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## Export Marketing of Coir Pith in India

T. Jeyanthi Vijayarani  
K. S. Gunasri

A MITTAL PUBLICATION



# Export Marketing of Coir Pith in India

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K. S. Gunasri



# EXPORT MARKETING OF COIR PITH IN INDIA

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## PREFACE

We thank our Lord and Saviour Jesus Christ for His grace, wisdom and blessings for the successful outcome of this book.

The export of Indian Coir and Coir Pith constitute one of the important sources of foreign exchange for the country. The potential of coir for use as a growth medium for plants, soil stabilization and as a fertilizer has opened up the opportunities for the export. Coir pith a natural soil conditioner has generated good demand from USA, Germany, the UK and other western countries. The generation of coir pith has gone up tremendously after 2001-02 and coir pith, which was considered a menace by the mill owners, has now become a money spinner. India earned a foreign exchange of Rs. 220 crore by exporting coir pith during 2011-12 and it is expected that the country will earn a foreign exchange to the tune of 1000 crore by exporting coir pith in the forthcoming years.

Coir pith has gained importance owing to its properties for use as a growing medium for agriculture. Coir pith has remarkable capacity to absorb moisture. Coir pith indicate the retention of moisture for mulching and adding nutrients to the crop. Coir pith a superior planning medium is organic, bio degradable, free from pathogens, weed seeds and toxins and environmentally safe. It is used for horticultural purposes, green houses, commercial and domestic gardening.

This book "*Export Marketing of coir pith in India*" is an outcome of a research study undertaken by the authors with the broad objective of analyzing the production and export of coir pith in India. The varieties of coir pith mostly used, reason for preferring coir pith, the satisfaction level and opinion of the coir pith are dealt in this book. It is my earnest hope that this book will sufficiently help the

students, researchers, academicians, policy makers and the government.

Our heartfelt thanks are due to Mittal Publications, New Delhi for the sincere efforts taken in publishing this book

**T. JEYANTHI VIJAYARANI**  
**K.S. GUNASRI**

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## **LIST OF ABBREVIATIONS**

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CCRI	Central Coir Research Institute
CGR	Compound Growth Rate
CICT	Central Institute of Coir Technology
CV	Co-efficient of Variation
FICEA	Federation of Indian Coir Exporters Association
NGO	Non-Governmental Organisation
NRDC	National Research and Development Corporation
QTY	Quantity
SD	Standard Deviation
SPSS	Statistical Package for Social Science
UK	United Kingdom