COCONUT AND ITS ALLIED COMMODITIES EXPORTER'S AWARENESS OF GOVERNMENT EXPORT PROMOTION SCHEMES AND PREDICTING THE INDIA'S COCONUT CULTIVATION VOLUME –AN ANALYTICAL STUDY

Dr.B.ROHINI,

Assistant Professor, Department of Commerce with International Business,

Nallamuthu Gounder Mahalingam College, Pollachi -642001

ABSTRACT:

Coconut and its allied products are one of the leading agricultural export commodities in India. India occupies a predominant position in the world in coconut production. India ranks third in the world map of coconuts as on 2020-23 and in due course became the largest producer of coconut with the production of 16.9 billion nuts from under plantation of about 1.89 million hectares. Even though India is among the largest producer of coconut with a distinction of having the highest productivity of 7779 nuts per hectare as against 3630 nuts per hectare in Indonesia and 3859 nuts per hectare in Philippines, the per capita annual availability of coconut is estimated to have been 10 nuts only which is quite low, when compared to 222 of Philippines, 145 of Sri Lanka and 55 nuts of Indonesia. The cost of production and net return obtained per unit, would determine the profitability of the coconut crop.

KEYWORDS: Plantation, Coconut crop, Coconut production, Coconut Export, Farmer, Exporter and Coconut cost.

PREAMBLE AND DESIGN OF THE STUDY

The Coconut export sector in India gained an outward orientation, especially after the Coconut Development Board was started by GOI under the export promotion council in the year 2009. In the recent period, the growth rate experienced in the coconut based value added products has been stupendous demand are raised in oversea market. Coconut and its allied products are one of the leading agricultural export commodities in India. India occupies a predominant position in the world in coconut production. India ranks third in the world map of coconuts as on 2020-23 and in due course became the largest producer of coconut with the production of 16.9 billion nuts from under plantation of about 1.89 million hectares. Even though India is among the largest producer of coconut with a distinction of having the highest productivity of 7779 nuts per hectare as against 3630 nuts per hectare in Indonesia and 3859 nuts per hectare in Philippines, the per capita annual availability of coconut is estimated to have been 10 nuts only which is quite low, when compared to 222 of Philippines, 145 of Sri Lanka and 55 nuts of Indonesia. The cost of production and net return obtained per unit, would determine the

profitability of the coconut crop. The constraints in enhancing productivity among the coconut cultivators are lack of awareness on recent development related to crop improvement, lack of quality planting materials to farmers, lack of proper management practices and pest problems are to be tackled consciously to make coconut farming attractive. Though production is the initiation of the developmental process, it could bring less gain to the producers unless there is an efficient marketing system. The producers of coconut depend upon the market conditions to fulfill their hopes and expectations. But forced sales, multiplicity of market charges, malpractices in unregulated markets and superfluous middlemen are the problems faced by the cultivators Though coconut has a pride, not only for its diverse uses but also for its special preference to consumers, both rich and poor, it is subjected to the above stated production and marketing problems. These are the above stated problems are faced by Pollachi Taluk, Coimbatore District of Tamil Nadu coconut exporters in this regions and hence the researcher thought that, it is worth to study and analyze the problems and prospects of coconut exporters in Pollachi Taluk, Coimbatore District for meet out the expected results of the study.

PRESENT SCENARIO OF INDIAN COCONUT INDUSTRY

The coconut based industry is growing in terms of production. However, its share in oil and fats trade has consistently declined in the past four decades. Vast growth opportunities remain for the coconut industry, but the marketing strategy needs a reorientation to suit to emerging trend. Awakening and alertness on diversification of coconut, with a motive to recapture the market have to be provided priority. The best option with vast growth opportunities for product diversification and value addition exists. Despite this vast potential, the industry can flourish only through strategic initiatives and synergy among the organized and unorganized market outlets function. Strategic marketing has to include product diversification, marketing intelligence backed by market research to widen the market base in different coconut growing region. Cooperation from the organizations and upfront approach is needed in partnership mode to address the issues in penetrating the existing markets.

TableNo.01:CHALLENGES FACED BY THE COCONUT FARMERS/EXPORTERS

FACTORS OF PROBLEM
Seedling problems
Weather problem
Water problem
Disease problem
Post Harvest Management (PHM)
Marketing problem
Infrastructure problem
Particulars of production
Extension services and Export related problems etc.

Source: Agricultural Development and Rural Transformation Centre (ADRTC)-2019.

COCONUT CULTIVATORS PROCESS

AGRI INPUTS
↓
INFRASTRUCTURE
↓
STORAGE
↓
TRANSPORTATION
↓
TECHNOLOGY
↓
FINANCE
↓
QUALITY ASSURANCE
↓
TRAINING

Source: Drafted by researcher

IMPORTANCE OF THE STUDY

Coconut is an important tropical oil seed crop, which gives coconut water, kernel, oilcake for cattle etc. Since it is one of the leading commodities in agricultural exports, the production programme of the crop is of critical importance in improving the efficient use of resources. The cost of production and net return obtained per unit, would determine the profitability of the crop. The profitability of an enterprise depends upon the efficient use of the resources in production. Though production is the initiation of the development process, it could bring less gain to the producers unless there are exists an efficient marketing system. Meanwhile, during pandemic period 2019-2020 India's export volume of Coconut and its allied Products was decreased

significantly due to the poor demand as well as hurdles of shipping industry. It shows the bright future to the Indian coconut and its allied exporter in near future. Therefore, there is a necessary to study about the trend projection of India's coconut production volume as well as coconut exporter's awareness towards various Government export promotion schemes to the coconut exporter in the study area.

TABLE No. 02: PERCENTAGE SHARE OF WORLD EXPORTS OF COCONUT PRODUCTS

1.	Coconut oil	Philippines (42)	Indonesia (35)	Malaysia (9)	India (0.30)
2.	Copra meal	Philippines (64)	Indonesia (34)	Others (1.9)	India (0.004)
3.	Desiccated coconut	Philippines (25)	Indonesia (20)	Sri Lanka (12)	India (1)
4.	Coconut milk/cream	Indonesia (51)	Sri Lanka (44)	Philippines (4)	India (0.30)
5.	Coconut shell charcoal	Indonesia (70)	Sri Lanka (20)	Philippines (7)	India (0.30)
6.	Coir and coir products	Sri Lanka (42)	Thailand (12)	Indonesia (10)	India (25)

Source: APCC (2016)

STATEMENT OF THE PROBLEM

India's coconut and its allied product export contribution to the world market 34% of the world's total production during 2020-21. The crop contributes around Rs. 307,498 million (US$ 3.88 billion) to the country's gross domestic product (GDP). The coconut palm and other related products provide food security and employment opportunities to more than 12 million people in India. There are more than 15000 coir based industries are offering employment opportunity to Indian uneducated, semi skilled and educated people. This industry is help to improving 6 lakhs people standard of living as well as wins their food. Coconut is exported to over 140 countries by the Indian exporters. During the year 2020-2021 (Apr-Nov), India has exported Coconut volume of 118.28 USD million. During the calendar year 2021-22, the Government of India has gave the financial support and financial assistance to the tune of Rs. 801 million (US$ 10 million) for covering a fresh area of 4,078 hectare for expansion of area for cultivating coconut tree for improve productivity of coconut product volume. Even though India is a leading coconut producing country contributing to 31.46 per cent of world production, its contribution to world export hardly reached about 10 per cent in coconut trade. Therefore there is a necessary to study

about the coconut Exporter's Awareness towards Government Coconut and It Allied Export Promotion Schemes and India's Trend Projection of Coconut Production in Indian perspectives from the source of primary and secondary data.

RESEARCH GAP

As per the previous review of literature related to coconut export shows that there is a gap between the understanding about the India's coconut export trend after the pandemic period well as coconut exporter's awareness towards Government schemes towards export promotion of coconut and its allied products. Therefore, there is a need to study about the India's coconut production volume and GOI offered various incentives and other schemes for penetrating the coconut and its allied export from India.

OBJECTIVES OF THE STUDY

The following are the objectives framed for the study

1. To analysis about the coconut exporter's awareness/opinion towards various Government schemes and services offered for coconut and its allied product exports.
2. To study the India's trend projection of Coconut production volume.
3. To offer suitable findings and recommendations to the coir board authorities, policy makers and present coconut exporters for strengthening their volume of exports in near future.

RESEARCH METHODOLOGY OF THE STUDY

The study was constructed 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 133 respondents those who are involved in the field of coconut cultivation as well as coconut export including the exporters of the coir products and other coconut allied products producers and cultivators in the study area.

STATISITCAL TOOLS APPLIED FOR THE STUDY

The researcher has applied percentage method, simple least square trend projection method and weighted average with mean score for converting the quantitative data in to qualitative data for the present study.

AREA OF STUDY

The area of study chosen was Coimbatore district due to the location of the Pollachi Taluk in the district which is the hub of coconut production in Tamil Nadu. As per the time of

India 8th June 2015 news stated that, Pollachi has about 6.30 Crores of coconut trees, cultivated across 30,000 acres which yield 10 million coconuts per day.

SELECTION OF RESPONDENTS

Multistage sampling technique was used to select the respondents by selecting Coimbatore district. Coimbatore district constituted the universe for this study. Coimbatore district was chosen purposively partly due to prominence of coconut cultivation in Pollachi Taluk area. From the 12 blocks of the district three blocks of the district coconut exporters were chosen purposively and they were Anaimalai, Pollachi South and Pollachi North blocks.

Table No. 03: Distribution respondents (coconut and allied product exporters)

Sl. No	Category of Exporter	Total
1	Small Scale	44
2	Medium Scale	44
3	Large Scale	45
Over all		**133**

Source: Pollachi coir board 2020

STRENGTH OF INDIAN COCONUT EXPORT SECTOR

One of the leading producers of coconut in the world producing 13 billion nuts per annum.Coconut area distributed in 18 states and three union territories under different agro-climatic conditions. From the past 3000 years tradition in the field of coconut cultivation. One of the premier coir producing country in the world. Producer of best grade milling copra in the world yielding high grade coconut oil known for its aroma and flavor. A large number of farmers' cooperative societies in primary processing and marketing. Government agencies such as Kerala fed, State Trading Corporation, Kerala State Marketing Federation and Karnataka state Marketing Federation in manufacturing and marketing of branded coconut oil in small packs. Hundreds of reputed and established private firms in manufacturing and marketing of various coconut products including branded coconut oil in small packs. Wide range of coconut products, both edible and non-edible, available for export. Technical know-how and trained manpower for the manufacture of various coconut based products.

The coconut economy of India is in a comfortable position. India accounts about 22.34 per cent of the world's coconut production and is one of the major players in the world's coconut

trade. Currently, the crop is grown in 1.91 million hectares with an annual production of nearly 13,000 million nuts. Copra processing, coconut oil extraction and coir manufacturing are the traditional coconut based industries in the country.

SHORT COMING OF THE STUDY

The study is confined to a particular region (Pollachi Taluk, Coimbatore district) and hence the conclusions is drawn with due care, as it is an attempt made to generalize the results. Further, survey method was adopted for collection the data for the study, which has its own limitations. However, the results are made reliable by drawing conclusions, through cross check, in case the accuracy and reliability of data given by respondents were doubtful. Even though, the researcher has reduced the limitations of the present study in maximum, since the researchers has observed that the study area results may applicable to Pollachi Taluk alone.

DATA ANALYSIS

The researcher has done a desk research based on the published data for meet out the objective of the study and primary data for the purpose of observing the Coconut Exporter's awareness towards various Government schemes offered for coconut export promotion of coconut and its allied product in the study area.

TABLE NO. 04 COST AND RETURNS OF COCONUT CULTIVATION (PER ACRE)

S.No	Particulars	Small farmers	Medium farmers	Large farmers	Over all
1	Ploughing cost	1352.42 (3.35)	1469.40 (4.11)	1109.20 (3.31)	1310.34 (3.58)
2	Harrowing cost	664.87 (1.65)	693.82 (1.94)	657.43 (1.96)	672.04 (1.84)
3	Farm-Yard Manure cost	4020.33 (9.96)	3767.37 (10.53)	4013.93 (11.97)	3933.88 (10.76)
4	Fertilizer cost	2666.52 (6.61)	2725.55 (7.62)	2789.88 (8.32)	2727.32 (7.46)
5	Neemcake cost	383.25 (0.95)	282.84 (0.79)	336.68 (1.00)	334.26 (0.91)
6	Manual weeding cost	1039.52 (2.57)	1094.19 (3.06)	960.80 (2.87)	1031.50 (2.82)
7	Weedicides & pesticides cost	299.89 (0.74)	240.02 (0.67)	170.39 (0.51)	236.77 (0.65)
8	Irrigation cost	8726.81 (21.62)	5090.33 (14.23)	4432.22 (13.22)	6083.12 (16.64)
9	Gap filling cost	159 (0.39)	62.41 (0.17)	130.00 (0.39)	117.13 (0.32)
10	Repair & maintenance of implements cost	1188.36 (2.94)	1147.91 (3.21)	755.71 (2.25)	1030.66 (2.82)

11	Tax charges	5 (0.01)	5 (0.01)	5 (0.01)	5 (0.01)
12	Harvesting cost	7539.30 (18.68)	7362 (20.58)	6534.40 (19.49)	7145.23 (19.55)
13	Interest on working capital	3365.32 (8.34)	2869.20 (8.02)	2674.40 (7.98)	2964.64 (8.11)
	Variable cost	**31410.59**	**26810.04**	**24570.04**	**27591.89**
1	Rental value on land	8000 (19.82)	8000 (22.37)	8000 (23.86)	8000 (21.89)
2	Interest on fixed investment	960 (2.38)	960 (2.68)	960 (2.86)	960 (2.63
	Total fixed cost	**8960**	**8960**	**8960**	**8960**
	Total operating cost	**40370.59 (100.00)**	**35770.04 (100.00)**	**33530.04 (100.00)**	**36551.89 (100.00)**
1	Yield (nuts/per acre)	8377	8180	7256	7938
2	Price of per nut	9.12	8.97	8.89	9.00
3	Income of coconuts	76398.24	73374.6	64505.84	71426.22
4	By products of coconut	5509.70	3419.80	2889.88	3939.80
5	Gross income	81907.94	76794.40	67395.72	75366.02
	Net income	**41537.35**	**41024.36**	**38865.68**	**38809.13**
	Input/output ratio	**2.03**	**2.15**	**2.01**	**2.06**

Source: Govindasamy. "A Study on Production of Coconut in Coimbatore District, Tamilnadu." Shanlax International Journal of Economics, vol. 7, no. 1, 2018, pp. 27–35**.**

The above table shows case about the cost and returns of coconut cultivation (per acre) in India.

TABLE NO. 04: INDIA'S COCONUT PRODUCTION VOLUME

Year	Area('000 ha)	Production(Million nuts)	Productivity(Nuts per ha)
1950-51	626.5	3281.7	5238
1951-52	630.2	3306.4	5247
1952-53	627.2	4177.1	6660
1953-54	638.7	3910.5	6123
1954-55	640.0	4264.6	6663
1955-56	647.6	4224.4	6523
1956-57	657.0	4458.0	6785
1957-58	664.1	4501.0	6778
1958-59	691.3	4651.7	6729
1959-60	707.2	4765.4	6738
1960-61	717.4	4639.1	6466
1961-62	723.0	4478.3	6194

1962-63	791.0	4962.6	6274
1963-64	799.0	4736.2	5928
1964-65	847.6	5042.8	5950
1965-66	883.7	5035.4	5698
1966-67	893.0	5191.8	5814
1967-68	923.9	5321.3	5760
1968-69	988.1	5546.2	5613
1969-70	1033.3	5858.7	5670
1970-71	1045.5	6075.0	5811
1971-72	1088.4	6123.7	5626
1972-73	1099.2	5997.2	5456
1973-74	1102.0	5850.6	5309
1974-75	1116.3	6029.6	5401
1975-76	1069.9	5829.4	5449
1976-77	1074.5	5765.3	5366
1977-78	1056.5	5412.6	5123
1978-79	1055.0	5729.7	5431
1979-80	1075.8	5662.0	5263
1980-81	1083.3	5942.0	5485
1981-82	1090.8	5939.9	5445
1982-83	1149.2	6356.1	5531
1983-84	1165.6	5807.9	4983
1984-85	1183.3	6912.8	5842
1985-86	1225.6	6770.3	5524
1986-87	1231.2	6376.8	5179
1987-88	1346.0	7269.9	5401
1988-89	1425.5	8541.4	5992
1989-90	1472.2	9358.8	6357
1990-91	1513.9	9700.2	6407
1991-92	1528.9	10079.6	6593
1992-93	1537.7	11240.9	7310
1993-94	1635.1	11974.7	7324
1994-95	1713.8	13299.6	7760
1995-96	1830.9	12952.3	7074
1996-97	1890.8	13061.0	6908
1997-98	1861.0	12717.3	6834
1998-99	1754.5	12535.9	7145
1999-2000	1768.1	12129.0	6860
2000-2001	1823.91	12678.4	6951
2001-2002	1932.3	12962.9	6709
2002-2003	1921.8	12535.0	6523

2003-2004	1933.7	12178.2	6298
2004-2005	1935.0	12832.9	6632
2005-2006	1946.8	14811.1	7608
2006-2007	1936.8	15840.4	8179
2007-2008	1903.19	14743.56	7747
2008-2009	1894.57	15729.75	8303
2009-2010	1895.20	16918.40	8927
2010-2011	1895.90	16942.92	8937
2011-2012	2070.70	23351.22	11277
2012-2013	2136.67	22680.03	10615
2013-2014	2140.50	21665.19	10122
2014-2015	1975.81	20439.60	10345
2015-2016	2,088.47	22,167.45	10,614
2016-2017	2,082.11	23,904.10	11,481
2017-2018	2,096.72	23,798.23	11,350
2018-2019	2,150.89	21,288.24	9,897
2019-2020	2,173.28	20,308.70	9,345

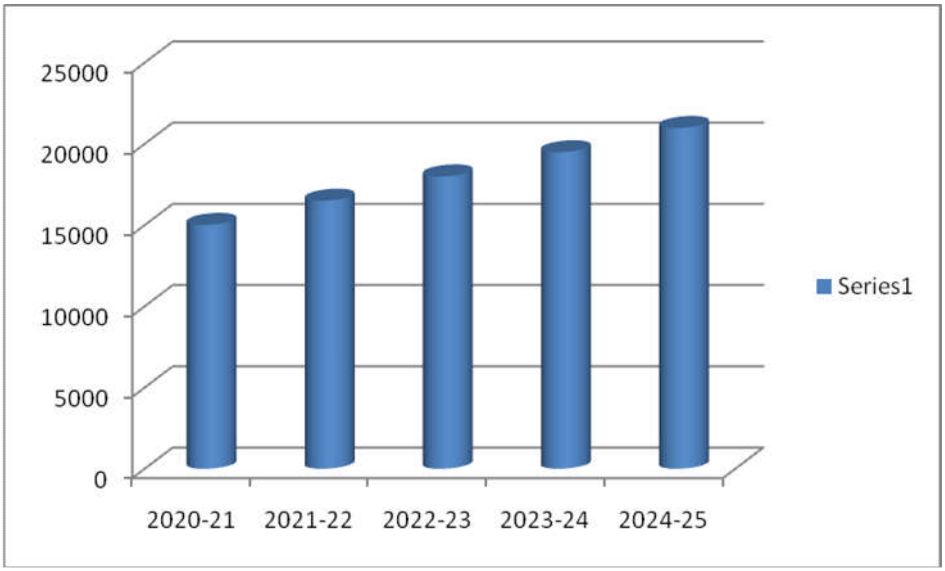
Source: Horticulture Division, Dept. of Agriculture & Cooperation, Ministry of Agriculture & Farmers Welfare, Govt. of India.

TREND PROJECTION OF INDIA'S COCONUT PRODUCTION VOLUME PER HECTARE

YEAR	**PRODUCTIVITY per hectare (Y)**	**X**	**X.Y**	**X_2**	**bX**
2015-16	10614	-2	- 21228	-4	-2984
2016-17	11481	-1	- 11481	-1	-11481
2017-18	11350	0	0	0	0
2018-19	9897	1	9897	1	9897
2019-20	9345	2	7890	4	15780

PROJECTION	a=summation of Y/N	b=summation of xy/summation of x2	COCONUT PRODUCTON PER HECTARE
2020-21	10537	1492x3	15013
2021-22	10537	1492x4	16505
2022-23	10537	1492x5	17997
2023-24	10537	1492x6	19489
2024-25	10537	1492x7	20981

Source: calculated by the researcher



The above table trend projection shows that, there is significant progressive growth of coconut productivity per hectare during the period from 2023 to 2025. It has concluded that, there is a positive trend related to coconut export and its allied products in near future.

Table No. 5: Showing the Coconut Exporter's Awareness towards Various Factors Related Coconut Export and Its Allied Process.

S.No.	Statements	VH 4	H 3	M 2	L 1	Total 133	Mean score	Rank
01.	Production and distribution of planning materials.	68(272)	51(153)	14(28)	0(0)	453	3.40	1
02.	Consulting services on production, processing and marketing.	10(40)	90(180)	33(66)	0(0)	286	2.15	10
03.	Training programme.	34(136)	32(96)	52(104)	15(15)	351	2.61	5
04.	Financial assistance for establishment of procurement centre.	29(116)	34(102)	26(52)	44(44)	314	2.36	8
05.	Trade Events.	21(84)	29(87)	45(90)	38(38)	299	2.24	9
06.	Techno economic studies on product diversification and allied products.	31(124)	31(93)	44(88)	27(27)	332	2.49	6
07.	Adopting measures to get incentive price	31(124)	51(153)	31(62)	20(20)	359	2.69	3

	for coconut and its allied products.							
08.	Integrated management of major pests and diseases.	20(80)	46(138)	34(68)	33(33)	319	2.39	7
09.	Creating future production potential by bringing more areas under control.	34(136)	51(153)	27(54)	21(21)	364	2.73	2
10.	Current Government services of coconut exports.	43(172)	29(87)	31(62)	30(30)	351	2.63	4

Source: Primary data

The above table reveals that 3.40 mean score is secured first rank related to coconut exporter's awareness towards Production and distribution of planning materials and least mean score 2.15 is secured 10^{th} rank coconut exporter's awareness towards consulting services on production, processing and marketing. It has concluded that, coconut exporter's awareness towards production and distribution of planning materials is secured first rank with mean score of 3.40.

MAJOR OBSERVATIONS OF THE STUDY

The cost and returns of coconut cultivation (per acre) in India show that, small farmer coconut cultivation net income is Rs.41537, Medium farmer coconut cultivation net income is Rs.41024 and Large scale farmer coconut cultivation is Rs.38865. The trend projection of coconut production per hectare shows that, there is significant progressive growth of coconut productivity per hectare during the period from 2023 to 2025. It has concluded that, there is a positive trend related to coconut export and its allied products in near future. Coconut exporters have awareness towards production and distribution of planning materials of coconut and its allied product is secured first rank with mean score of 3.40.

RECOMMENDATIONS OF THE STUDY

- **Infrastructure Overhaul**: India has made progress with road construction in recent years. But its maritime infrastructure still requires work through Sagar Mala Programme with the objective of modernising existing ports, developing new ones, enhancing port connectivity, as well as developing the sea port-linked industrialisation.
- **Reduce Turnaround Time:** Reducing the time it takes cargo to enter and leave India's ports from the current 2.59 days is critical to easing the export process. The government's

plan to reduce turnaround time to one to two days (the global average) by 2022-23 is a step in the right direction.

- **Improve Road Connectivity:** India is currently building 30 km of highways in a day. The objectives of the Bharat Mala Programme, which aims to build new roads, develop 9,000 km of economic corridors for better connectivity between manufacturing centres and export hubs, and improve port connectivity.
- **Indian Carrier Company:** The FIEO believes a home-grown carrier will also be able to control container rates, which have spiked in the past year due to the equipment crunch and port congestion.

- **Improving Credit Access:** In the last two years, the Indian government has assured exporters of a reduction in credit insurance premiums, faster disbursal of funds under the Export Credit Insurance Scheme, easing of documentation requirements, and lower interest rates and premiums for small businesses.
- **Simplification of Exim Processes:** In 2015 onwards India reduced the number of mandatory documents required for exports (and imports).
- **Cutting Tariffs:** The general view on India's policy of charging high import tariffs to protect domestic industries is that it is counter-productive. The Confederation of Indian Industry (CII) recommends a graded move towards competitive tariffs in the next three years and has suggested three tariff slabs – zero percent to 2.5 per cent for raw materials, 2.5 percent to 5 percent for intermediates, and 5 percent to 7.5 percent for finished goods.

- **Improve The Productivity:** The coconut product manufacturers can increase their productivity updating the technological factors and must change from the traditional machinery to modern equipment's which should customised according to their needs

- **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 and trade fairs etc…

- **Proper Use of Benefits from Government:** The GOI offers many benefits for both manufacturing as well as merchant exporters and hence the exporters must make appropriate use of them to increase their productivity as well as their profitability.

- **Proper Cultivation of Coconut:** 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.

- **Policy Makers of the Coconut Sectors:** To cultivation of coconut crop land played a key role, in addition to that, financial background is required. Majority of the coconut cultivators were not having shed facilities.

- **Control/Eliminate The Coconut Disease Problems:** The study area researcher were observed that, farmers are facing disease problems; to avoid the diseases, this study recommend that to control the disease through holistic pest management techniques as well as effective utilisation of agricultural university camp utilised by the farmers for overcome the coconut disease problems.

- **Other Recommendations:** To stabilize the price of the coconut and its products the Government should come forward for the implementation of price guarantee scheme. Hence, Government should come and take necessary steps to promote coconut based cottage and village industries and small scale units. The Government officials must take essential steps to revitalize the institutional marketing agencies for the betterment of coconut farmers in the study area. The GOI must take appropriate steps for marketing the Indian coconut and its allied products in the world market for strengthen the India's BOP toward surplus position.

CONCLUSION OF THE STUDY

Coconut is scattered all around the world in more than 90 countries. Since, it is noteworthy that major share of the total 12.2 million hectare of coconut in the world is contributed by India, Indonesia, Philippines and Sri Lanka. Coconut sector in India supports the livelihoods of twelve million people. There are umpteen reasons for the right kind of preparedness in the international spectrum of coconut and its value added products of coconut. The trend projection of coconut production per hectare shows that, there is significant progressive growth of coconut productivity per hectare during the period from 2023 to 2025. It has concluded that, there is a positive trend related to coconut export and its allied products in near future. Coconut exporters have awareness towards production and distribution of planning materials of coconut and its allied product is secured first rank with mean score of 3.40. The

coconut exporters have high awareness towards various GOI coconut export promotion schemes. It will facilitate to improve the India's coconut export and its allied products in near future. If India's coconut and its allied product export volume is increase obviously indias balance of payments will increase towards surplus position in the forthcoming years. It will boos up the Indian economy as well as India's foreign exchange reserve position in soon.

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