



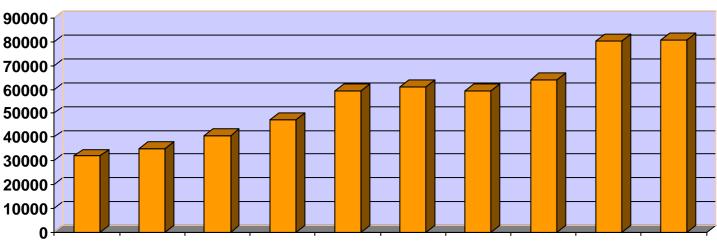
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EXPORT PERFORMANCE OF COIR & COIR PRODUCTS FOR THE PERIOD APRIL 2010 - MARCH 2011

The export of coir and coir products from India for the year 2010-2011 reached an all time high level of 321016.02 tonnes valued at Rs.807.07 crores. This recorded an increase of 9% in quantity and a marginal increase of 0.4% in terms of value over the export achieved during 2009-2010. During 2009-2010, the export of coir and coir products was to the tune of 294508.05 tonnes valued at Rs.804.05 crores. The export during the year under report has surpassed the target set forth at Rs.800 crores fixed by the Ministry of Micro Small & Medium Enterprises, Govt. of India, for coir and coir products for the year 2010-2011.

1. Export Trend in General

Export of coir and coir products from India during the period April 2010 to March 2011 was 321016.02 M.T valued at Rs.807.07 crores as against export of 294508.05 MT valued at Rs.804.05 crores made during the corresponding period of the previous year. The increase recorded in quantity is 26508 MT (9%) and in value is Rs.3.02 crores (0.4%). During the period April 2010 to March 2011 export of Coir fibre, Coir rugs & Carpet, Curled Coir & Coir pith have shown an increase both in terms of quantity and value as compared to the previous year. The items such as Handloom Mats, tufted mat, Handloom matting, Coir Geo-textile, Coir Rope and Rubberised coir have shown a decrease both in terms of quantity and value when compared to the corresponding period of previous year. The items Coir yarn and Coir other sorts have shown an increase in value even though the quantity have decreased.



EXPORT OF COIR & COIR PRODUCTS FROM INDIA for the last 10 years, in terms of Value (Rs. in Lakhs)

2001-02 2002-03 2003-04 2004-05 2005-06 2006-07 2007-08 2008-09 2009-10 2010-11

A table showing the item-wise export of coir and coir products from India during the period April 2010 to March 2011 is given below:

	SUMMARY OF EXPORT OF COIR PROUDCTS										
Quanti	ity in Tonnes	Value in Rs.Lakhs									
		April - March	2011 ר	April - Marc	h 2010						
SI.No	Name of Product	Quantity	Value	Quantity	Value	Qty %	Value %				
1	Coir fibre	83393.01	12148.55	73074.93	9742.03	14.12	24.70				
2	Coir yarn	5021.96	2685.34	6108.35	2461.21	-17.79	9.11				
3	Handloom mats	29409	21525.8	36297.71	25428.01	-18.98	-15.35				
4	Power loom mat	0	0	2.84	2.03	-100.00	-100.00				
5	Tufted mat	33349.2	23968.41	36991.21	25351.24	-9.85	-5.45				
6	Handloom matting	1406.49	1244.72	1832.24	1425.28	-23.24	-12.67				
7	Power loom matting	0	0	2.41	3.04	-100.00	-100.00				
8	Coir Geo-textile	3266.63	1823.05	3754.44	2023.77	-12.99	-9.92				
9	Coir rugs & carpet	1146.81	826.22	46.17	45.38	2383.89	1720.67				
10	Coir rope	211.56	86.72	430.56	165.92	-50.86	-47.73				
11	Curled coir	5527.08	1056.52	3365.7	668.33	64.22	58.08				
12	Rubberized coir	383.39	476.89	629.78	713.39	-39.12	-33.15				
13	Coir pith	157854.93	14829.02	131916.67	12347.06	19.66	20.10				
14	Coir other sorts	45.96	35.84	55.04	28.53	-16.50	25.62				
	Total	321016.02	80707.08	294508.05	80405.22	9.00	0.38				

SUMMARY OF EXPORT OF COIR AND COIR PRODUCTS FROM INDIA APRIL 2010 – MARCH 2011

2. <u>COMPOSITION OF EXPORT</u>

Tufted mats constituted 10.38% in terms of quantity and 29.69% in terms of value during the period under review and it is one of the major items of coir product exported from India. Handloom mats constituted 9.16% in quantity and 26.67% in value, coir pith constituted 49.17% in quantity and 18.37% in value. The table showing the composition of export of coir for the period April 2010 to March 2011 in quantity and value is given below:

Name of Item	April 2010-Ma	arch 2011	April 2009 – N	larch 2010
Name of Item	Qty.	Value	Qty.	Value
Tufted mat	10.39	29.70	12.56	31.53
Handloom mats	9.16	26.67	12.32	31.62
Coir pith	49.17	18.37	44.79	15.36
Coir fibre	25.98	15.05	24.81	12.11
Coir yarn	1.56	03.33	2.08	3.06
Coir Geo-textile	1.02	02.26	1.28	2.52
Handloom matting	0.44	01.54	0.62	1.77
Curled coir	1.72	01.31	1.14	0.83
Coir rugs & carpet	0.36	01.02	0.02	0.06
Rubberized coir	0.12	0.59	0.21	0.89
Coir rope	0.07	0.11	0.15	0.21
Coir other sorts	0.01	0.05	0.02	0.04
Powerloom mat	0	0	0	0
Powerloom matting	0	0	0	0
Total	100	100	100	100

Composition of Export (Share in %)



3. COMMODITY-WISE ANALYSIS

Among the items of export, the items which showed major increase in terms of percentage growth in quantity and value and also declining trend are detailed below: -

INCREASE

COIR FIBRE:

Export of this item has increased from 73074.93 tonnes to 83393.01 tonnes in quantity (14%) and in terms of value it increased from Rs. 9742.03 to 12148.55 lakhs (25%) when compared to the corresponding period of the previous year.

COIR RUGS & CARPETS:

Export of this item has increased from 46.17 tonnes to 1146.81 tonnes in terms of quantity (2384%) and in terms of value it increased from Rs.45.38 lakhs to Rs.826.22 lakhs (1721%) when compared to the corresponding period of the previous year.

COIR PITH:

Coir pith, a major item among exports has increased from 131916.67 tonnes to 157854.93 tonnes in quantity (20%) and in terms of value it increased from Rs. 12347.06 lakhs to 14829.02 lakhs (20%) when compared to the corresponding period of the previous year.

CURLED COIR:

Export of this item has increased from 3365.70 tonnes to 5527.08 tonnes in quantity (64%) and in terms of value it increased from Rs.668.33 lakhs to Rs.1056.52 lakhs (58%) when compared to the corresponding period of the previous year.

DECREASE

HANDLOOM MATS:

Export of this item has decreased from 36297.71 tonnes to 29409 tonnes in quantity (19%) and in terms of value it decreased from Rs.25428.01 lakhs to Rs.21525.80 lakhs (15%) when compared to the corresponding period of the previous year.

TUFTED MAT:

Export of this item has decreased from 36991.21 tonnes to 33349.20 tonnes in quantity (10%) and decreased from Rs.25351.24 lakhs to Rs.23968.41 lakhs (5%) in terms of value when compared to the corresponding period of the previous year.

HANDLOOM MATTING:

Export of this item has decreased from 1832.24 tonnes to 1406.49 tonnes in terms of quantity (23%) and decreased from Rs.1425.28 lakhs to Rs.1244.72 lakhs in terms of value (13%) when compared to the corresponding period of the previous year.



COIR GEO-TEXTILE:

Export of this item has decreased from 3754.44 tonnes to 3266.63 tonnes in quantity (13%) and decreased from Rs.2023.77 lakhs to Rs.1823.05 lakhs (10%) in terms of value when compared to the corresponding period of the previous year.

COIR ROPE:

Export of this item has decreased from 430.56 tonnes to 211.56 tonnes in quantity (51%) and in terms of value decreased from Rs.165.92 lakhs to Rs.86.72lakhs (48%) when compared to the same period of the previous year.

RUBBERIZED COIR:

Export of this item has decreased from 629.78 tonnes to 383.39 tonnes in quantity (39%) and decreased from Rs.713.39 lakhs to Rs. 476.89 lakhs (33%) in value when compared to the corresponding period of the previous year.

POWERLOOM MAT:

The export of this item on the previous year was 2.84 tonnes in quantity and in Value Rs.2.03 lakhs. This item was not exported during the current financial year.

POWERLOOM MATTING:

The export of this item on the previous year was 2.41 tonnes in quantity and in Value Rs.3.04 lakhs. This item was not exported during the current financial year.

DECREASE IN QUANTITY AND INCREASE IN VALUE

COIR YARN:

Export of this item has decreased from 6108.35 tonnes to 5021.96 tonnes in terms of quantity (18%) and increased from Rs.2461.21 lakhs to Rs.2685.34 lakhs in terms of value (9%) when compared to the corresponding period of the previous year.

COIR OTHER SORTS:

Export of this item has decreased from 55.04 tonnes to 45.96 tonnes in terms of quantity (17%) and increased from Rs.28.53 lakhs to Rs.35.84 lakhs in terms of value (26%) when compared to the corresponding period of the previous year.

4. EXPORT DESTINATION.

During the period April 2010-March 2011, 111 countries imported coir and coir products from India. USA continues to be the major importer of coir and coir products in terms of value with its share of 25.46% and 15.82% in quantity. China became the major importer of Coir & Coir Products in terms of quantity with a share of 26.26% and 15.40% in value. EU countries viz. Netherlands, UK, Germany, Italy, Spain, France, Belgium, Denmark, Portugal, Finland, Sweden, Irish Republic, Austria and Greece imported 29.97% in terms of quantity and 35.74% in terms of value from India. The other countries, which imported substantial quantities of coir during the year under report are Canada, Australia, South Korea, Japan, Russia, and Brazil.



4.1 The Item-wise and destination-wise export of major coir items during April 2010-March 2011 and growth rate are furnished:

4.2 COIR HANDLOOM MATS

Eighty eight countries have imported coir handloom mats from India during the year 2010-2011. The important markets for coir handloom mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

				Growt	n Rate
SI. No.	Country	Qty %	Qty % Value %	Qty %	Value %
1	USA	33.85	35.66	-5.95	-8.80
2	UK	8.46	8.53	-24.67	-19.22
3	Netherlands	5.31	5.08	13.46	4.96
4	Canada	4.80	5.03	53.35	53.35
5	Germany	4.18	4.62	9.14	10.53

4.3 COIR TUFTED MATS

Seventy six countries have imported PVC tufted mats from India during the year 2010-2011. The important markets for PVC tufted mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

				Growth	Rate
SI. No.	Country	Qty %	Value %	Qty %	Value
					%
1	USA	36.32	36.97	-9.56	-12.93
2	UK	11.80	11.16	21.77	30.37
3	Germany	8.22	8.49	-25.88	-20.36
4	Italy	7.49	7.21	-3.10	-0.96
5	Spain	4.98	4.85	2.68	3.85

4.4 COIR YARN

Twenty three countries imported coir yarn from India during the year 2010-11. The important markets for coir yarn and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	0+1/ %	Value %	Growth Rate	
51. NO.	Country		Qty % Value %		Value %
1	Netherlands	30.03	35.46	-1.77	11.26
2	Italy	16.35	16.13	-1.74	-7.35
3	France	9.26	9.92	71.48	54.76
4	Belgium	10.02	9.32	-8.91	-20.75
5	USA	10.36	8.29	29.02	24.47

4.5 <u>COIR PITH</u>

Seventy Six countries have imported coir pith from India during the year 2010-2011. The important markets for coir pith and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

				Growth Rate		
SI. No.	Country	Qty %	Value %	Qty %	Value %	
1	Netherlands	20.53	23.42	-24.05	-16.15	
2	South Korea	23.57	20.63	21.31	32.41	
3	USA	15.86	14.86	-3.35	-11.60	
4	Spain	9.21	8.70	2.33	-4.40	
5	Australia	3.91	4.83	-13.30	-11.70	

4.6 COIR HANDLOOM MATTING

Twenty six countries have imported coir handloom matting from India during the year 2010-2011. The important markets for coir handloom matting and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	Qty %	Value	Growth Rate	
			%	Qty %	Value %
1	UK	22.51	24.40	10.34	9.02
2	USA	29.35	22.83	-3.90	-6.32
3	Germany	11.64	16.92	24.62	37.67
4	South Africa	5.81	6.22	37.03	24.40
5	Belgium	3.45	3.90	3.29	-6.02

4.7 COIR GEOTEXTILES

Twenty four countries have imported coir geotextiles from India during the year 2010-2011. The important market for coir geotextiles and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	Qty %	Value %	Growth Rate		
31. NO.	country		value 70	Qty %	Value %	
1	USA	48.29	42.30	18.39	17.04	
2	France	14.44	15.62	28.47	28.24	
3	Australia	8.92	7.64	-11.86	-16.96	
4	Japan	5.62	7.20	-54.31	-53.40	
5	Germany	5.07	5.86	26.12	38.53	

4.8. COIR RUGS & CARPETS

Twenty four countries have imported coir rugs & carpet from India during the year 2010-2011. The important markets for coir rugs & carpet and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.



SL No	Country		Value %	Growth Rate		
SI. No.	Country	Qty %	ty % Value %	Qty %	Value %	
1	USA	38.99	45.46	202.95	222.87	
2	UK	26.67	22.39	268.88	164.66	
3	Australia	7.37	7.05	0.00	0.00	
4	South Africa	3.85	3.63	0.00	0.00	
5	Greece	3.51	3.12	0.00	0.00	

4.9 RUBBERISED COIR

Eighteen countries have imported rubberized Coir from India during the year 2010-2011. The important markets for rubberized coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	Qty %	Value %	Growth Rate	
SI. NO.			value 70	Qty %	Value %
1	Germany	27.74	28.88	85.18	81.29
2	Maldives Islands	14.38	14.47	-55.79	-60.79
3	Malaysia	8.36	9.36	144.44	172.09
4	South Korea	8.79	8.69	44.81	60.63
5	USA	6.71	8.50	493.81	507.14

4.10 COIR FIBRE

Eighteen countries have imported coir fibre from India during the year 2010-2011. The important markets for coir fibre and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

	Country	011/9/		Growth Rate		
SI. No.	Country	Qty %	Value %	Qty %	Value %	
1	Republic of China	96.17	95.56	-1	-1.14	
2	Russia	1.16	1.64	0.00	0.00	
3	USA	0.81	0.84	84.09	75	
4	Belgium	0.47	0.55	-27.69	-32.93	
5	South Korea	0.40	0.41	0.00	0.00	

4.11 COIR ROPE

Seven countries have imported coir rope from India during the year 2010-2011. The important markets for coir rope and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	Qty %	Value %	Growth Rate	
51. INU.	Country	QLY 70	value %	Qty %	Value %
1	France	41.58	65.83	1.66	0.23
2	Malaysia	35.73	15.90	183.80	178.46
3	Maldives Island	8.18	9.23	476.06	412.78
4	Germany	2.68	3.96	0.00	0.00
5	Republic of China	8.70	3.54	-78	-78.60

4.12 COIR OTHER SORTS

Seven countries have imported coir other sorts from India during the year 2010-2011. The important markets for coir other sorts and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	Qty %	Value %	Growth Rate	
				Qty %	Value %
1	Netherlands	28.43	29.27	481.39	246.39
2	USA	33.61	27.01	651.90	364.09
3	Switzerland	20.17	21.99	0.00	0.00
4	Taiwan	7.71	9.95	0.00	0.00
5	Germany	8.15	8.27	-13.39	-44.50

4.13 CURLED COIR

Four countries have imported curled coir from India during the year 2010-2011. The important markets for curled coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

SI. No.	Country	Qty %	Value	Growth Rate	
			%	Qty %	Value %
1	Republic of China	63.84	59.40	63.82	85.28
2	Russia	33.87	38.44	-39.08	-39.10
3	Malaysia	1.59	1.50	-63.11	-59.79
4	Poland	0.70	0.66	-37.50	-38.89