



## A STUDY ON PROBLEMS AND PROSPECTS OF COIR PRODUCT MANUFACTURING INDUSTRIES - WITH SPECIAL REFERENCE TO TUMKUR DISTRICT IN KARNATAKA

Mr. Prashanthkumar C.P\*      Dr. Duggappa M.C\*\*

\*Assistant Professor, East-West College of Management studies, Bangalore.

\*\*Associate Professor, Govt First Grade College, Shimoga.

### Abstract

In today's scenario the coir industries play an important role in agro-based employment-oriented traditional cottage industry in India. In the account of world coir fiber production 80% produced within India and it is world largest coir fiber producer. Karnataka is one of the coir producing states in India. Coir Industry is an export and employment oriented industry which originated in Karnataka and is spreading to other coconut growing states of India. The value addition in products has been focused on the demands of export market. The future of coir industry depends on non-conventional products. The major problems of coir industries are production, labor, finance and marketing. The coir boards need to create awareness among manufacturers about demand of product, provide training, provide guidance and encourage workers to produce value added product, and support for production and marketing of their product.

**Key Words:** Coir, Problems, Prospects. Production, Marketing, Finance, Labour.

### Introduction

India is one of the world's largest coir fiber producer and exporter, at present India produce and export coir and coir product more than 80 countries. Today coir pith act as eco-friendly and used for improving soil behaviors, preventing soil erosion, and helping consolidation of soil. Coir is bio-degradable and organic which has great water absorbency and has a definite edge over synthetic geo textiles, in environmental issues coir product plays an important role in cottage industry. It supports economic contribution to major coconut growing states such as Kerala, Karnataka, Tamilnadu and Andhra Pradesh. Formers of Tumkur and Hassan districts in Karnataka are focus on coconut cultivation. Coconut cultivation is the major forming activity came in to existence very early stage. More number of industries in Tumkur and Hassan districts is engage in production of coir products. In the same stream value added product such as mat, bag, doors, floor covering, Geo textiles, etc

### Review of Literature

**D. S. Viahwanath C. Murthy C. K. Venugopalan Y. N. (2013)**

It is an important sector in economy of the country. Most of the coir industrial workers are coming from socially and economically backward classes. Coir industries provide more than 6.4 lakh employment opportunities in India. Few co-operatives, private coir units, wholesalers, commission agents, traders and retailers were randomly selected in the year 2010-11. The total capital investment of co-operative coir units is more than private coir units. The proportion of investment on land in the total investment was found to be highest in Channarayapatna co-operative unit (Rs.18.26 lakh), while in Private coir units it was (17.00 lakh). The manpower requirement was higher in co-operative coir units as compared to private coir units. The net present value in co-operative coir units was higher than the private coir units.

**Roshini Narendran ( 2014 )** Roshini Narendran study is to deal the impact of National and Industry-specific government interventions and the influence of political parties in power. The study covers an interrupted time series design from the annual national coir export data (1970-2012) published by the Coir Board. Based on highlighting the significance of economic environment has a greater impact on the trends of coir exports than industry-specific interventions. A finding of this study is that, there is a significant difference in coir exports during the period of governance by the two political fronts in Kerala.

**Mohanasundaram (2015)** In this study, production problems faced by coir units are analyzed. For identifying the major problems in production in coir units, Garrett's Ranking Technique was used. The findings of the study are: Production problems faced by small coir units were analyzed and identified three major problems namely inadequate finance, shortage of workers and inadequate supply of green husks. Production problems faced by medium size coir units were shortage of workers, inadequate supply of green husks and heavy machine maintenance expenses. From the above findings, it is concluded that the most significant production problem faced by small size units and medium size units are inadequate finance and shortage of workers respectively



## Objectives of the Study

1. To know the working of Coir Industries in Karnataka.
2. To analyze the problems faced by Coir Industries
3. To establish the relationship between Marketing, Production, Finance, and Labor problems with coir industries in sample area.
4. To suggest Measures to overcome the problems of coir product manufacturing industries.

## Hypothesis

H0: There are no significant relationship b/w Production problems with Coir product manufacturing industries.

H0: There is no significant relationship b/w finance with coir product manufacturing industries.

H0: There is no significant relationship b/w Labors with coir product manufacturing industries.

H0: There is no significant relationship b/w marketing problems with coir product manufacturing industries.

**Statement of the Problem:-** The present study would make an attempt to analyze the Production, Labor, and Finance and Marketing problems of Coir Industries.

## Study Limitations

1. The study is limited to Problems of Coir product manufacturing industries.
2. The area restricted to only Tumkur District.
3. Only few industries selected for analysis of the study.
4. The analysis is done with the help of only selected statistical tool.

## Sources of Data Collection:

**Primary Data:** - The primary data which is collected through survey, such as questionnaire, observation and direct interaction with the respondents.

**Secondary Data:** - The secondary data is collected through published sources like Journals, Published reports, Books and E-sources.

**Methodology:-**The survey was conducted with the help of convenience sampling method. To develop a sample design, totally 25 Industries were selected for study purpose.

**Statistical Tools Used in the Study:** - In the study to find out the degree of significant relationship between the independent and dependent variables, Chi – square test was applied. Percentage analyses and weighted average have been used for the interpretation of the data.

**Percentage Analyses:** The percentage technique has been used throughout the report to express the opinion of the respondents.

**Chi – Square Test:** For testing the relationship between personal variables of the respondents and level of satisfaction, Chi-square Test has been used. Computing chi-square test, following formula has been used.

Where ..... 
$$\text{Chi-Square} = \chi^2 = \frac{(O - E)^2}{E}$$

E

O = Observed frequency

E= Expected frequency

c = Number of columns in a contingency table and

r = Number of rows in a contingency table

The calculated value of Chi-square is measured with the table value of Chi-square for given level of significance usually at five per cent level. If the calculated value (C.V) is less than the table value (T.V), the null hypothesis is accepted and otherwise it is rejected.

**Analysis and Interpretation:** An attempt had been made to analyze the demographic and socio-economic feature of the selected respondents regarding their Gender, Qualification, age, Occupation and annual turnover of the business. And is socio-economic regarding production, finance, labour and marketing problems faced by respondents.



**Table 1: Profile of the Respondents**

Gender		%	Age		%
Male	15	60	Below 15	0	0
Female	10	40	16 – 30	8	32
<b>Qualification</b>			31 – 45	8	32
SSLC	5	20	46 – 60	6	24
PUC	5	20	61 and above	3	12
Graduate	5	20	<b>Occupation</b>		
Post-graduate	5	20	Business men	2	08
Others	5	20	Agriculturist	10	40
<b>Annual Turnover</b>			Industrialist	5	20
1 to 5 Lakh	10	40	Employees	3	12
6 to 10 Lakh	8	32	Professional	5	20
11 to 15 Lakh	6	24			
15 to 20 Lakh	1	04			
Above 20 Lakh	0	0			

**Data Analysis and Interpretation**

Particular	Oij	Eij	(Oij- Eij) <sup>2</sup>	Chi-Square Computed Value (x <sup>2</sup> )
<b>Production</b>	125	125	61.20	13.39
<b>Finance</b>	125	125	89.20	18.31
<b>Labour</b>	125	125	83.20	17.40
<b>Marketing</b>	125	125	78	15.38

Particulars	Chi-Square Computed Value (x <sup>2</sup> )	df	Table Value ( 5 % Significance Level )	Result	Inference
<b>Production</b>	13.39	16	26.296	H0:Accepted	Insignificance
<b>Finance</b>	18.31	16	26.296	H0:Accepted	Insignificance
<b>Labour</b>	17.40	16	26.296	H0:Accepted	Insignificance
<b>Marketing</b>	15.38	16	26.296	H0:Accepted	Insignificance

df = (C-1) (R-1)  
(5-1) (5-1) 4 × 4 = 16

**Problems Faced By Coir Product Manufacturing Industries**

Sl. No	Particular	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Production</b>						
01	Non available of Raw Material in-time	6	3	5	6	5
02	Power-cut Problem	8	7	3	5	2
03	Skilled labour Problem	8	8	2	4	3
04	Lack of Demand of Product	3	5	5	7	5
05	Technical Problem	8	6	5	4	2
<b>Finance</b>						
01	Getting loan from bank is Difficult	4	5	5	6	5
02	Loan getting procedure is lengthy	6	5	5	5	4
03	Can you prefer Mobilize funds from Outside bank	3	5	2	8	7
04	Do you get any subsidy for loan amount	8	7	5	4	1



05	Do you feel that short term barrow funds is enough for coir production if necessary	10	8	2	3	2
	<b>Labour</b>					
01	Do you find shortage of labor/skilled workers	10	8	3	4	0
02	Is it necessary to provide training program to labor	7	6	5	4	3
03	Weather labors are demanding for high pay incentives, and other benefits?	5	7	5	5	3
04	Do you feel the payment of wages is high	2	6	5	6	6
05	Do you think frequently changes of labors , its reflect on production	10	8	3	2	2
	<b>Marketing</b>					
01	Is it require Advertisement for marketing of your products	3	4	5	8	5
02	Do you feel marketing cost are high rather than production	5	5	5	5	5
03	In facts of demand and supply, weather competition is there in your product.	10	5	5	3	2
04	Govt imposing any Code of Conduct? Are you fallowing the same?	3	2	5	8	7
05	Do you feel marketing/sales of product is very difficult.	3	5	5	8	4

Degree of Freedom is 16

The table value of  $\chi^2$  for two degree of freedom at 5% significance level is 26.296. The computed value of  $\chi^2$  is 13.39 for Production, 18.31 for Finance, 17.40 for Labor and 15.38 for Marketing, the computed value is less than table value, calculated value said to be arisen because it is insignificance. Hence the hypotheses have held well. The techniques adopted by investigator is not differs and it is similar. Hence null hypothesis are accepted and alternative hypothesis are rejected.

### Findings

1. The study represents 60 percent respondents are male and 40 percent respondents are female.
2. As found that 0 percent of respondents are belongs to the age of below 15. 32 percent of respondents are belongs to the age between 16 to 30, 32 percent of respondents are belongs to the age between 31 to 45. And 24 percent of respondents belong the age between 46 to 60. And 12 percent of respondents belong to above 61 years.
3. As per qualification concern all five category respondents got equal percentage according to survey.
4. The occupation concern 8 percent respondents are doing their own business and 40 percent respondents doing agriculture. 20 percent respondents are running their own industries, 12 percent respondents belong to employees and 20 percent respondents belongs to profession.
5. As annual turnover concern 40 percent of the respondents belongs to earnings of less than 5 lakh, 32 percent of respondents are belongs to less than 10 lakh, 24 percent respondents belongs to less than 15 lakh and 4 percent respondents belongs to less than 20 lakh per annum.

### Suggestion

1. Maximum number of coconut growers is in Tumkur district in Karnataka, and they are cultivate coconut crops.
2. The maximum coir industries are situated in Tumkur district in Karnataka. Hence there is a huge opportunities to establish new firms.
3. The coir industries are facing some problems like production, marketing, finance, and labor due to external factors.
4. Government has to take remedial measures to overcome the problems facing by coir industries.
5. Government has to give subsidy for equipment, machineries and at the time of marketing the coir product, to overcome the problems facing by industries.



### **Conclusion**

Coconut is main commercial crop of district, Formers are engage in cultivation process and industries focusing on production of coir based product. Formers and industries are getting required resources to increase cultivation of crops and production of coir product. Coir industries are playing a vital role in economic aspects of the district. Different age groups of males and females are engage in cultivation process. Industrialist, Businessmen, professionals, employees are engages in cultivation and production aspects. Coir product manufacturing industries are running in different segment i.e small, medium, large scale and getting good annual turnover based on industrial segment.

### **Bibliography**

1. Kanagarathinam & Dr. K. Shanthi, "A Study on Biodegradation of Coir Pith by Soil Fungi and Its Utilization in Plant Growth", International Journal of Multidisciplinary Research and Modern Education, Volume 3, Issue 1, Page Number 186-194, 2017.
2. Coir industry in India: An overview – Dr. S. Sudalai Muthu & R. Anitha – November 2007 -Kisan world
3. Coir industry needs to reinvest it self - facts for you - January 2013 by Dr. K. Ramamurthy, G. Brintha K. Kanimozhi.
12. S. Poornimadevi, "Advertisement Effectiveness Through Internet With Reference to Coimbatore District", International Journal of Applied and Advanced Scientific Research, Volume 2, Issue 1, Page Number 26-32, 2017.
13. Indian Coconut Journal.
4. International Journal of Computational Research and Development (IJCRD) 4.775, ISSN (Online): 2456 - 3137 (www.dvpublication.com) Volume 2, Issue 1, 2017, 120.
5. K. Veerakumar, "A Study on People Impact on Demonetization", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 2, Issue 1, Page Number 9-12, 2017. 11.
6. R. Chakravorthy & I. Parvin Banu, "A Study on the Export Performance of Pepper in India", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 2, Issue 1, Page Number 145-148, 2017. 14.
7. www.coconutboard.gov.in.
8. www.google.com.