally friendly resources. Coir is a completely natural, recyclable fiber with excellent water absorption. It outperforms artificial geotextiles in terms of environmental concerns. Making coir products is a substantial

cottage business that has a big impact on the economies of states that produce a lot of coconuts, like Kerala, Tamil Nadu, and Andhra Pradesh. Rural communities may be found in Tamil Nadu's Pattukkottai. Pattukkottai is mostly a farming community with a coconut-growing industry. Because it was an important the initial stages action, coconut farming. In this town, there are several companies focused only on producing coir fiber and pith. Products that add value in the identical stream include mats, bags, doors, and Even fabrics for covering the ground.

Study Area Background

The top Coir Products in Pattukkottai, with 1021 choices at the most recent prices. Find a variety of coir items from leading producers, merchants, and suppliers in Pattukkottai. Find out what's available in adjacent cities like Peravurani, Mannargudi, Orathanadu, and other places. Prices in Pattukkottai for several categories, including High Grade Coir Pith Block, Eco Friendly Coir Pith, and more, ranging from 150.0 to 1,20,000.0 INR. When ordering in large quantities, benefit from of Trade india's exclusive discounts. For the greatest deals, get in touch with the vendors right away.

Review of Literature

Christy Fernandez (2005) evaluated Value-added coir products are heavily exported from India. Building the capacity and upgrading the quality of the widely dispersed household production units is essential for advancing the domestic coir industry. R&D efforts in India have been successful in developing many new products that could be used for a variety of applications that are affordable and environmentally friendly. The future of the coir business rests on its capacity to swiftly adjust to the rapidly changing customer demand and broadening alternatives. This may be done by offering directions for production, including a supply side management, and addressing issues of common interest. The coir industry must be diverse, maintain a high level of service and product quality, and ensure cost effectiveness whether it is for domestic or export reasons.

G. Brintha and Dr. K Ramamurthy, K Kanimozhi (2013) Initially since coir goods are so naturally made and basic components like fiber, yarn, dyes, and chemicals are readily available, coir exports sometimes struggle to preserve the quality of their products. In addition, India's industrial equipment is out-of-date and frequently in poor condition. The producers continue to operate tiny units, mainly unaware of market dynamics and customer habits, because there is insufficient, readily usable information available. The insufficient research and development initiatives for innovation and expansion are the third key issue the coir sector is now facing.

Vinayagamoorthi (2018) The contribution of coir fiber and coir products to exports, as well as various plans and initiatives for the growth of the coir industry, have been the author's main areas of concentration. The benefits and difficulties faced by India's coir sector were also emphasized in the study report.

Objectives of the Study

1. To identify the issues the respondents had with the manufacture of coir in Pattukkottai, Tamilnadu.
2. To evaluate how coir production affects the environment in Pattukkottai, Tamilnadu.

Research Methodology

The study examines the coir industry's effects on Pattukkottai Taluk. Data from both primary and secondary sources are used in the data collecting. The current study's primary methodology was simple random sampling. In order to gather primary data for a field investigation, a small number of coir manufacturers will be given a questionnaire to complete. We'll gather secondary information from all the sources that have been released. Various interested parties will be professionally, privately, or both questioned to get a broad viewpoint on the data, and further information will be gathered through discussions with professionals, former employees, and those working in this area.

Results and Discussion

Issues with the Coir Industries

One of the biggest producers of coir fiber and pith, Pattukkottai, is experiencing a crisis unlike anything it has ever experienced. Manufacturers of coir are stockpiling hundreds of tonnes as a result of the current low pricing. Coir pith, that was formerly supplied to manufacturers for 25 per kg, had been transferred at 10 per kg a month ago. While the cost has now risen to \$20, the makers claim there are still losing money. The business climate in the nation, particularly in Tamil Nadu's pattukkottai, during which over 500 coir manufacturers produce high-quality coir fibre and pith for leading importers like the US, China, the Netherlands, Korea, and Spain, has been severely damaged by the Russia-Ukraine war, increase in freight costs, and climb in the cost of

electricity. Coco pith, which cost Rs 2.5 per kg in the early 2000s, now costs Rs 25 per kg. However, because coir was only transported to China as an unprocessed product, its value did not increase, according to Gowthaman. When China first joined the Indian market around ten years ago and started bringing in coir fiber to produce value-added items like mattresses, Pattukottai became its main source of supply. The reliance on Chinese markets has grown over time to the point where the region factories struggle when China suspends imports of coir for around three weeks around the end of the beginning of each year for the new year.

Although there currently exists a market for value-added coir fiber goods on a worldwide scale, most businesses in Pattukottai are not able to capitalize on it. Coir exports to China used to cost between Rs. 600 and Rs. 750 for 35kg, but during the past five years, they have dropped to between Rs. 300 and Rs. 350. According to Gowthaman, this is the case because goods, not raw coir, provide the money. We normally hold coir fiber and pith solely to sell during the time of year when it rains, so keeping it on hand and waiting for a price hike is a tremendous blow to us. Producers are compelled to wait before the market recovers as a result of the sharp decline in pricing. Costs for coir pith have decreased to 45% of their initial level. A further issue is that our losses increase while we own the stock. Blocks of coir pith are compacted. As the pith is transparent, air may penetrate in and evaporate the water-based contents within the pith, lowering its weight. Every block weights 1 kg. The increase in power prices has also had an effect on industries, particularly small-scale ones. According to the research, the majority of enterprises used to spend between \$6,000 and \$7,000 a month on power. Businesses are currently paying \$26,000 to \$32,000 a month before the increase. They took a big hit

since they were spending five times as much as they had been before in their loss-making condition. Coconut is supplied by producers.

The lack of labour is a serious problem that the factories are now dealing with. The coir business utilized to provide plenty of job possibilities in earlier times, particularly in rural regions. The collection of coconut husks, the extraction of fibers, and the weaving of coir items all engaged a large number of people, mostly women. Sadly, past appears to be recreating again as we currently experience a lack of workers in the coir industry along with other small businesses, which is comparable to whatever occurred in farming. Obtaining local labour has grown challenging, so we are turning to North Indians that are also having trouble locating job in their native country for assistance. This structure has its own difficulties, despite the fact that they have helped the sector flourish. The cyclical nature of the North Indian labor force has an impact on the constancy of coir sector productivity. We waste time and resources each time a fresh team comes in because we have to educate them.

Table 1 Issues with the coir industries

Issues	No of Respondents	Percentage (%)	Ranking
Insufficient funding	23	13.1	V
lack of trained personnel	28	16.0	IV
raw substance	32	18.3	III
oblivious to industry trends	57	32.6	I
encouraging exports	35	20.0	II
Total	175	100	-

Sources: Primary Data

Interpretation

From above the table oblivious to industry trends conditions and an absence of competent labour were

the two main issues that the majority of respondents experienced. It was ultimately followed by the encouragement of exports of goods, the availability of raw materials, and eventually the lack of enough financing.

Agricultural Impact

Pattukottai was once well-known for its agriculture, particularly for growing rice, groundnuts, and coconuts. Such crops thrived in the favourable environment and soil conditions, which led to a thriving agricultural industry. But as time passed, problems including a lack of labour and water forced farmers to switch their attention to growing coconuts in their fields. This choice changed how they played for them because coconuts needed less upkeep and water, which made them an attractive alternative. Producers were forced to cope with the problem of managing the worthless trash referred to as coconut shells after collecting coconuts on a monthly basis. Still, coconut husks were given a new use when the coir business took off. They were used by businesses to produce coir fiber, referred to as coconut fiber, and coir pith, which were shipped to more than 95 different nations and increased the selling price of coconuts domestically.

Unfortunately, there have been many issues in the coir business over the past five years, which have contributed to its decrease and had an immediate affect on coconut pricing. Coconuts are currently offered for between 8 and 10 rupees, compared to the preceding price range of 15 to 30 rupees per coconut. The agricultural producers in Pattukottai have suffered significantly as a result of this drastic price decline.

Finding and Suggestions

1. To Various strategies and programs must be implemented by the government to help the coir sector.

2. To Raising manufacturers' awareness of coir value-added goods.
3. Future global markets will provide additional prospects for value-added goods, thus the coir board and associated organizations should step more to advance the sector.
4. The utilization of modern technology and improved manufacturing quality should be made available to entrepreneurs through programs for entrepreneurship development.
5. The Coir Board and other pertinent organizations must carry out research on the creation of value-added goods.

Conclusion

The study's conclusion states that the majority of coir businessmen are happy with the money they make from their businesses. Nevertheless, it is the duty of the government and other organizations to advance the sector. According to the studies, the privilege of Indian coir products distributors has several prospects to capture market share on the global market. Industrialists have a responsibility to create and sell high-quality goods that are competitive with those of their foreign rivals on the worldwide marketplace for durability.

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