Summary and Conclusion
CHAPTER VII
SUMMARY AND CONCLUSION

7.1. INTRODUCTION

In this study an attempt has been made to assess the export performance of coir Industry in India after Globalization with the following objectives (i) to examine the export performance of coir products after Globalisation (ii) to assess the inter-relationship between quantity and value of exported coir products by India (iii) to ascertain the country-wise export performance of coir products by India (iv) to frame an econometric performance evaluation model for coir products.

The data for this study have been collected from the websites, Coir News, Coir Board Annual Reports, Kurukshetra and Facts For You. All the 14 products that have been exported and the countries to which Coir products have been exported are taken for study. Apart from these, 40 companies that are exporting their products out of 200 companies have been selected as the sample. The period of study is 15 years, from 1991-1992 to 2005-2006.

In order to ascertain the export performance of coir products, the exporting companies and the countries to which coir products are exported, and also to ascertain their variability, simple average, co-efficient of variation, Skewness, Compound annual growth rate and Kurtosis had been made use of. Analysis of Variance has been used to find out the significant difference between (i) Quantity of export of different coir products – Product-wise (ii) Quantity of export of different coir products – Year-wise (iii) Value of export of different coir products – Product-wise (iv) Value of export of different coir products – Year-wise (v) Value earned and different coir products exported by the company. Multiple regression is carried out in order to find the relationship between value earned, quantity exported, year of export and different coir products. Correlation analysis is performed to find the association between quantity exported and value earned of different coir products. The result of analysis is presented in the following paragraphs.
7.2. SUMMARY OF FINDINGS

The summary of findings is presented as follows:

7.2.1. Export Performance of Coir Products

The findings relating to 14 coir products are given below:

1. Coir Fibre

The yearly export quantity of Coir Fibre has ranged from 198.36 tonnes to 1552.98 tonnes. The highest quantity exported (1552.98 tonnes) of Coir Fibre export was made in the year 2005-2006. The yearly export value of Coir Fibre has ranged from Rs.16.24 lakhs to Rs.196.05 lakhs. The highest value (Rs. 196.05 lakhs) of Coir Fibre export was made in the year 2005-2006.

The overall mean value of Coir Fibre quantity exported is 696.38 tonnes and that of value amounts to Rs.86.46 lakhs. The Co-efficient of Variation 0.67 for quantity exported and 0.74 for value shows the stability in the case of quantity exported and value earned in all the years of study.

2. Coir Pith

The yearly export quantity of Coir Pith ranges between 54.11 tonnes and 53444.48 tonnes. The highest quantity exported (53444.48 tonnes) of Coir Pith export was made in the year 2005-2006. The yearly export value of Coir Pith has ranged from Rs. 10.59 lakhs to Rs.3872.60 lakhs. The highest value (Rs.3872.60 lakhs) of Coir Pith export was made during the year 2005-2006.

The overall mean value of Coir Pith export quantity is 12072.56 tonnes and that of value amounts to Rs. 875.56 lakhs. The Co-efficient of Variation 1.43 for quantity exported and 1.39 for value states the high variations in the case of quantity exported and value earned in all the years.

3. Coir Rope

The yearly export quantity of Coir Rope has ranged from 64.34 tonnes to 482.12 tonnes. The highest export of Coir Pith quantity (482.12 tonnes) was made in the
year 2000-2001. The yearly export value of Coir Pith has ranged from Rs 13.25 lakhs to Rs. 145.21 lakhs. The highest value (Rs. 145.21 lakhs) of Coir Pith exports was made in the year 2000-2001.

The overall mean value of Coir Rope quantity exported is 204.52 tonnes and that of value amounts to Rs. 61.78 lakhs. The Co-efficient of Variation 0.63 for quantity exported and 0.73 for value shows the stability of quantity exported and value earned in all the years.

4. Coir Rugs

The yearly export quantity of Coir Rugs has ranged from 682.16 tonnes to 2934.37 tonnes. The highest export of Coir Rugs quantity (2934.37 tonnes) was made in the year 1998-1999. The yearly export value of Coir Rugs has ranged from Rs. 376.22 lakhs to Rs. 2300.56 lakhs. The highest value (Rs. 2300.56 lakhs) of Coir Rugs exports was made in the year 1998-1999.

The overall mean value of Coir Rugs quantity exported is 204.52 tonnes and that of value amounts to Rs. 61.78 lakhs. The Co-efficient of Variation 0.49 for quantity exported and 0.50 for value shows the stability in the case of quantity exported and value earned in all the years.

5. Coir Yarn

The yearly export quantity of Coir Yarn has ranged from 9582.52 tonnes to 16538.78 tonnes. The highest export of Coir Yarn quantity (16538.78 tonnes) was made in the year 1998-1999. The yearly export value of Coir Yarn has ranged from Rs 1877.66 lakhs to Rs. 4827.41 lakhs. The highest value (Rs. 4827.41 lakhs) of Coir Yarn exports was made in the year 1998-1999.

The overall mean value of Coir Yarn quantity exported is 13411.44 tonnes and that of value amounts to Rs. 3408.96 lakhs. The Co-efficient of Variation 0.15 for quantity exported and 0.22 for value shows the stability in the case of quantity exported and value earned in all the years.
6. Curled Coir

The yearly export quantity of Curled Coir has ranged from 69.00 tonnes to 1155.89 tonnes. The highest export of Curled Coir quantity exported (1155.89 tonnes) was made in the year 1995-1996. The yearly export value (Rs 114.57 lakhs) of Curled Coir has ranged from Rs 11.97 lakhs to Rs 114.57 lakhs. The highest value of Curled Coir exports was made in the year 1999-2000. There was no export in the year 2005-2006.

The overall mean value of Curled Coir quantity exported is 614.30 tonnes and that of value amounts to Rs. 71.01 lakhs. The Co-efficient of Variation 0.59 for quantity exported and 0.49 for value shows the stability in the case of quantity exported and value earned in all the years.

7. Geo-Textiles

The yearly export quantity of Geo-Textiles has ranged from 339.11 tonnes to 2599.54 tonnes. The highest export of Geo-Textiles quantity (2599.54 tonnes) was made in the year 2003-2004. The yearly export value of Geo-Textiles has ranged from Rs 128.02 lakhs to Rs 1184.74 lakhs. The highest value (Rs.1184.74 lakhs) of Geo-Textiles exports was made in the year 2003-2004.

The overall mean value of Geo-Textiles quantity exported is 1254.75 tonnes and that of value amounts to Rs. 557.39 lakhs. The Co-efficient of Variation 0.69 for quantity exported and 0.73 for value shows the stability in the case of quantity exported and value earned in all the years.

8. Handloom Mats

The yearly export quantity of Handloom Mats has ranged from 9399.36 tonnes to 42516.42 tonnes. The highest export of Handloom Mats quantity (42516.42 tonnes) was made in the year 2005-2006. The yearly export value of Handloom Mats has ranged from Rs 2718.20 lakhs to Rs. 26698.73 lakhs. The highest value of Handloom Mats (Rs. 26698.73 lakhs) exports was made in the year 2005-2006.

The overall mean value of Handloom Mats quantity exported is 24219.60 tonnes and that of value amounts to Rs. 14036.54 lakhs. The Co-efficient of Variation 0.42 for quantity exported and 0.54 for value earned shows the stability of quantity exported and the value earned in all the years.
9. Handloom Mattings

The yearly export quantity of Handloom Mattings has ranged from 5994.31 tonnes to 7954.24 tonnes. The highest export of Handloom Mattings quantity (7954.24 tonnes) was made in the year 1994-1995. The yearly export value of Handloom Mattings has ranged from Rs. 1703.29 lakhs to Rs. 4641.00 lakhs. The highest value (Rs. 4641.00 lakhs) of Handloom Mattings exports was made in the year 1998-1999.

The overall mean value of Handloom Mattings quantity exported is 5800.74 tonnes and that of value amounts to Rs. 3394.41 lakhs. The Co-efficient of Variation 0.25 for quantity exported and 0.28 for value shows the stability in the case of quantity exported and value earned in all the years.

10. Powerloom Mats

The yearly export quantity of Powerloom Mats has ranged from 8.58 tonnes to 1609.94 tonnes. The highest export of Powerloom Mats quantity (1609.94 tonnes) was made in the year 2005-2006. The yearly export value of Powerloom Mats has ranged from Rs 8.58 lakhs to Rs. 1027.10 lakhs. The highest value of Powerloom Mats (Rs. 1027.10 lakhs) exports was made in the year 2005-2006.

The overall mean value of Powerloom Mats quantity exported is 598.30 tonnes and that of value amounts to Rs. 371.26 lakhs. The Co-efficient of Variation is 0.84 for quantity exported and 0.92 for value shows that the stability in quantity exported and value earned in all the years.

11. Powerloom Mattings

The yearly export quantity of Powerloom Matttings has ranged from 105.51 tonnes to 821.16 tonnes. The highest export of Powerloom Matttings quantity (821.16 tonnes) was made in the year 1993-1994. The yearly export value of Powerloom Matttings has ranged from Rs.88.86 lakhs to Rs 376.12 lakhs. The highest value (Rs. 376.12 lakhs) of Powerloom Matttings exports was made in the year 1993-1994.

The overall mean value of Powerloom Matttings quantity exported is 423.83 tonnes and that of value amounts to Rs. 245.56 lakhs. The Co-efficient of Variation 0.58 for quantity exported and 0.42 for value shows the stability in the case of quantity exported and value earned in all the years.
12. Rubberized Coir

The yearly export quantity of Rubberized Coir has ranged from 27.02 tonnes to 536.50 tonnes. The highest export of Rubberized Coir quantity (536.50 tonnes) was made in the year 2005-2006. The yearly export value of Rubberized Coir has ranged from Rs. 23.47 lakhs to Rs. 377.05 lakhs. The highest value (Rs.377.05 lakhs) of Rubberized Coir exports was made in the year 2005-2006.

The overall mean value of Rubberized Coir quantity exported is 326.49 tonnes and that of value amounts to Rs. 239.16 lakhs. The Co-efficient of Variation 0.61 for quantity exported and 0.62 for value shows the stability in quantity exported and value earned in all the years.

13. Tufted Mats

The yearly export quantity of Tufted Mats has ranged from 79.35 tonnes to 19671.49 tonnes. The highest export of Tufted Mats quantity (19671.49 tonnes) was made in the year 2005-2006. The yearly export value of Tufted Mats has ranged from Rs. 36.73 lakhs to Rs. 11605.96 lakhs. The highest value (Rs.11605.96 lakhs) of Tufted Mats exports was made in the year 2005-2006.

The overall mean value of Tufted Mats quantity exported is 4536.18 tonnes and that of value amounts to Rs. 2562.96 lakhs. The Co-efficient of Variation 1.44 for quantity exported and 1.48 for value earned shows the high volatility of quantity exported and value earned in all the years of study.

14. Coir Other Sorts

The yearly export quantity of Coir Other Sorts has ranged from 72.34 tonnes to 2204.15 tonnes. The highest export of Coir Other Sorts quantity (2204.15 tonnes) was made in the year 1998-1999. The yearly export value of Coir Other Sorts has ranged from Rs 34.45 lakhs to Rs 1030.26 lakhs. The highest value (Rs. 1030.26 lakhs) of Coir Other Sorts exports was made in the year 1998-1999.

The overall mean value of Coir Other Sorts quantity exported is 534.06 tonnes and that of value amounts to Rs. 230.00 lakhs. The Co-efficient of Variation 1.02 for quantity exported and 1.07 for value earned shows the volatility in quantity exported and value earned in all the years.
The export performance of Coir Pith in terms of quantity (181088.43 tonnes) and the export performance of Handloom Mats in terms of value (Rs.26698.73 lakhs) are found to be more in all the years.

7.2.1.1. Analysis of relationship between quantity and value of coir products exported

The results of the correlation Analysis shows that all the coir products i.e. Coir Fibre, Coir Pith, Coir Rope, Coir Rugs, Coir Yarn, Curled Coir, Geo-Textiles, Handloom Mats, Powerloom Mats, Powerloom Mattings, Rubberized Coir, Tufted Mats and Coir Other Sorts quantity exported in tonnes has been highly correlated with the value in Rupees. This shows that when quantities of exports grow, value of exports also tends to increase.

7.2.1.2. Variability in export performance

The result of ANOVA shows the following:

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the quantity of exports of different coir products is the same.

The ANOVA result shows that the calculated value (0.51) for the study period of 1991-1992 to 2005-2006 is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the quantity of export of different coir products from the year 1991-1992 to 2005-2006 is not the same.

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value of exports of different coir products is the same.

The ANOVA result shows that the calculated value (0.80) is more than the significant value (0.05) for the study period of 1991-1992 to 2005-2006. Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products from the year 1991-1992 to 2005-2006 is not the same.

7.2.2. Export performance of selected companies

The findings relating to export performance to various companies are given below:
1. DC Mills

The company exports Coir Fibre, Handloom Mattings, Tufted Mats, Coir Rugs, Coir Other Sorts and Handloom Mats. DC Mills exported highest quantity of Handloom Mats among the six Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the six independent variables Coir Fibre, Handloom Mattings, Tufted Mats, Coir Rugs, Coir Other Sorts and Handloom Mats, influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that only the Handloom Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

2. Palm Fibre (India) Pvt. Ltd.

The company exports coir products like Coir Yarn, Handloom Mats, Powerloom Mattings, Tufted Mats, Coir Rugs, Coir Other Sorts, Handloom Mattings, Geo-Textiles, Coir Fibre and Curled Coir. Palm Fibre (India) Pvt. Ltd. exported highest quantity of Handloom Mats among the eleven Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.99 shows that all the eleven independent variables Coir Yarn, Handloom Mats, Powerloom Mattings, Tufted Mats, Coir Rugs, Coir Other Sorts, Handloom Mattings, Geo-Textiles, Coir Fibre and Curled Coir influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that all the independent variables (i.e. Coir Other Sorts (0.58), Coir Fibre (0.19), Curled Coir (0.20), Powerloom Mattings (0.14), Coir Rugs (0.36),
Rubberized Coir (0.17), Handloom Mats (0.77), Handloom Mattings (0.79), Coir Yarn (0.17), Tufted Mats (0.48), and Geo-Textiles (0.31), which are more than 0.05 are not statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

3. Kerala Balers

The company exports coir products like Coir Fibre, Coir Other Sorts, Coir Yarn, Powerloom Mattings, Coir Rugs, Tufted Mats, Powerloom Mats, Handloom Mats and Handloom Mattings. Kerala Balers exported highest quantity of Handloom Mats among the nine Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the nine independent variables Coir Fibre, Coir Other Sorts, Coir Yarn, Powerloom Mattings, Coir Rugs, Tufted Mats, Powerloom Mats, Handloom Mats and Handloom Mattings influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that all the independent variables (i.e. Coir Fibre, Coir Other Sorts, Coir Yarn, Powerloom Mattings, Coir Rugs, Tufted Mats, Powerloom Mats, Handloom Mats, Handloom Mattings) is above 0.05, hence are not statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products was the same.
4. Alleppey Co. Ltd.

The company exports coir products like Powerloom Mats, Handloom Mattings, Coir Other Sorts, Powerloom Mattings, Coir Rope, Handloom Mats and Tufted Mats. Alleppey Co. Ltd. exported highest quantity of Handloom Mats among the seven Coir products exported. The year-wise export performance reveals that highest quantity of exports is made in the year 2005-2006.

Multiple regression

The $\text{R}^2$ value at 0.99 shows that all the seven independent variables Powerloom Mats, Handloom Mattings, Coir Other Sorts, Powerloom Mattings, Coir Rope, Handloom Mats and Tufted Mats influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that only the Tufted Mats and Handloom Mats with 0.00 and 0.03 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

5. N C John & Sons Ltd.

The company exports coir products like Handloom Mattings, Coir Yarn, Coir Rope, Coir Rugs, Powerloom Mattings, Handloom Mats, Powerloom Mats, Tufted Mats, Coir Fibre, and Coir Other Sorts. NC John & Sons Ltd exported highest quantity of Handloom Mats among the eleven Coir products exported. The year-wise export performance reveals that highest quantity of exports is made in the year 2004-2005.

Multiple regression

The $\text{R}^2$ value at 0.99 shows that all the eleven independent variables Handloom Mattings, Coir Yarn, Coir Rope, Coir Rugs, Powerloom Mattings, Handloom Mats, Powerloom Mats, Tufted Mats, Coir Fibre, and Coir Other Sorts influenced 99 percent of variation on the dependent variable (value earned).
The p-value shows that Coir Rugs with 0.00, Coir Rope with 0.00, Powerloom Mats with 0.00, Coir Fibre with 0.01, Coir Yarn with 0.00, Handloom Mats with 0.002, Powerloom Mattings with 0.003, Tufted Mats with 0.00 and Handloom Mattings with 0.01 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.03) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

**6. William Goodacre & Sons India Ltd.**

The company exports coir products like Powerloom Mats, Coir Rugs, Powerloom Mattings, Coir Rope, Coir Other Sorts, Tufted Mats, Coir Yarn, Handloom Mats, Coir Fibre and Handloom Mattings. William Goodacre & Sons exported highest quantity of Coir Yarn among the ten Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

**Multiple regression**

The $R^2$ value at 0.99 shows that all the ten independent variables Powerloom Mats, Coir Rugs, Powerloom Mattings, Coir Rope, Coir Other Sorts, Tufted Mats, Coir Yarn, Handloom Mats, Coir Fibre and Handloom Mattings influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that only the Coir Fibre with 0.002, Coir Yarn with 0.01, Handloom Mats with 0.03, Tufted Mats with 0.03, Handloom Mattings with 0.04, Coir Rope with 0.01 and Powerloom Mats with 0.02 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.
7. Floor Décor

The company exports coir products like Coir Rugs, Handloom Mats, Tufted Mats and Handloom Mattings. Floor Decor exported highest quantity of Coir Yarn among the four Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the four independent variables Coir Rugs, Handloom Mats, Tufted Mats and Handloom Mattings influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Rugs with 0.02, Handloom Mats with 0.004, Tufted Mats with 0.00 and Handloom Mattings with 0.01 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

8. Kanti Floor Furnishers

The company exports Coir Rugs, Coir Fibre, Handloom Mats and Tufted Mats. In all the years Handloom Mats are exported more. Kanti Floor Furnishers exported highest quantity of Handloom Mats among the four Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the four independent variables Coir Rugs, Coir Fibre, Handloom Mats and Tufted Mats influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Rugs with 0.00, Coir Fibre with 0.02, Tufted Mats with 0.00 and Handloom Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.
Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

9. M/s. Sivanthi Joe Coirs

The company exports coir products like Coir Fibre, Curled Coir, Coir pith, Handloom Mats and Coir Yarn. M/s. Sivanthi Joe Coirs exported highest quantity of Coir Pith among the five Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the five independent variables Coir Fibre, Curled Coir, Coir pith, Handloom Mats and Coir Yarn have 99% influences on the dependent variable of value earned.

The p-value shows that the coir products exported by the company are not statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

10. Koncherry Coir Factories

The company exports coir products like Tufted Mats, Handloom Mats, Coir Rugs, Coir Other Sorts and Curled Coir. Koncherry Coir Factories exported highest quantity of Handloom Mats among the five Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.98 shows that all the five independent variables Tufted Mats, Handloom Mats, Coir Rugs, Coir Other Sorts and Curled Coir influenced 98 percent of variation on the dependent variable (value earned).
The p-value shows that only the Tufted Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

11. R.L.Khanna & Company (Overseas)

The company exports coir products like Tufted Mats and Handloom Mattings. R.L.Khanna & Company (Overseas) exported highest quantity of Tufted Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.97 shows that all the two independent variables Tufted Mats and Handloom Mattings influenced 97 percent of variation on the dependent variable (Value earned).

The p-value shows that Handloom Mattings and Tufted Mats with 0.00, and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.12) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.

12. Aspinwall & Co. (Trav.) Ltd.

The company exports coir products like Coir Fibre, Handloom Mattings, Powerloom Mattings, Tufted Mats, Handloom Mats and Powerloom Mats. Aspinwall & Co. (Trav.) exported highest quantity of Handloom Mats among the six Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.
Multiple regression

The $R^2$ value at 0.99 shows that all the six independent variables Coir Fibre, Handloom Mattings, Powerloom Mattings, Tufted Mats, Handloom Mats and Powerloom Mats influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that the Coir fibre with 0.03, Handloom Mattings with 0.03, Handloom Mats with 0.02 and Powerloom Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

13. Indian Emporium

The company exports coir products like Handloom Mattings and Handloom Mats. Indian Emporium exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.99 shows that all the two independent variables Handloom Mattings and Handloom Mats influenced 99 percent of variation on the dependent variable (Value earned).

The p-value shows that Handloom Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

The company exports coir products like Coir Fibre, Coir Yarn, Coir Rugs, Handloom Mats, Handloom Mattings and Coir Rope. Travancore Coco Tuft Pvt. Ltd. exported the highest quantity of Handloom Mats among the five Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

**Multiple regression**

The $R^2$ value at 0.99 shows that all the six independent variables Coir Fibre, Coir Yarn, Coir Rugs, Handloom Mats, Handloom Mattings and Coir Rope influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that the Handloom Mattings with 0.00, Handloom Mats with 0.00 and Coir Rugs with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

15. Coirflex

The company exports coir products like Handloom Mats and Coir Yarn Coirflex exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that the highest quantity of exports was made in the year 2002-2003.

**Multiple regression**

The $R^2$ value at 0.93 shows that all the two independent variables Handloom Mats and Coir Yarn influenced 93 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Coir Yarn with 0.00 and 0.01 (which is less than 0.05) is statistically significant on the value earned by the company.
Testing of Hypothesis

The ANOVA result shows that the calculated value (0.01) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.


The company exports coir products like Handloom Mattings and Coir Other Sorts. Charankattu Coir Manufacturing Co. Pvt. Ltd. exported highest quantity of Handloom Mattings among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.72 shows that all the two independent variables (i.e. Coir Other Sorts, Handloom Mattings) influenced 72 percent of variation on the dependent variable (value earned).

The p-value shows that the Handloom Mattings and Coir Other Sorts with 0.01 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

17. East West Exports

The company exports coir products like Handloom Mats and Handloom Mattings. East West Exports exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ values at 0.98 shows that all the two independent variables (i.e. Handloom Mattings, Handloom Mats) influenced 98 percent of variation on the dependent variable (value earned).
The p-value shows that the Handloom Mats and Handloom Mattings with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.02) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

**18. M/s. Koncherry International**

The company exports coir products like Handloom Mats and Coir Yarn. M/s. Koncherry International exported highest quantity of Coir Yarn among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

**Multiple regression**

The $R^2$ value at 0.99 shows that all the two independent variables (i.e. Coir Yarn, Handloom Mats) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Coir Yarn with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.26) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.

**19. Mohan Coir Works**

The company exports coir products like Coir Yarn and Coir Other Sorts. Mohan Coir Works exported highest quantity of Coir Yarn among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.
Multiple regression

The $R^2$ value at 0.98 shows that all the two independent variables (i.e. Coir Other Sorts, Coir Yarn) influenced 98 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Yarn and Coir Other Sorts with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

20. Madhavan Inc.

The company exports Coir Fibre, Handloom Mattings, Tufted Mats, Handloom Mats and Coir Rugs. Madhavan Inc. exported highest quantity of Tufted Mats among the five Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the five independent variables (i.e. Coir Rugs, Tufted Mats, Handloom Mats, Handloom Mattings, Coir Fibre) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Fibre with 0.03 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

21. The Travancore Mats & Matting Company

The company exports Coir Rugs, Handloom Mats and Coir Other Sorts. The Travancore Mats & Matting Company exported highest quantity of Handloom
Matsamong the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

**Multiple regression**

The $R^2$ value at 0.99 shows that all the three independent variables (i.e. Coir Other Sorts, Handloom Mats, Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Rugs with 0.00, Handloom Mats with 0.00 and Coir Other Sorts with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

**22. Poopally Coir Mills**

The company exports Coir Rugs, Handloom Mattings, Rubberized Coir and Coir Other Sorts. Poopally Coir Mills exported highest quantity of Handloom Mattings among the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 1998-1999.

**Multiple regression**

The $R^2$ value at 0.99 shows that all the four independent variables (i.e. Rubberized Coir, Handloom Mattings, Coir Other Sorts, Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mattings with 0.00, Coir Rugs with 0.02 and Rubberized Coir with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.
23. Koncherry Coir Factories

The company exports Handloom Mats, Handloom Mattings and Geo-Textiles. Koncherry Coir Factories exported highest quantity of Handloom Mats among the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.98 shows that all the three independent variables (i.e. Geo-Textiles, Handloom Mats, Handloom Mattings) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats with 0.03 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.89) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.


The company exports Coir Rugs and Coir Pith. Bloom & Peat Products Pvt. Ltd. exported highest quantity of Coir Pith among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ values at 0.94 shows that all the two independent variables (i.e. Coir Pith, Coir Rugs) influenced 94 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Rugs and Coir Pith with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.15) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.
25. Brothers Coir Mills

The company exports Handloom Mattings, Coir Yarn, Handloom Mats, Coir Rugs, Coir Other Sorts and Curled Coir. Brothers Coir Mills exported highest quantity of Handloom Mats among the six Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The R² value at 0.99 shows that all the six independent variables (i.e. Curled Coir, Handloom Mats, Coir Other Sorts, Coir Rugs, Coir Yarn, and Handloom Mattings) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Yarn and Coir Rugs with 0.00 and 0.01 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

26. Transoceanic Trading Corporation

The company exports Handloom Mattings, Coir Rugs and Coir Other Sorts. Transoceanic Trading Corporation exported highest quantity of Handloom Mattings among the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 1999-2000.

Multiple regression

The R² value at 0.97 shows that all the three independent variables (i.e. Coir Other Sorts, Handloom Mattings and Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats with 0.00, Coir Rugs with 0.00 and Coir Other Sorts with 0.01 (which is less than 0.05) is statistically significant on the value earned by the company.
Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

27. National Coir Mills

The company exports Coir Fibre and Handloom Mats National coir mills exported highest quantity of Handloom Mattings among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

Multiple regression

The $R^2$ value at 0.97 shows that all the two independent variables (i.e. Handloom Mats, Coir Fibre) influenced 97 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats with 0.00 and Coir Fibre with 0.03 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

28. Variamparambil Factories

The company exports Coir Rope and Handloom Mats Variamparambil Factories exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the two independent variables (i.e. Coir Rope, Handloom Mats) influenced 99 percent of variation on the dependent variable (value earned).
The p-value shows that Handloom Mats with 0.00 and Coir Rope with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.02) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

29. Gopalakrishna Coir Works

The company exports Coir Rope and Handloom Mats. Gopalakrishna Coir Works exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.94 shows that all the two independent variables (i.e. Handloom Mats, Coir Rope) influenced 94 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

30. Goodwill Coir Manufacturing Company

The company exports Handloom Mattings, Rubberized Coir and Handloom Mats. Goodwill coir manufacturing company exported highest quantity of Handloom Mats among the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.
Multiple regression

The $R^2$ value at 0.99 shows that all the three independent variables (i.e. Rubberized Coir, Handloom Mattings and Handloom Mats) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Rubberized Coir with 0.00, and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

31. Naranji Coir Industrials

The company exports Geo-Textiles, Handloom Mattings and Handloom Mats. Naranji Coir Industrials exported highest quantity of Handloom Mats among the three Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the three independent variables (i.e. Handloom Mattings, Handloom Mats, Geo-Textiles) influenced 99 percent influence of variable in the dependent variable of (value earned).

The p-value shows that Geo-Textiles and Handloom Mats with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.02) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

32. Goodmorning Coir Mills

The company exports Coir Rugs and Handloom Mats. Goodmorning Coir Mills exported highest quantity of Handloom Mats among the two Coir products exported.
The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

**Multiple regression**

The $R^2$ value at 0.98 shows that all the two independent variables (i.e. Coir Rugs, Handloom Mats) influenced 98 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Rugs with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.50) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.

**33. Wallace Langford & Associates**

The company exports Coir Yarn and Handloom Mats. Wallace Langford & Associates exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

**Multiple Regression**

The $R^2$ value at 0.78 shows that all the two independent variables (i.e. Handloom Mats, Coir Yarn) influenced 78 percent of variation on the dependent variable (value earned).

The p-value shows that the independent variables are not statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.01) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

**34. Aanoor Bagely Coir Private Limited**

The company exports Coir Yarn and Coir Pith. Aanoor Bagely Coir Private Limited exported highest quantity of Coir Pith among the two Coir products exported.
The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

**Multiple regression**

The $R^2$ value at 0.92 shows that all the two independent variables (i.e. Coir Pith, Coir Yarn) influenced 92 percent of variation on the dependent variable (value earned).

The p-value shows that Coir Yarn and Coir Pith with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.14) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.

**35. Imperial Coir Yarn Trading Co.**

The company exports Handloom Mats and Coir Rugs. Imperial Coir Yarn Trading Co. exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2004-2005.

**Multiple regression**

The $R^2$ value at 0.98 shows that all the two independent variables (i.e. Coir Pith, Coir Yarn) influenced 98 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Coir Rugs with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.03) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

**36. United Coir Factories**

The company exports Handloom Mats and Coir Rugs. United Coir Factories exported highest quantity of Handloom Mats among the two Coir products exported.
The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the two independent variables (i.e Handloom Mats and Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Coir Rugs with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.04) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

37. The Kerala State Coir Corp. Ltd.

The company exports Handloom Mats and Coir Rugs. The Kerala State Coir Corp. Ltd exported highest quantity of Coir Rugs among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the two independent variables (i.e Handloom Mats and Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).

The p-value shows that Handloom Mats and Coir Rugs with 0.00 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.28) is more than the significant value (0.05). Therefore, the null hypothesis is accepted and it shows that the value earned by different coir products is not the same.
38. Bawa Exports

The company exports only Coir Rope.

Multiple Regression shows that Coir Rope had an influence in the value earned.

39. Rural Coir Industries

The company exports Handloom Mattings and Geo-Textiles. Rural Coir Industries exported highest quantity of Handloom Mattings among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.97 shows that all the two independent variables (i.e. Geo-Textiles, Handloom Mattings) influenced 97 percent of variation on the dependent variable (value earned)

From the p-value it is clear that Handloom Mattings with 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

Testing of Hypothesis

The ANOVA result shows that the calculated value (0.00) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

40. G.P. Coir Mart

The company exports Handloom Mats and Coir Rugs. G.P Coir Mart exported highest quantity of Handloom Mats among the two Coir products exported. The year-wise export performance reveals that highest quantity of exports was made in the year 2005-2006.

Multiple regression

The $R^2$ value at 0.99 shows that all the two independent variables (i.e. Handloom Mats and Coir Rugs) influenced 99 percent of variation on the dependent variable (value earned).
The p-value shows that Coir Rugs and Handloom Mats with 0.02 and 0.00 (which is less than 0.05) is statistically significant on the value earned by the company.

**Testing of Hypothesis**

The ANOVA result shows that the calculated value (0.03) is less than the significant value (0.05). Therefore, the null hypothesis is rejected and it shows that the value earned by different coir products is the same.

The total quantity exported by M/s. Sivanthi Joe Coirs is found to be the highest and the total value exported by Alleppey Co. Ltd is the highest when compared with the other coir exporting companies taken for the study.

**7.2.3. Country-wise export performance of coir products**

The export performance to various countries by India is given in the following paragraphs. The findings of the export performance to 97 countries are shown by dividing the countries in to twelve groups. Ten groups consisting of eight countries each and two groups consisting of 9 countries each.

The actual total quantity of coir products exported to Albania 121.60 tonnes, Algeria 269.33 tonnes, Argentina 946.05 tonnes, Australia 31143 tonnes, Austria 2831.50 tonnes, Bahrain 138.55 tonnes, Belgium 25081 tonnes and Bosnia and Herzegovina 137.64 tonnes respectively. The projected trend shows that India will export more to Australia. The other country to which exports will be more is Belgium. There is more scope for the exporters as there is high demand for the coir products in Australia and Belgium.

The actual total quantity of coir products exported to Brazil 9029.80 tonnes, Brunei 1150.60 tonnes, Bulgaria 183.83 tonnes, Cameroon 684.83 tonnes, Canada 12975.30 tonnes, Chile 3970 tonnes, Costa Rica 22.05 tonnes, Colombia 298.45 tonnes respectively. The projected trend shows that India will export more to Brazil, Canada and Chile. There is more scope for the exporters as there is high demand for the coir products in Brazil, Canada and Chile.

The actual total quantity of coir products exported to Croatia 85.19 tonnes, Cuba 232.54 tonnes, Cyprus 262.53 tonnes, Czechoslovakia 136.11 tonnes, Denmark 5773.46 tonnes, Djibouti 890.20 tonnes, Dominican Republic 46.33 tonnes and
Ecuador 3224.20 tonnes respectively. The projected trend shows that India will export more to Denmark. There is more scope for the exporters as there is high demand for the coir products in Denmark.

The actual total quantity of coir products exported to Egypt 2104.16 tonnes, Fiji Islands 1070.09 tonnes, Finland 1034.00 tonnes, France 42263.00 tonnes, Germany 66018.50, Ghana 8343.91 tonnes, Greece 6299.83 tonnes and Guatemala 540.26 tonnes respectively. The projected trend shows that India will export more to Germany, France and Ghana followed by Finland. There is more scope for the exporters as there is high demand for the coir products to Germany, France and Ghana followed by Finland.

The actual total quantity of coir products exported to Hong Kong 921.50 tonnes, Hungary 1852.39 tonnes 63.93 tonnes, Iceland 840.81 tonnes, Iran 1614.48 tonnes, Irish Republic 5119.12 tonnes, Israel 5119.12 tonnes, Italy 74685.09 tonnes and Ivory Coast 5800.70 tonnes. The projected trend shows that India will export more to Hungary, Israel, Italy and Ivory Coast. There is more scope for the exporters as there is high demand for the coir products to Hungary, Israel, Italy and Ivory Coast.

The actual total quantity of coir products exported to Jamaica 67.15 tonnes, Japan 11513.51 tonnes, Jordan 2349.86 tonnes, Kazakhstan 186.04 tonnes, Kenya 4418.55 tonnes, Kuwait 5074.31, Lebanon 3867.12 tonnes and Liberia 71.97 tonnes is shown. The projected trend shows that India will export more to Japan, Jordan, Kenya, Kuwait and Lebanon. There is more scope for the exporters as there is high demand for the coir products in these countries.

The actual total quantity of coir products exported to Lithuania 60.23 tonnes, Libya 174.01 tonnes, Malta 167.15 tonnes, Marshall Islands 8.66 tonnes, Mauritius 4426.33 tonnes, Mexico 1046.05, Morocco 2852.46 tonnes and Nepal 1092.26 tonnes highlighted. The projected trend shows that India will export more to Morocco. There is more scope for the exporters as there is high demand for the coir products in Morocco.

The actual total quantity of coir products exported to Netherlands 156404.84 tonnes, Netherlands Antilles 723.49 tonnes, New Caledonia 26.80 tonnes, New Zealand 6598.19 tonnes, Oman 824.44 tonnes, Pakistan 2625.39 tonnes, Panama 859.53 tonnes and Papua New Guinea 47.38 tonnes. The projected trend shows that India will export
more to Netherlands, New Caledonia, New Zealand, Oman and Pakistan. There is more scope for the exporters as there is high demand for the coir products in Netherlands, New Caledonia, New Zealand, Oman and Pakistan.

The actual total quantity of coir products exported to Peru 132.76 tonnes, Philippines 31.04 tonnes, Poland 4057.25 tonnes, Portugal 12456.34 tonnes, Qatar 3223.88 tonnes, Republic of China 617.47 tonnes, Rumania 63.45 tonnes and Russia 11054.57 tonnes. The projected trend shows that India will export more to Portugal and Poland. There is more scope for the exporters as there is high demand for the coir products to Poland, Portugal, Qatar, Republic of China and Russia.

The actual total quantity of coir products exported to Seychelles 1185.20 tonnes, Singapore 576.54 tonnes, Slovenia 19.73 tonnes, South Africa 7241.50 tonnes, South Korea 2898.71 tonnes, Spain 37662.13 tonnes, Sri Lanka 6202.01 tonnes and Sudan 126.47 tonnes. The projected trend shows that India will export more to South Africa, South Korea, Spain and Sri Lanka. There is more scope for the exporters as there is high demand for the coir products to South Africa, Spain and Sri Lanka.

The actual total quantity of coir products exported to Syria 71.61 tonnes, Taiwan 890.04 tonnes, Tanzania 707.60 tonnes, Thailand 261.78 tonnes, Tunisia 62.18 tonnes, Turkey 7830.40 tonnes, United Arab Emirates 15815.16 tonnes, Uganda 3107.53 tonnes and USA 229472.54 tonnes. The projected trend shows that India will export more to United Arab Emirates and Uganda. There is more scope for the exporters as there is high demand for the coir products to Thailand, USA and United Arab Emirates.

The actual total quantity of coir products exported to Seychelles 1185.20 tonnes, Singapore 576.54 tonnes, Slovenia 19.73 tonnes, South Africa 7241.50 tonnes, South Korea 2898.71 tonnes, Spain 37662.13 tonnes, Sri Lanka 6202.01 tonnes and Sudan 126.47 tonnes during the study period is also highlighted in the Table 5.10. The projected trend shows that India will export more to South Africa, Spain and Sri Lanka. There is more scope for the exporters as there is high demand for the coir products to South Africa, Spain and Sri Lanka.

The actual total quantity of coir products exported to United Kingdom 90953.28 tonnes, Ukraine 1178.53 tonnes, Uzbekistan 9417.89 tonnes, Venezuela 290.03 tonnes,
West Indies 27.66 tonnes, Yemen 33.41 tonnes, Yugoslavia 1395.06 tonnes, Zambia 455.33 tonnes and Zimbabwe 236.00 tonnes. The projected trend shows that India will export more to United Kingdom and Uzbekistan. There is more scope for the exporters as there is high demand for the coir products to Uzbekistan and United Kingdom.

The export performance to United States of America is found to be the highest and the trend value also shows that export performance to United States of America will be more.

7.2.4. Export Performance Evaluation Model for coir products

1. The relative basket strength values show that the demand has been promoted actively in the years 1996-97 to 2000-01.

2. The Cholesky Decomposition model shows that the position in 7 x 7 matrix in terms of quantity is high. This shows that export performance in terms of quantity will be more when exported to France, U.K., Belgium, UAE, USA, Italy and Germany.

3. The Cholesky decomposition model shows that the position in 6 x 6 matrix in terms of value is high. This shows that export performance in terms of value will be more when exported to France, UK, Belgium, UAE, USA and Italy.

7.3. CONCLUSION

In this study, export performance of Coir Industry in India after globalization is analyzed. Export performance of Coir Industry is assessed in three forms namely: export performance of coir products, export performance of selected companies and export performance to various countries.

The analysis of export performance of coir products shows that the export performance of Handloom Mats, Powerloom Mats, Rubberised Coir and Tufted Mats have increased gradually after globalization. The export performance of other coir products showed a wavering trend except the export of Curled Coir which shows a decreasing trend. The export performance of Handloom Mats, Powerloom Mats, Rubberized Coir and Tufted Mats is satisfactory. This trend should be continued in the future also.

The analysis of selected coir exporting companies shows that the export performance of all the companies has increased after globalization. Most of the
companies export only two to three products. If these companies export more products, the income of the companies will also increase.

The analysis of export performance of coir products to countries shows that India has exported to ninety seven countries. India’s export to developed countries like USA, UK, Japan, Germany, Italy, Australia and France shows a very satisfactory trend. This trend should be continued to other developing countries also.

As the coir products play a very important role in preserving the environment, the coir industry has enormous scope due to awareness being created for protecting the environment. Apart from this, the Coir Industry also provides employment to more than 5,00,000 lakh people.

In the light of the present study, the following issues have been identified for future research:

1. A study on the usage and awareness of coir products.
2. A study on the export performance of selected coir products after globalization.
3. A study on the export performance of selected coir importing countries.
4. The role of Coir Industry in preserving the environment.