

**COCONUT EXPORTER'S AWARENESS, PERCEPTION AND ATTITUDE
TOWARDS VARIOUS GOVERNMENT COCONUT PROMOTION SCHEMES &
IT'S SERVICES WITH REFERENCE TO POLLACHI TALUK-AN
INVESTIGATIVE STUDY.**

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ABSTRACT:

The present research article is going to investigate about the Coconut Exporter's Awareness, Perception and Attitude towards Various Government Coconut Promotion Schemes & It's Services With Reference To Pollachi Taluk in Coimbatore District based on the primary and secondary data sources. Since India is one of the leading coconut producing and exporting country, its contribution is 31.46 per cent of world production in coconut market, India's contribution to world export is nearly 10 per cent. In coconut trade, India has been maintaining a positive trade balance since 2007-08 onwards. In Indian agriculturist are cultivating coconut in the state of Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and these southern states all together reached 91 per cent of the total coconut and its by product production in the country. India's share of coconut in the world market is less only due to high domestic consumption, poor price competitiveness, lack of value addition process, unbranded coconut products and uncertified coconut products are major constraints to the export growth of coconut sector. At the same time, India has major competitor's countries like Philippines, Indonesia and Sri Lanka. These countries are adopted large scale product diversification of coconut production process and it's by product production for meet out the requirement of global consumers. There is a wide scope have India in the field of coconut product exports as well as coconut by product exports in near future. Therefore, the researcher has taken this present study for explore the reality of coconut exporter's awareness, attitude and perception towards Government of India various promotion measures and its schemes for observing the existing position and strengthen the lack of coconut exporting area for earning more foreign exchange to India through coconut and its by product exports.

Keywords: Coconut Export, world coconut market, large scale production, global consumers.

PREAMBLE OF THE STUDY

Trade in Coconuts in the fresh form and dried form is representing 0.0086% of total world trade. India stands first in productivity and production and third in area under coconut cultivation. Coconut cultivation in the Tamilnadu state is undertaken mainly in small and marginal scattered holdings areas. The mindset of the traditional coconut grower is attuned to processing for copra and coconut oil that their thoughts do not go out of this oil circle. But coconut is not only oil seed crop articles with the help of Coconut any one can produce the value added products. It will help in protecting the farmers from the annually recurring price fall during the peak production months. There are many coconuts bye products like copra, coconut oil, virgin, partially defatted powder, coconut oil cake, coconut cookies, vinegar, coconut water based juice and allied coconut products like coir, fibre and pith are very familiar agro based industries in Coimbatore district. Especially in among the Pollachi districts countless number of farmers and industrialist are involving with coconut cultivation as well as exporting the coconuts and its allied products in all over the world. In India, these are the major coconut producing states Kerala, Tamil Nadu, Karnataka, Pondicherry, Odisha, Andhra Pradesh, Gujarat, West Bengal and the islands of Lakshadweep and Andaman & Nicobar. Most of the World production is in tropical Asia, with Indonesia, the Philippines, and India collectively accounting for over 72% of the world total. Coconut water is consumed throughout the humid tropics, and has been introduced into the retail market as a processed sports drink. Coconut water can be fermented to produce coconut vinegar. Coconut oil is commonly used in cooking. It is a very useful product with many health benefits. It can be used in liquid form as would other vegetable oils, or in solid form as would butter or lard. Coir (the fibre from the husk of the coconut) is used in ropes, mats, doormats, brushes, and sacks, as caulking for boats, and as stuffing fibre for mattresses. It is used in horticulture in potting compost, especially in orchid mix. Copra is the dried meat of the seed and after processing produces coconut oil and coconut meal. Coconut oil, aside from being used in cooking as an ingredient, is used in soaps, cosmetics, hair oil, and massage oil. Coconut oil is also a main ingredient in Ayurvedic oils. The husk and shells can be used for fuel and are a source of charcoal.

Activated carbon manufactured from coconut shells is considered extremely effective for the removal of impurities. Due to the huge demand and good quality coconut and its by-products cultivation results during the fiscal year 2021-22 India's coconut and its by-products exports reached Rs.3000 crores, it shows the positive trend in the field of coconut exports in India.

STATEMENT OF THE PROBLEM

The cost of production and net return obtained per unit, would determine the profitability of the coconut crop. The profitability of an enterprise depends upon the efficient use of the resources in production. The coconut cultivators cum exporters and by coconut producers strength is depend upon the market conditions of the coconut only. Meanwhile, the coconut is the perishable nature due to that, coconut cultivators are facing few challenges like forced sales, multiplicity of market charges, malpractices in unregulated markets, charges and superfluous middlemen are the major hurdles are faced by the coconut cultivators in the study area. The market imperfection conditions and the consequential loss in marketing efficiency are more pronounced markets for perishable commodities like coconuts which require quick transportation and better cold warehouse storage facilities. Though coconut has been pride not only for its diverse uses but also for its special preference to consumers, both rich and poor consumers. Therefore, there is a necessity to observe the Coconut exporters Awareness, Perception and Attitude towards Various Government Coconut Promotion Schemes & It's Services With Reference To Pollachi Taluk in Coimbatore District for rectify the bottlenecks of coconut export sectors in India.

IMPORTANCE OF THE STUDY

Coconut is one of the oldest and more popular crops grown in India and 1.5 million hectares coconuts are cultivated in India. The coconuts are cultivating in tropic and subtropical area, it is more useful in different platforms in domestic, commercial, and industrial uses of its different parts of coconut tree and it's by products. Coconuts are acting as part of the daily diet of many high, middle and low economic people in all over the world. Through the coconut human beings are getting edible coconut flesh, when dried, the coconut flesh will become copra, coconut oil, milk are mainly used for cooking and frying; coconut oil is also widely used in soaps and cosmetics. Coconut oil is playing various roles as edible/industrial oil, cooking oil, hair oil, massage oil and industrial oil.

The coconut are instrumental to number of by products like desiccated coconut, coir fibre, pith, mattresses, desiccated coconut (DC), coconut cream, coconut milk, spray dried coconut milk powder, coconut shell products, shell charcoal, shell powder and virgin coconut oil etc. The demands of coconut oil will increases 15 to 20 % during the festival time in all over the world.

OBJECTIVES OF THE STUDY

The researcher has framed the objective of the study as coconut Exporter's Awareness, Perception and Attitude towards Various Government Coconut Promotion Schemes & its Services With Reference To Pollachi Taluk-An Investigative Study.

RESEARCH METHODOLOGY OF THE STUDY

The study was based on a descriptive and analytical-research approach to study the above objectives in-depth with regard to the specific target respondents. The study was conducted on a basis of the sample of respondents involved in the coconuts and its by products exports in the study area.

AREA OF STUDY

The area of study chosen was the Coimbatore district due to the location of the Pollachi taluk in the district which is the hub of coconut production in Tamil Nadu. Pollachi has about 6.30 crores of coconut trees, cultivated across 30,000 acres which yield 10 million coconuts per day.

SAMPLING DESIGN

For the purpose of the study, the data have been collected from 133 coconuts and it's by product's exporters whose units are located in around Pollachi taluk, Coimbatore District. The simple stratified random sampling method was used to collect the primary data from the respondents.

NATURE AND SOURCE OF THE DATA

The collection of data includes both the primary and the secondary data. The primary data has been collected from the individual coconut and its product exporters in the study area. The source of secondary data includes review of previous projects, journals, books and magazines which had exclusive information on coconut products, exporters and the coconut board and its extent of usage by the exporters of coconut products.

LIMITATIONS OF THE STUDY

The study is based on the Pollachi taluk coconut and it's by products exporter opinion only, the current study results may not suitable to other coconut cultivation area in India. The respondent's opinion may affect the study. The researcher has collected 133 sample respondents in the study area from April 2022- June 2022.

RESULTS AND DISCUSSION OF THE STUDY

SL.NO.	STATEMENTS	NUMBER OF RESPONDENTS	PERCENTAGE
01.	Type of organisation	Number	Percentage
	Sole proprietor	55	41.3
	Partnership	58	43.6
	Company	20	15.03
	Total	133	100
02.	Years of experience	Number	Percentage
	below 5 years	25	18.7
	5-11 years	54	40.6
	11-15 years	13	9.7
	16-20 years	17	12.7
	20-25 years	18	13.5
	above 25 years	6	4.5
	Total	133	100
03.	Background of business	Number	Percentage
	Family business	59	44.3
	Newly opted business	74	55.7
	Total	133	100
04.	Turnover of the organisation	Number	Percentage
	below 5 lakhs	25	18.7
	5-10 lakhs	53	39.8
	11-20 lakhs	11	8.2
	21-50 lakhs	19	14.2
	51-1 Crore	15	11.2
	above 1 Crore	10	7.5
	Total	133	100
05.	Exporting countries	Number	percentage
	Asian countries	67	50.3
	European countries	28	21.05
	Australian countries	14	10.52
	African countries	15	11.2

	American countries	9	6.7
	Total	133	100
06.	Coconut products	Number	Percentage
	Coconut	17	12.7
	Tender coconut	40	30
	Coconut oil	48	36.28
	Coconut shell	12	9.02
	coir products	9	6.7
	Coconut palm sugar	3	2.2
	Others	4	3
	Total	133	100
07.	Coconut Products	Number	Percentage
	Coconut	4	3.0
	Tender coconut	12	9.0
	Coconut oil	66	49.6
	Coconut shell	17	12.8
	Coir products	19	14.3
	Coconut palm sugar	12	9.0
	Desiccated coconut powder	3	2.3
	Total	133	100.0
08.	Consumption of Raw Material	Number	Percentage
	below 20000	15	11.3
	20000-50000	67	50.4
	50000-100000	47	35.3
	above 100000	4	3.0
	Total	133	100.0
09.	Mode of Raw Material	Number	Percentage
	Own production	60	45.1
	Procurement from others	46	34.6
	Both	27	20.3
	Total	133	100.0
10.	Level of awareness on Production & Distribution of planning material.	Number	Percentage
	Very Highly aware	68	51.1
	Highly Aware	51	38.3
	Moderate aware	14	10.5
	Total	133	100.0
11.	Awareness of Consultancy services on production, processing & marketing.	Number	Percentage
	Very Highly aware	10	7.5
	Highly Aware	90	67.7
	Moderate aware	33	24.8
	Total	133	100.0

12.	level of awareness towards Training programme	Number	Percentage
	Very Highly aware	34	26.2
	Highly Aware	32	24.6
	Moderate aware	52	40.0
	Not aware	15	9.2
	Total	133	100.0
13.	awareness of Financial assistance for establishment of procurement centres by GOI	Number	Percentage
	Very Highly aware	29	22.3
	Highly Aware	34	26.2
	Moderate aware	26	20.0
	Not aware	38	29.2
	Highly not aware	06	2.3
	Total	133	100.0
14.	Level of awareness of Adopting measures to get incentive prices for coconut and it's by products.	Number	Percentage
	Very Highly aware	31	23.3
	Highly Aware	51	38.3
	Moderate aware	31	23.3
	Not aware	12	9.0
	Highly not aware	8	6.0
	Total	133	100.0

Source: Primary data

Chart-01: Level of awareness on Production & Distribution of planning material.

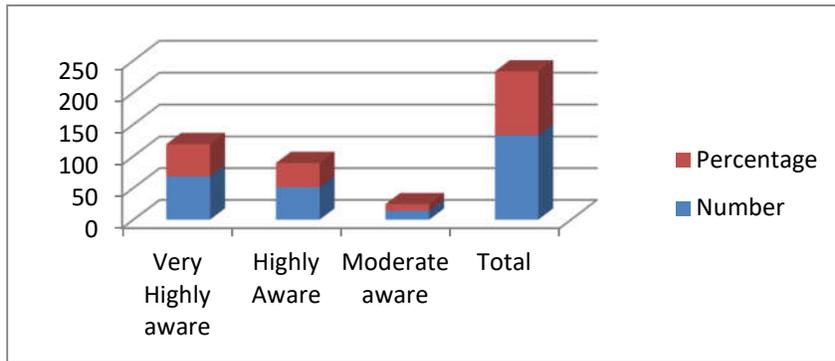


Chart 02: Awareness of financial assistance for establishment of procurement centres by GOI

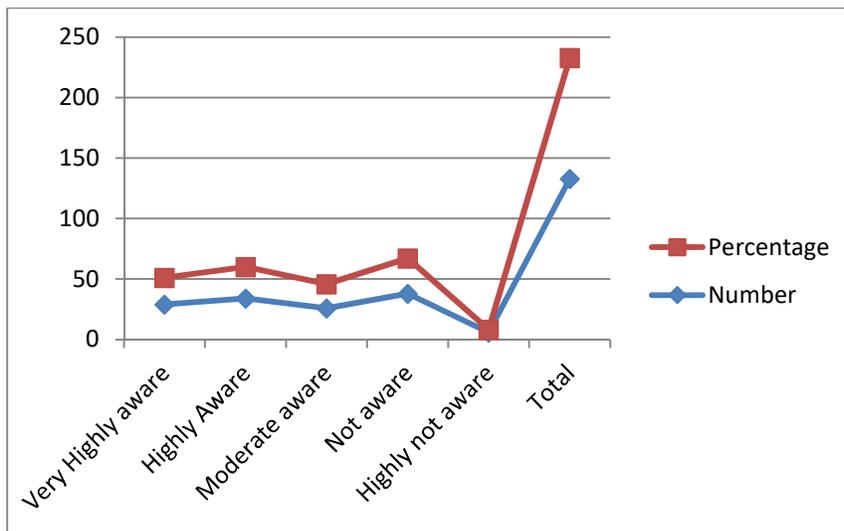
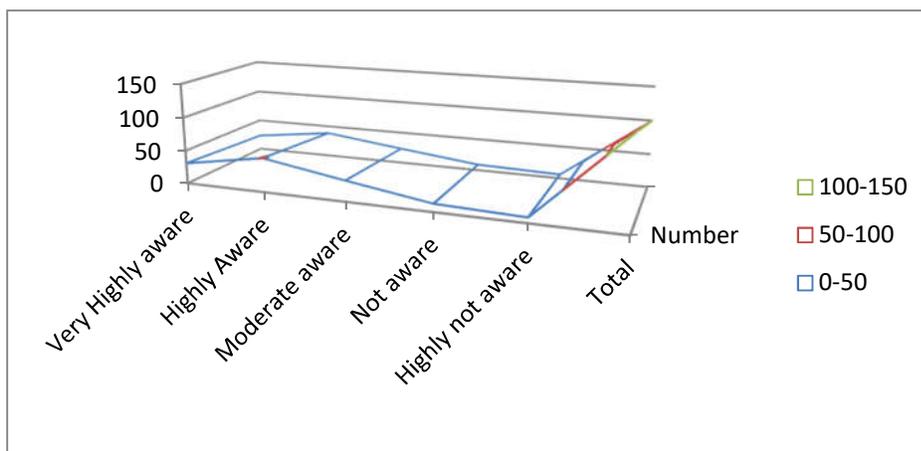


Chart:03 Level of awareness of Adopting measures to get incentive prices for coconut and it's by products.



MAJOR OBSERVATIONS OF THE STUDY

The researcher has observed the following key points in the study area. They are as follows. The 24 percentage of coconut export organization were started during the year 1991-2000, nearly 43 percentage organizations were formed under the partnership firm nature in the study area. In the study area coconut exporters 40 percentage respondents secured minimum 5 to 10 years experience in the field of coconut export. Nearly 40 percentages of respondent's turnover levels are 5 to 10 lakhs per annum. The 45 percentage of coconut exporters are using their using raw material for producing the coconut product in their factory. The 67 percentage of coconut exporters are highly aware of production and distribution planning of their material as well as processing and marketing strategies. Further 40 percentage of moderately aware of aware of the Government offering training programme related to coconut export process and 29 percentages of coconut exporters are only aware of the financial assistance offered by the banker for establishment of procurement center in the study area as well as 33 percentages of coconut exporters only aware of the trade events connected with coconut export and its by products in the study area. The above observation shows that, GOI should take serious steps towards strengthen the coconut export filed in the study area through appropriate authority.

RECOMMENDATIONS OF THE STUDY

IMPROVE THE PRODUCTIVITY: The coconut product manufacturers may increase their productivity through updated technological factors related to coconut industries and must change from the traditional machinery production style in to modern equipment's production style for improve the production volume with less production cost for meet out the world market requirements.

ACQUIRE NEW MARKETS: The coconut products manufacturers must try and acquire new markets since there is an increased demand in the market for the products and the only problem is the method of approaching, hence they must conduct number of exhibits, trade fairs, coconut products meets with different part of India for creating the importance of coconut export field in among the Indian agriculturist.

PROPER USE OF BENEFITS FROM GOVERNMENT: The Government of India are offering plenty of schemes for both manufacturing coconut exporters as well as merchant coconut exporters and hence the coconut exporters must use the Government benefits appropriately to increase their productivity as well as their profitability.

PROPER CULTIVATION OF COCONUTS: The manufacturing exporters who produce or acquire raw materials I.e., coconuts must be able to increase their yield at the same time decrease the water consumption by the irrigation methods such as drip, sprinkler irrigation. They must also check the soil quality with appropriate agricultural department offices runned by the State of Government of Tamilnadu for using eco friendly natural fertilisers and natural pesticides for preserve the life of coconut tree in the study area.

CONCLUSION OF THE STUDY

India is signatory to World Trade Organisation agreement which shall create the opportunities to Indian exporters in all over the country through liberalised EXIM/Foreign Trade policy, where the barriers of international trade are removed. It is pertinent to mention that there is a bright future for coconut exports in India provided Indian agriculturist must prepare ourselves to meet the opportunities and challenges in the field of coconut exports as well as its by product exports through available infrastructure, trained man-power and wide range of climatic conditions available in the country are indicative of best capabilities for getting huge yield from healthy the coconut tree, it will create the better opportunities to coconut exporters in the world market very soon. At the same time, these resources have to be effectively utilised to harness the best making coconut industry more competitive and dynamic. **The coconut Exporter's Awareness, Perception and Attitude are levels are moderate connected with GOI Coconut Promotion Schemes as well as its services related to Coconut exports in the study area. Still the GOI must strengthen the coconut exports volume through offering more initiatives as well as financial and non financial assistance for promoting the coconut export sector in near future.** There is wide scope for further research studies, particularly in areas like role of co-operatives in new coconut product development and marketing, extent and problems associated with women labourers engaged in the coconut industry, problems relating to technology up gradation and adoption level in the coconut sector and so on.

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