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**1955**

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# REPORT of the AD HOC COMMITTEE FOR INTERNAL MARKETING

## I. INTRODUCTION

The Coir Board, at its meeting held on the 20th August, 1954, appointed an *Ad hoc* Committee for Internal Marketing. The following members were nominated from the Board to the Committee :—

- (1) Chairman (Convener)
- (2) Shri N. Narayana Kurup
- (3) Shri A. P. Udayabhanu
- (4) Shri P. K. Dewar
- (5) Director of Industries and Commerce, Madras
- (6) Director of Industries and Commerce, Andhra
- (7) Shri S. C. Roy.

2. It was also decided that the Committee should include 4 other persons nominated from outside the membership of the Board. The following four gentlemen were accordingly appointed to the Committee :—

- (1) Shri V. A. Kunjuraman, Anjengo Coir Works,  
Vakkom
- (2) Shri K. C. Dayanandan, S. K. V. Industries  
Ltd., Paravoor
- (3) Shri E. G. Kumaran, Vasu Bros., Cochin
- (4) Shri P. Appukutty, Coir Merchant, Kadalundy.

3. The quorum for a meeting of the Committee was fixed at 5, of whom at least 3 should be members of the Board.

### Scope of Enquiry

4. The Committee was directed to enquire into and advise the Coir Board on the policy to be adopted and the measures necessary for carrying out the policy in respect of the following functions assigned to the Board under Section 10 of the Coir Industry Act :

- (a) Improving the marketing of coconut husks, coir fibre, coir yarn, and coir products in India and preventing unfair competition.
- (b) Licensing of warehouses and otherwise regulating the stocking and sale of coir fibre, coir yarn and coir products for the internal market.

The Committee was to examine also measures to be taken for increasing internal consumption of coir and coir products.

5. The Committee held 3 meetings, on 2nd September, 1954, 17th March, 1955, and 27th May, 1955. At the first meeting, the plan of enquiry for the Committee was discussed and a questionnaire was drawn up (Appendix I). The questionnaire was distributed to 228 individuals, Chambers of Commerce, Co-operative Societies, Associations, etc. Replies were received from 23 parties only. A list of those from whom replies were received is attached (Appendix II). At the meeting held on 17th March, 1955, the replies received to the questionnaire were examined and conclusions formulated. The report of the Committee was finalised at the meeting held on 27th May, 1955.

6. The questionnaire falls broadly under the following divisions :—

- (a) Production of husks, fibre, coir yarn and coir mats (Questions Nos. 1 and 2)
- (b) Internal demand existing for coir and coir products (Questions Nos. 3, 4, 5 and 6)
- (c) Competition from other fibres (Question No. 10)
- (d) Measures for increasing internal consumption (Questions Nos. 7, 8, 9, 11, 12, 13, 14 and 18)
- (e) Assistance from the Central Government for increasing internal demand (Questions Nos. 15, 16 and 17)
- (f) Transport difficulties (Question No. 19)
- (g) Establishment of warehouses (Questions Nos. 20 and 21).

### Utilisation of Husks

7. Statistics regarding the utilisation of coconut husks for making coir of good quality are not available. The utilisation of husks for coir making depends chiefly on the availability of natural retting facilities. Proper retting facilities are available largely in Travancore-Cochin State and Malabar. In these areas, husks produced in the hinterland (removed from places of retting) are not fully utilised for coir extraction. Transport of husks from hinterland to retting places may not always be economical.

Investigations conducted by the Industry and Commerce Department, Madras, have shown that retting facilities are available in Muthupet in Tanjore District and in certain places in Chingelpet and Ramnad Districts. Large quantities of coconut husks are also available in those places and there are good prospects for developing coir industry there.

8. The Central Agricultural Marketing Department, Government of India, had, in its report on the "Marketing of Coconuts and Coconut Products in India" issued in 1944, estimated that 43 per cent of the available supplies of husks in India were utilised for coir making. Relevant figures as given in that report were —

(1)	Estimated average annual production of mature coconuts (Millions) (2)	Husks from coconuts utilised for coir making (Millions) (3)	Percentage of husks utilised for coir making to the total husk obtainable from the production of mature coconuts (4)
Travancore ..	1,124	899	80
Cochin ..	126	101	80
Madras ..	1,204	250	21
Bombay ..	50	10	20
Bengal ..	38	1	3
Others (Mysore, Orissa, Assam, etc.)	386	4	1
Total ..	2,928	1,265	43

If economical methods could be evolved whereby retting could be done in areas other than backwaters and coastal tracts, larger quantities of husk could be utilised for manufacture of coir.

## II. PRODUCTION

9. The yield of fibre from husk varies, depending on the method used for separating the fibre, the season and the quality of husk utilised and fibre produced. Allowing for these variations, it has been estimated in the above Report that husks from 1,000 coconuts yield about 180 lbs. of fibre. The total yield of fibre from 1,265 million coconuts estimated to be utilised for extraction of fibre, works out roughly to 102,000 tons, distributed as follows :—

Travancore	..	72,250	tons
Cochin	..	8,120	„
Madras	..	20,090	„
Bombay	..	800	„
Bengal	..	80	„
Others	..	320	„
		<u>101,660</u>	tons

10. Production of coconuts in India during the five years 1948-49 to 1952-53 has been estimated by the Indian Central Coconut Committee as follows :—

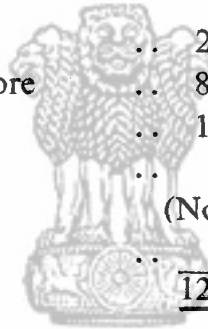
Production of coconuts in thousands					
	1948-49	1949-50	1950-51	1951-52	1952-53
Travancore-					
Cochin...	13,20,804	13,27,558	13,22,884	13,34,758	13,35,478
Madras ...	15,68,600	15,73,076	15,75,749	16,04,020	15,64,490
Mysore ...	2,90,574	2,91,932	2,97,148	3,12,879	2,73,961
Bombay ...	45,284	45,954	47,303	47,351	47,351
West-					
Bengal...	22,205	22,205	22,205	22,205	22,205
Orissa ...	31,848	31,848	31,363	34,157	33,669
Assam ...	21,912	21,912	21,912	21,912	21,912
Others ...	2,000	2,000	2,000	2,000	2,000
Total ...	33,03,227	33,16,485	33,23,564	33,79,282	33,01,066

(Figures for 1952-53 are only provisional)

Increase in coconut production, over 1944 figures, is roughly 14 per cent. Assuming that the proportion of coconut husks utilised for coir making has remained substantially the same, the production of fibre from the increased production of coconuts can be estimated at 116,280 tons approximately.

### Yarn

11. Being a cottage industry spread over a wide area, production figures of coir yarn are difficult to obtain. No attempt has been made to take a census of production, nor is such a census an easy one. In the report of the Panel on Coir Rope, Cordage and Other Fibre Industries, issued in 1947, production of coir, manufactured and unmanufactured, had been estimated as follows :—



Madras	..	25,038	tons
Travancore	..	80,000	„
Cochin	..	17,000	„
Bombay	..	63	„
Mysore		(Not available)	
Bengal	..	225	tons
		<u>122,326</u>	tons

12. The Minimum Wages Committee for the manufacture of coir, appointed by the Travancore-Cochin Government in 1952, had estimated production of coir yarn in the Travancore-Cochin State at 865.5 candies per day. Annual production calculated on this basis would amount to 94,990 tons in the Travancore-Cochin State. This estimate more or less tallies with the estimate given in the report of the Panel on Rope and Cordage industries.

13. Assuming that one ton of coir fibre will yield one ton of coir yarn, the estimate of production of coir, manufactured and unmanufactured, of the Panel on Coir Rope and Cordage Industries (122,326 tons) seems to be on the high side, if fibre production is taken at 116,280 tons as explained in para 10. For want of reliable statistics it is not easy to reconcile these two sets of figures.



14. An attempt can, however, be made to estimate production of coir, manufactured and unmanufactured, from :—

- (a) shipments of coir and coir goods made from the principal ports on the West Coast;
- (b) quantities despatched to places in India by rail from the producing centres;
- (c) estimate of consumption in the producing areas.

15. Statements showing exports to places outside India and shipments to places in India from the ports on the West Coast, of (a) Coir Fibre, (b) Coir Yarn, (c) Coir Mats, Mattings, Rugs, etc., (d) Coir Rope, are attached (Appendices III to X).

The average export to places outside India and shipments to places in India, based on the figures of 1946-47 to 1953-54 were :—

	Export to places out- side India (Cwts.)	Shipments to places in India (Cwts.)	Total (Cwts.)
Coir fibre ..	11,544	1,245	12,789
Coir yarn ..	913,495	272,867	1,186,362
Mats, mattings, rugs, etc. ..	397,832	1,742	399,574
	<u>1,322,871</u>	<u>275,854</u>	<u>1,598,725</u>
	or 66,143 tons	13,793 tons	79,936 tons

16. There is considerable movement of coir yarn and coir products by rail from the producing centres to places in India. Statistics of such movements are not available. From Cochin Harbour Terminus Station and Quilon, it is estimated that on an average 11,000 tons of coir manufactures are sent to various parts in India by rail per year. From Malabar — largely from Kadalundy, Badagara, Tirur and Calicut — average despatches by rail of coir fibre, yarn and ropes are estimated at about

18,000 tons. Total movement by rail can be taken at 30,000 tons per annum.

17. Besides, there is local consumption of coir yarn and coir products in the producing centres. Yarn is used in building roofs of thatched houses, construction of fences round homesteads, construction and maintenance of country crafts, for fishing nets and miscellaneous agricultural purposes. Ropes are used for tethering animals, for lifting water from wells, for towing boats and for various tying and bundling purposes. Mats and mattings of a sizeable quantity are consumed in the Travancore-Cochin State. Local consumption in the producing centres can be taken as 10,000 tons per year.

18. Production of coir yarn and coir products a year will therefore be :—

(a) Average annual export to places outside India (Para 15)	..	66,143 tons
(b) Average annual shipments to places in India (Para 15)	..	13,793 tons
(c) Average despatch by rail (Para 16)	..	30,000 tons
(d) Consumption in the producing centres, i. e., Travancore-Cochin State and Malabar (Para 17)	..	10,000 tons
		<u>119,936 tons</u>

19. Allowing for a total wastage of about 10%, both of fibre in spinning yards and of coir in manufacturing processes, the Committee considers that the annual production of fibre can be taken at 130,000 tons and of coir manufactures at 120,000 tons.

20. To produce 130,000 tons of fibre, 162 crores of coconut husks will be required. Taking the production of coconuts

in India at 330 crores in 1952-53, nearly 50% of the available husks are utilised for coir making.

21. From Calcutta, a sizeable quantity of ropes is exported every year. Roperies in Bengal are manufacturing ropes from jute, henequen, hemp and other vegetable fibres. Coir ropes form only a comparatively small percentage of these exports. Coir ropes exported from Calcutta must have been made from yarn supplied from the main producing centres. The Committee does not think that export of coir ropes from Calcutta should be taken into account in estimating production of fibre or coir yarn.

Figures of export of ropes made from various vegetable fibres during the last 5 years are given in Appendix XI.

#### **Mats, Mattings, Rugs, Carpets.**

22. Statistics regarding production of coir products is not available. Exact information regarding the number of coir manufacturing establishments engaged in production is also not readily available. Mats, mattings, rugs and carpets are mostly produced in Travancore-Cochin State. There is hardly any manufacture of these outside Travancore-Cochin State. Almost the entire production is exported to foreign markets, through Alleppey and Cochin Ports. Average annual shipments based on figures for 1946-47 to 1953-54 was about 400,000 Cwts. Despatches of these by rail to places in India and local consumption in the producing centres may be taken at 20,000 Cwts. Total production of coir products excluding ropes will be about 420,000 Cwts. (21,000 tons) per year.

### **III. EXPORTS**

#### **Coir Fibre**

23. The fibre produced in the country is largely consumed within the country. Export outside India is negligible, i. e., about 615 tons (average) against an estimated production of 120,000 tons. Coir fibre produced in the country is suitable for being processed into yarn of good quality. Export of fibre as such should not be encouraged.

### **Coir Yarn.**

24. Coir yarn production is estimated at 120,000 tons. On an average per year 23,000 tons of yarn (including wastage) are utilised in the manufacture of mats and mattings, etc., 45,500 tons are exported to places outside India and about 52,000 tons are consumed in the country.

### **Coir Mats, Mattings, Rugs and Carpets (excluding ropes).**

25. Production is estimated at 21,000 tons per year. The internal consumption is about 1000 tons. Production is generally against specific orders and not against anticipated demand. Planned production is not feasible in view of the changing tastes and demands of overseas buyers. Few manufacturers can arrange for manufacturing stock against future orders in respect of every item of coir product manufactured by them. Demands from overseas depend on price factor to a large extent. There is competition from alternative floor coverings. An increase in these demands can be expected if price of coir yarn, the raw material for coir products, is reduced. Any deliberate reduction in coir price will have serious repercussions in the coir producing sector.

26. It will be seen from Appendix VI that exports of coir mats, mattings, etc., stood at 500,000 Cwts. in 1946-47 and 509,134 Cwts. in 1949-50. In 1947-48 it was as low as 238,197 Cwts. In 1953-54, it rose to 440,131 Cwts. For statistical purposes, average annual export may be taken as 20,000 tons.

27. The Committee has been seriously handicapped in its enquiry in the absence of reliable statistics of production, consumption, etc.. It recommends that the Coir Board should set up arrangements to collect figures of production, exports to places outside and inside India, and despatches by rail to places in India. An effort should also be made to ascertain consumption of coir and coir products in the producing centres. The statistics so compiled should be published periodically for information of the public.

#### IV. MARKETS IN INDIA

28. Principal markets for coir in India are Calcutta, Bombay, Madras, Saurashtra, Nagpur, Delhi, Kanpur, and Amritsar. In fact in all important towns coir products are consumed, albeit in a very limited scale.

29. Internal consumption of coir and coir products in the order of importance are, yarn, ropes, fibre, mats and mattings.

30. The internal consumption of mats and mattings is negligible. There are various reasons for the low consumption.

31. The Committee is of the opinion that the Indian public are not fully aware of the materials or the uses to which they are put. Coir matting is an excellent and comparatively cheap floor covering. The public are not aware of the damp resistant, rot proof and hard wearing qualities of coir products. The public needs to be educated in this matter and a taste for the use of mats and mattings developed. This will set a demand in motion. The advantages of coir mats and mattings should be brought home by systematic and organised propaganda.

32. It has been contended that low internal consumption of mats and mattings is occasioned by the fact that 'quality' goods are not being supplied. The Committee feels that there is some force in this contention. Often "rejects" and low quality goods are thrown up for internal use. It is urged against this that emphasis generally in the internal market is on cheapness and not on 'quality', there has been very little complaint about quality and the general demand is for cheap medium quality goods. There is a demand for 'sub-standard' goods and this demand is being catered to. 'Quality' goods cannot be made available at the level of prices which the general public is prepared to pay and hence quality suffers. This would show that price factor is in a way responsible for poor internal demand. The Committee is of the view that 'price' is not the limiting factor in the internal market. Good quality goods must be supplied. The fact of preference for

cheapness is unduly played up. The industry has not made any serious effort to popularise coir mats and mattings in the country. Originally the manufacturing units were owned and managed by foreign firms. Their object was primarily to cater to demands in foreign countries. Indian units, which arrived later in the field, also sought to cater to overseas demands. The internal market has been neglected in the sense that no effort has been made to create a taste for coir mats and mattings.

## Y. PRICE AND DEMAND

33. The price of coir yarn is subject to sharp and violent fluctuations particularly after the Second World War. Statement giving the monthly average price of coir yarn (Superior Anjengo) during the years 1946-47 to 1953-54 is attached (Appendix XII). In 1946-47, the average yearly price stood at Rs. 1,165/- per ton. It declined to Rs. 1,082/- in 1947-48 and dropped further to Rs. 862/- in 1948-49. 1949-50 witnessed an increase to Rs. 1,053/-. In 1950-51, the price touched the peak of Rs. 1,660/-. It dropped to Rs. 1,293/- next year. In 1952-53, it was as low as Rs. 875/-. In the following year, it registered an increase and was Rs. 1,001/-.

34. These fluctuations cannot be attributed conclusively to uneven nature of demand. Authentic figures regarding export of coir yarn to places outside India and shipments to places in India are available. Appendix XIII gives the average annual price of Anjengo Superior and the volume of exports and shipments to places in India of coir yarn and mats & mattings. In 1950-51, the price of yarn was the highest, i. e., Rs. 1,660/- per ton. Exports and shipments of yarn reached the record figure of 72,122 tons. In 1952-53, the price was as low as Rs. 875/-. Volume of exports and shipments of yarn was 55,352 tons. Total shipments of yarn in 1946-47 was 49,289 tons, while the average price during the year was as high as Rs. 1,165/- per ton. In 1948-49 the average price was Rs. 862/- while total shipments stood at 59,594 tons.

35. The total shipment of yarn during the years 1947-48 and 1948-49 was almost steady and stood at about 59,000 tons. The prices however fluctuated considerably during these years

from Rs. 1,082/- to Rs. 862/-, a difference of over Rs. 220/- per ton. When the price of a commodity fluctuates sharply and the effect of such fluctuations is not adequately reflected on the quantum of demand, it is not possible to make any conclusion as to what is an economic price for that commodity.

36. It has been urged by the manufacturing interests that foreign market for coir mats and mattings can be considerably expanded if coir yarn, the chief raw material for the mats and matting industry, becomes available at reasonable prices. There is considerable force in this contention, as under normal economic conditions the demand for an article — particularly in the case of a non-essential one — is expected to vary inversely with the price. The statistics regarding export of coir mats and mattings which are available do not however lend support to this conclusion. The average price of coir yarn in 1948-49 stood at Rs. 862/- per ton. Our exports of coir mats and mattings in that year amounted to 19,132 tons only. In 1946-47 our exports were of the order of 25,088 tons, while the price of coir yarn stood at Rs. 1,165/- per ton. In 1952-53 when the price of coir yarn was as low as Rs. 874-13-0, the exports stood at 18,308 tons. In 1950-51 when the price was as high as Rs. 1,660/- a ton, our exports amounted to 22,798 tons. These export figures would indicate that the volume of demand for our coir mats and mattings is not largely determined by price factor.

37. Internal consumption of coir yarn and ropes is considerable. It is of the order of about 55,000 tons per year. The internal trade is, however, not properly organised. The trade resorts to various unhealthy and unethical practices. Coir yarn is adulterated with salt, water and sand, and it is alleged that the adulteration is to the extent of 50 per cent of the weight in many cases. It is not clear why there should be a demand for such adulterated goods. The traders contend that the demand for low quality adulterated yarn is considerable. The consumer prefers cheapness to quality and will not purchase yarn — free from adulteration — at higher prices. Business is transacted on the basis of weight and not runnage. A bundle of

adulterated yarn, though available at comparatively cheaper prices, will not yield the same runnage as a bundle of pure yarn free of adulteration, and the consumers do not get any benefit in the long run by purchasing adulterated yarn at lower prices. Nevertheless, the prejudice in favour of adulterated yarn seems to be very strong on account of price considerations. The consumer in his own interests should insist upon getting yarn of pure quality.

## **VI. COMPETITION FROM PRODUCTS MADE FROM OTHER FIBRES**

38. There is competition from jute mattings, linoleum and other alternative floor coverings. Coir mats and mattings are comparatively cheap *vis a vis* other floor coverings. Calcutta factories are manufacturing jute mattings on power driven looms. Despite the higher costs, jute mattings in view of their superior designs and attractive colourings, coupled with the pliability and softness of the material, have found a market in India. Jute carpets, imported pile carpets and other costly floor coverings are used only by the upper strata of the public. The competition from other floor coverings is not serious at present, but there is a real danger that jute floor coverings might become a serious competitor before long. There is no competition from imported sisal or hemp mattings. The Coir Board should collect facts and figures regarding the price and sale of jute mattings and other floor coverings in the country.

## **VII. MEASURES FOR INCREASING INTERNAL CONSUMPTION**

39. The economic stability of the industry - from the stage of availability of husks up to the production of coir products - depends on the price of yarn. The price of husks, the wages that can be paid to the labour employed in the producing sector, the cost of coir goods - all these are determined by the price at which yarn is sold. In other industries, the cost of production decides, over a long period, the price of the manufactured product. If the price of the manufactured product does not provide some margin over the cost of production, the industry



would eventually cease to exist. In the coir industry, the price obtainable for yarn, the manufactured product, determines what shall be the price of raw material, the husk, and the wages that can be paid to the labour. In other words, an improvement in the price of yarn is immediately followed by an increase in price of husks, and the wages paid to labour. In the event of a fall in prices of yarn, there is a drop in the price of husks and in the wages paid to labour. This phenomenon is peculiar to this industry. The Committee is not able to explain why this state of affairs should prevail in this industry only. Conceivably it might be due to the fact that the husk owners are disorganised and that more labour than is actually needed, depend on the industry for a living — however precarious. An over abundant supply of labour creates conditions favourable for exploitation. The question then is one of low wages or no wages at all.

40. The Committee has noted that external price of coir yarn more or less determines the internal price. In foreign markets coir has to compete with other hard fibres, e. g., sisal, manila, henequen, etc. The price for coir will naturally be influenced by the price obtainable for other fibres. A fairly stable price for coir yarn alone in foreign markets cannot in the circumstances be expected, nor can it be maintained.

41. A fall in foreign price is generally reflected in the internal price also. Though the end uses of yarn in the internal and external markets are not identical, it is arguable that in a free market (where there are no restrictions on exports or on internal consumption) the internal and external prices should in the long run be more or less equal, (after allowing for freight, insurance and handling charges in the case of exports). Why should not the internal price determine the external price and why should it be the other way about?

42. The external demand for coir yarn is considerable (over 45,000 tons a year). The firms operating on the export sector are few and largely non-Indian. In any market where the buyers are few and the sellers are many, the bargaining strength of the buyers will normally be considerable. There is keen competition among the exporting firms and the tendency to

underquote with a view to securing a greater and greater share of export business comes into play. Some of the exporting firms have ample resources and can afford to play for "high stakes". Further foreign buyers are well organised and are in a position to rig up the market by making judicious purchases and "keeping off" the market. All these factors have tended to invest foreign demand with considerable significance so far as this industry is concerned. A diversification of the export trade is calculated to mitigate some of the unhealthy effects. More and more people should be given facilities to participate in export trade. Export business should not be confined to a few firms as is prevailing at present.

43. The Committee feels that an element of stability in the price of yarn can be secured, if the internal consumption can be stepped up by some extent. Yarn can be used for multifarious purposes. The public are well aware of these uses. Already the internal consumption is of the order of 52,000 tons. If the consumption can be increased by another 10 - 15 thousand tons, it will have a great psychological effect on the price factor. In that event it is possible that internal price may influence external price and not vice versa. Propaganda for increasing internal consumption of yarn is in the circumstances called for.

44. The position regarding floor coverings, e. g., mats, mattings, carpets, etc., is different. Hardly 10% of indigenous production is consumed within the country. Dependence on foreign markets is pronounced and complete. This is a serious weakness in the manufacturing sector. Systematic propaganda should be carried out for increasing the internal consumption of coir products. Quality of coir goods and their comparative cheapness in relation to other floor coverings, must be impressed on the public. As to the form the propaganda should take, the Committee recommends that advertising agencies should be consulted before any steps are taken.

#### **Show-rooms and Sales-depots.**

45. Show-rooms should be opened for display of coir yarn and coir products in important centres in North India, to establish source of contact between manufacturers and distributors.

The Board may accept samples from private manufacturers for display. Mere maintenance of show-rooms may not have any practical value, unless some machinery for sales promotion is also devised. The Committee is of the view that the Coir Board should not indulge in trade activities. The Board may maintain however warehouses along with the show-rooms. Manufacturers, if they so desire, can send consignments of coir products at their expense to these warehouses to be kept there for sale. The Board may undertake to sell the goods at the prices indicated by the manufacturers. The proceeds of the sale, less a certain charge to cover the costs incurred in handling and sale, should be remitted to the manufacturers. The Board shall not be responsible for any loss or deterioration of the goods nor shall it finance the manufacturers in any way. The Board's function should be limited to only sale of goods at the stipulated prices and remit the proceeds to the parties less the charges.

46. These show-rooms and warehouses shall be under the charge of marketing officers to be appointed by the Board and subject to its control.

47. The Committee recommends that show-rooms and warehouses may be opened at Delhi and Calcutta in the first instance.

#### **Fairs and Exhibitions.**

48. The Coir Board should participate in Fairs and Exhibitions so that suitable publicity can be given to coir products. The publicity should be for coir goods as such and not for any particular make of coir products. Exhibits from private parties may be accepted for display.

#### **Establishment of licensed Warehouses.**

49. From the replies received to the questionnaire, opinion on the need to have licensed warehouses for arranging stock and sale of coir and coir goods is divided. As regards coir mats/mattings, etc., the general feeling is that there is no need to have warehouses as manufacturers have their own warehousing arrangements. Production of coir mats and mattings is normally against orders (and not against anticipated

demand) and the time-lag between production and actual sale is normally inconsiderable. Further, manufacturers on the whole are adequately financed, and there has been no instance of any "distress" sale being effected.

50. The position regarding coir yarn is however entirely different. The average unit of production is small. Further they are scattered over a very wide area. In an industry where there is a preponderance of small units of production, the presence of middlemen is an inevitable phenomenon. Where there are too many middlemen, the chances of the producer getting a fair return for his products are less. Further, the presence of too many middlemen increases the cost of goods to the ultimate consumer. Middlemen however serve a useful function and there is no question of completely eliminating them. There is, however, a need for reducing their number in the coir industry. The question of bringing spinners into co-operative fold with a view to reducing the number of middlemen is being looked into by the *Ad hoc* Committee on Coir Yarn.

51. As regards the necessity for having licensed warehouses for coir yarn, the *Ad hoc* Committee on Coir Yarn is looking into this question separately, and will be formulating appropriate recommendations.

#### **Governmental assistance in increasing internal consumption of coir goods**

52. It has been urged by many parties that the Central and State Governments can make a positive contribution towards increasing consumption of coir goods in the country. Many State Governments do not seem to be fully aware that the coir goods provide an excellent medium for floor coverings. The Central and State Governments should be requested to provide coir mats and mattings in the public buildings.

53. As a part of labour welfare measures, the Governments concerned should arrange for provision of coir floor coverings in workers' quarters.

54. Cots strung with coir yarn have got superior wearing qualities. The Central Government should be requested to provide such cots for the use of the Army.

55. The Committee recommends that the above proposals be put forward to the Central and the various State Governments for implementation.

### **Transport Facilities**

56. There had been complaints that internal trade in coir and coir products had suffered for want of adequate facilities for transport by rail. Such a state of affairs existed before. At present the position is easy and there has been no occasion when the internal trade has to wait long for getting booking. The Committee is aware that difficulties do arise from time to time. When they arise, the Coir Board should take up the matter with the Railway Authorities for getting relief.

## **VIII. SUMMARY OF CONCLUSIONS & RECOMMENDATIONS**

### **Production**

57. (a) On an average 162 crores of coconut husks are utilised every year for extraction of coir fibre. This constitutes about 50% of the available supplies of husk — paragraphs 9, 10 and 20).

(b) Annual production of coir fibre is estimated at 130,000 tons and of coir yarn at 120,000 tons — (paragraphs 18 and 19).

(c) Production of coir products, excluding ropes, will be about 21,000 tons a year — (paragraph 22).

### **Exports**

(a) Fibre produced is largely consumed within the country. Export is inconsiderable — (paragraph 23).

(b) Export of coir yarn is about 45,500 tons a year — (paragraph 24).

(c) Almost the entire production of mats and mattings, rugs and carpets, etc., is exported. Annual exports will be about 20,000 tons — (paragraph 26).

## **Indian Market**

(a) Internal consumption of coir and coir products (excluding mats, mattings, rugs and carpets) is about 52,000 tons a year, that is about 50% of total production —(paragraph 18).

(b) Consumption of mats, mattings, rugs and carpets within the country is insignificant. Out of the production of 21,000 tons a year, hardly 1,000 tons are consumed in the country. The Indian public do not seem to be fully aware of the availability of mats/matting, nor of their uses. The industry has not made any serious effort to popularise these in the home market (paragraphs 31 and 32).

Authentic statistics about production and internal consumption of coir, coir yarn, and coir products are not available. The coir Board should set up suitable machinery for collection and compilation of these statistics. The statistics should be published periodically for information of the public — (paragraph 27).

## **Price Fluctuations**

(a) The price of coir yarn has been subject to sharp fluctuations. This cannot be attributed to unevenness or irregularity in demand — (paragraphs 33 to 35).

(b) The external price of coir yarn more or less determines the internal price. Coir yarn has to compete with other hard fibres in the foreign market. In view of this competition a stable price for coir yarn cannot be expected in foreign markets. The Committee feels however that some stability in the price of yarn can be secured if export trade is diversified and internal consumption is stepped up by some extent — (paragraphs 39 to 42).

## **Competition from other fibres in the internal market**

(a) At present there does not seem to be any serious

competition. There is a potential risk of serious competition from jute mattings.

The Coir Board should collect facts and figures regarding price and sale of jute mattings and other floor coverings in the country — (paragraph 38).

### **Measures for increasing internal consumption**

(a) Systematic propaganda should be carried on for increasing consumption of coir yarn and coir products — (paragraphs 43 and 44).

(b) The Coir Board should open show-rooms in important cities in India. Warehouses for stocking and sale of coir products may be attached to these show-rooms — (paragraphs 45 to 47).

(c) The Coir Board should arrange to participate in fairs and exhibitions in the country — (paragraph 48).

### **Warehouses**

There is no necessity to have licensed warehouses to facilitate stock and sale of mats and mattings — (paragraph 49).

### **Assistance from Central and State Governments**

The Central and State Governments can make a positive contribution towards increasing consumption of coir goods in the country. They should be requested to arrange supply of coir goods for use in all public places and to provide for coir floor coverings in workers' quarters as part of labour welfare measures. The Central Government should also be requested to

provide cots strung with coir yarn for the use of the Army —  
(paragraphs 52 to 55).

Sd/- P. K. Dewar  
Sd/- N. Narayana Kurup  
Sd/- A. P. Udayabhanu  
Sd/- S. C. Roy  
Sd/- K. C. Dayanandan  
Sd/- P. Appukutty  
Sd/- E. G. Kumaran  
Sd/- T. K. Palaniappan  
Sd/- P. V. S. Sarma, (Chairman & Convener)





# APPENDIX I

## AD HOC COMMITTEE FOR INTERNAL MARKETING QUESTIONNAIRE

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*[Answers to all the questions or to questions relating to any of the subjects in which you are interested may kindly be sent to Mr. M. C Thomas. I. A S., Chairman, Coir Board Ernakulam, on or before 1st December, 1954]*

1. What is the estimated annual production of retted husk, fibre, coir yarn, coir mats and coir mattings in the principal producing areas in India, namely:

- (a) Travancore-Cochin,
- (b) Madras,
- (c) Mysore,
- (d) Andhra,
- (e) West Bengal.

2. If no figures are available under (1) can you give rough estimates under the following:—

- (a) Total quantity of retted or other husk sold for industrial purposes per year;
- (b) Total quantity of coir fibre, coir yarn, coir mats and coir mattings exported outside India and transported by Railway from the producing centres to other parts of India, per year?

Note: Allowance may be made for duplication, if figures cannot be separated.

- (c) Total production of coconuts per year in the producing areas and total quantity of fibre produced out of these, if 15 per cent of the husks is deducted for consumption for other purposes?

and propaganda should be adopted by the trade? Can the services of well-established advertising agencies be utilised for this purpose?

13. Are you in favour of opening show-rooms in important cities like Delhi, Amritsar, Chandigarh, Calcutta, Bombay, Madras, etc.? What conditions will you suggest for the acceptance of exhibits from private firms for display in the show-rooms? Do you think that coir floor coverings will have a good market in places where the winter is very cold?
14. Will sales be pushed up if sales depots are opened in the important cities referred to above? If so, how will these depots be organised? On what basis will goods be taken from manufacturers and dealers for the purpose of stocking in the depots? Should any part of the expenditure for the maintenance of the depots be met by the Coir Board?
15. Can the Central Government and the State Governments be requested to provide coir mats and mattings in all public buildings?
16. Can the Central Government and the State Governments be requested to arrange for provision of coir floor coverings in the workers' quarters in the tea estates, as a labour welfare measure?
17. Do you think that charpoys (cots) strung with coir will be a better substitute for charpoys strung with grass ropes, and that these should be supplied to the army?
18. Do you think that there should be better representation of the coir industry in the fairs and exhibitions held in India? Should the Coir Board participate in the fairs and exhibitions and if so, on what conditions should it get the necessary exhibits?
19. Is the coir trade under any handicap in respect of transport facilities, for example, in the matter of getting

## APPENDIX II

### List of those who sent answers to the Questionnaire Internal Market

1. Messrs. Jyothi Coir Mills, Ltd., Alleppey.
2. Cochin Coir Merchants' Association, Mattancherry.
3. Messrs. S. Pichu Iyer & Sons, Ltd., Alleppey.
4. Cochin Central Co-operative Coir Marketing Society,  
Mattancherry.
5. Messrs. Vasu Brothers, Cochin.
6. The Travancore - Cochin Coir Producers' & Dealers'  
Association, Alleppey.
7. Messrs. Peirce Leslie & Co., Ltd., Cochin.
8. Mr. K. P. Amrithanatha Aiyar, Member, Coir Board,  
Mankompu.
9. Messrs. Volkart Brothers, Cochin.
10. Mr. J. L. White, C/o Messrs. H. E. Day, Ltd., Cochin.
11. The Travancore-Cochin Coir Yarn Merchants' Association,  
Alleppey.
12. Messrs. S. K. V. Industries Ltd., Paravoor.
13. Messrs. Bombay Co., Ltd., Alleppey.
14. Mr. Appukutty, Kadalundi.
15. The Malabar Chamber of Commerce, Calicut.
16. Mr. K. Kesavan Nair, C/o Messrs. Peirce Leslie & Co., Ltd.,  
Kozhikode.
17. The Joint Registrar for Industrial Co-operatives and Village  
Industries, Poona.
18. The Coir Workers' Union, Baruva, Andhra.
19. Messrs. Checka R. Jam, Kakinada, Andhra.
20. Mr. C. G. Pankajaksha Panicker, Senior Inspector, Coir  
School, Baruva.
21. The Travancore Coir Mats & Matting Manufacturers'  
Association, Alleppey.
22. Messrs. Peirce Leslie & Co., Ltd., Alleppey.
23. The Malabar Produce Merchants' Association, Kozhikode.

## APPENDIX IV

(Vide para 15 of the Report  
Exports of Coir Fibre from Parts of the Malabar coasts

YEARS	COCHIN		CALICUT		ALLEPPY		BADAGARA		TOTAL	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
1941-42	21,312	1,59,756	5,100	..	3,506	35,937	..	..	29,918	1,95,693*
1942-43	240	1,680	120	..	..	..	..	..	360	1,680*
1943-44	3,460	57,660	100	..	..	..	..	..	3,560	57,660*
1944-45	8,540	1,53,288	120	..	..	..	..	..	8,660	1,53,288*
1945-46	7,349	1,58,431	..	..	..	..	..	..	7,349	1,58,431
1946-47	11,600	3,36,246	..	..	..	..	..	..	11,600	3,36,246
1947-48	8,464	2,90,121	..	..	..	..	..	..	8,464	2,90,121
1948-49	5,387	1,55,654	40	550	..	..	..	..	5,427	1,56,204
1949-50	6,123	2,03,164	160	4,124	..	..	..	..	6,283	2,07,288
1950-51	19,779	5,55,511	100	4,155	400	29,781	..	..	20,279	5,89,447
1951-52	11,876	7,15,851	..	..	100	4,000	40	2,385	12,016	7,22,236
1952-53	14,666	5,60,374	120	5,700	60	1,920	..	..	14,846	5,67,994
1953-54	13,156	4,66,450	255	7,479	76	2,660	..	..	13,487	4,76,589

Note:— Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.

\* Total Value given is not complete.

# APPENDIX VI

(Vide para 15 of the Report)

Exports of Coir Mats, Mattings, etc from ports of the Malabar Coast

YEARS (July- June)	COCHIN		CALICUT		ALLEPPEY		MANGALORE		TOTAL	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
1941-42	236432	5427040	6	..	26607	463182	..	..	263045	5890222*
1942-43	100610	2935444	1189	..	..	..	..	..	101809	2935444*
1943-44	145978	4682627	3930	..	398	15573	..	..	150306	4698200*
1944-45	227514	11503063	6749	..	517	24468	211	5425	234991	11532956*
1945-46	322170	19416094	429	..	238	19565	597	29026	323434	19464685*
1946-47	475509	37991564	1009	..	23457	2018074	28	1953	500003	40011591*
1947-48	156156	14675221	449	..	81578	6760296	14	1005	238197	21436522*
1948-49	161259	13568529	409	4920	216404	15341928	13	300	378085	28515677
1949-50	188625	14982790	305	16028	320199	24821249	5	112	509134	39820179
1950-51	252716	18724923	249	33317	202212	20015254	..	..	455177	38773494
1951-52	195895	22285263	518	41639	101027	8521541	..	..	297440	30848443
1952-53	189176	15789211	3423	138435	171888	12521932	..	..	364487	28449578
1953-54	222397	17876172	896	74706	216823	15812915	15	1341	440131	33785134

Note:— Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.

\* The total value given is not complete

# APPENDIX IX

(Vide para 15 of the Report)

Shipments of Coir Mats, Matting, Rugs etc. to places in India from ports of the Malabar coast

Years (July-June)	COCHIN		CALICUT		ALLEPPEY		MANGALORE		TOTAL	
	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.
1941-42	..	..	8968	..	133	1,969	..	..	9101	1,969*
1942-43	..	..	..	..	@ 10,354	1,57,758	..	..	10,354	1,57,758
1943-44	..	..	..	..	@ 29,268	8,29,191	..	..	29,268	8,29,191
1944-45	..	..	..	..	@ 22,786	7,39,004	..	..	22,786	7,39,004
1945-46	..	..	..	..	@ 27,696	14,42,014	..	..	27,696	14,42,014
1946-47	..	..	..	..	1,747	1,28,502	..	..	1,747	1,28,502
1947-48	..	..	..	..	633	49,045	..	..	633	49,045
1948-49	3,333	1,75,882	76	4,920	1,144	79,839	..	..	4,553	2,60,641
1949-50	956	66,241	..	..	602	46,635	..	..	1,558	1,12,876
1950-51	711	74,135	12	1,600	63	5,926	..	..	786	81,661
1951-52	2,879	2,96,730	4	633	100	8,363	..	..	2,983	3,05,726
1952-53	1,538	2,01,975	..	..	130	9,244	..	..	1,668	2,11,219
1953-54	63	6,361	..	..	4	279	..	..	67	6,640

Note:- 1. Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.

2. Shipments to Pakistan are included in shipments to places in India.

\* Total value given is not complete.

@ Includes supplies made to Government of India during war years.

## APPENDIX XI

(Vide Para 21 of the Report)

Statement showing total exports from India of Cordage and Rope of Vegetable Fibre (excluding Jute and Cotton) during the years 1949-50 to 1953-54

Articles.	1949-50		1950-51		1951-52		1952-53		1953-54	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
Cordage and Rope of vegetable fibre (excluding Jute and Cotton) *	82,259	44,02,578	71,840	45,97,251	78,436	69,35,509	82,664	63,56,982	76,411	45,76,680

\* Includes figures for cordage and rope of Hemp, etc.

# APPENDIX XIII

(Vide para 34 of the Report)

Statement showing the average annual price and export to places outside India and shipments to places in India

Year (July-June) (1)	Average annual price of coir yarn (Superior Anjengo) per ton (2) (Vide App. XII)	Export of coir yarn (Tons) (3)	Shipments to places in India of coir yarn (Tons) (4)	Total shipments of coir yarn (Tons) Col. (3) + (4) (5)	Total shipments of coir mats, mat- tings, etc. (Tons) (6)
1946-47	Rs. 1165-5-0	35,077	14,212	49,289	25,088
1947-48	Rs. 1081-12-0	44,382	14,848	59,230	11,942
1948-49	Rs. 861-12-0	38,198	21,396	59,594	19,132*
1949-50	Rs. 1052-12-0	45,051	12,321	57,372	25,535
1950-51	Rs. 1660-3-0	57,834	14,288	72,122	22,798
1951-52	Rs. 1292-15-0	41,768	13,584	55,352	15,021
1952-53	Rs. 874-13-0	48,936	8,723	57,659	18,308
1953-54	Rs. 1001-4-0	54,152	9,776	63,928	22,007



- (d) Total quantity of husks sold by organised raw husk dealers per year in the principal producing areas?
3. What are the principal markets in India for fibre, yarn, mats and mattings?
  4. What is the relative importance of these goods in the Indian Market?
  5. What has been the general trend of the Indian market in respect of these goods during the last 3 years?
  6. If there has been no rise in the market, what has it been due to?
  7. What measures will you suggest for the improvement of the market?
  8. Has there been any fall in the quality of the goods? If so, is it due to the preference in the Indian market for poor quality but cheap goods?
  9. Do you consider that the present price of coir goods is too high for the middle-class consumer? If so, what measures will you propose for reducing the price and relating it to the purchasing capacity of middle-class people? Do you think that prices can be reduced by eliminating middlemen? At what stages are middlemen operating now and how can they be eliminated?
  10. To what extent are coir goods suffering by competition with other similar materials like jute carpets, imported fibre, etc? How do the prices of the different articles compare? How can the competition be met?
  11. Do you think that the coir trade is suffering for want of advertisement? Is the trade following the method of taking the goods to the door of the consumer and stimulating demand?
  12. Do you think that up-to-date methods of advertisement

booking by railway? Can instances be given of delays in getting booking? Has this matter been brought to the notice of the authorities? What has been the result?

20. Is it feasible to have licensed ware-houses for the stocking and sale of coir fibre, coir yarn and coir products? If such ware-houses are established, is it necessary to make licensing compulsory?
21. Will not the quality of the goods be guaranteed, if a system of ware-house certificates is put into force? Can the same result be secured by any other system, for example, by sales through co-operative marketing societies? If the latter is a better or a more feasible system, how can special encouragement be given to it by the Coir Board?

Convener,

## AD HOC COMMITTEE FOR INTERNAL MARKETING

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## APPENDIX III

(Vide para 15 of the Report)

**Coir Fibre, Coir Yarn, Coir Mats, Mattings etc. — Export to places outside India and Shipments to places in India from Alleppey, Cochin, Galicut and other Ports on the Malabar Coast**

Years (July to June)	COIR FIBRE			COIR YARN			COIR MATS, MATTING, etc.		
	Export (Cwts.)	Shipments to places in India (Cwts.)	Total (Cwts.)	Export (Cwts.)	Shipments to places in India (Cwts.)	Total (Cwts.)	Export (Cwts.)	Shipments to places in India (Cwts.)	Grand Total (Cwts.)
1941-42	29918	..	29918	578505	166209	744714	263045	9101	1046778
1942-43	360	..	360	236091	259923	496014	101809	10354	608537
1943-44	3560	..	3560	394492	296408	690900	150306	29268	874034
1944-45	8660	50	8710	377879	285497	663376	234991	22786	929863
1945-46	7349	..	7349	465226	356877	822103	323434	27696	1180582
1946-47	11600	..	11600	701536	284234	985770	500003	1747	1499120
1947-48	8464	..	8464	887640	296954	1184594	238197	633	1431888
1948-49	5427	1900	7327	763959	427917	1191876	378085	4553	1626561
1949-50	6283	1130	7413	901029	246418	1147447	509134	1558	1665552
1950-51	20229	1620	21849	1156679	285754	1442433	455177	786	1920245
1951-52	12016	2360	14376	835364	271684	1107048	297440	2983	1421847
1952-53	14846	300	15146	978799	174460	1153259	364487	1668	1534560
1953-54	13487	160	13647	1083030	195513	1278543	440131	67	1732388

Note: — 1. Statement has been compiled from the statistics maintained in the

Cochin Chamber of Commerce.

2. Shipments to Pakistan for purpose of compilation have been treated as shipments to places in India.

## APPENDIX V

(Vide para 15 of the Report)  
Exports of Coir Yarn from Ports of the Malabar coast

YEARS (July- June)	COCHIN		CALICUT		ALLEPPEY		MANGALORE		PONNANI		TOTAL	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
1941-42	486745	4392149	58752	..	33008	239308	..	..	..	..	578505	4631457*
1942-43	211775	2229747	24316	..	..	..	..	..	..	..	236091	2223747*
1943-44	378946	7322717	13158	..	..	..	2388	47765	..	..	394492	7370482*
1944-45	351727	8430663	24960	..	..	..	1192	19350	..	..	377879	8440013*
1945-46	432684	12312300	18992	..	13165	524729	385	7700	..	..	465226	12845229*
1946-47	615358	25155539	55203	1912955	29612	1491327	1363	50508	..	..	701536	28610329
1947-48	634263	28158878	105753	3449780	143467	6628175	4157	171688	..	..	887640	38408521
1948-49	471393	20536559	118671	3388023	170097	6388083	3798	147825	..	..	763959	30410450
1949-50	621087	26966625	110506	3298981	162511	7340080	6925	245898	..	..	901029	37851584
1950-51	796000	57327533	173988	7360414	182726	13412080	3965	224172	..	..	1156679	78324199
1951-52	604372	41784710	110879	5727215	116681	6534136	3432	274872	..	..	835364	54320933
1952-53	721098	33039191	80837	2880300	173454	6417798	3410	138140	..	..	978799	42475429
1953-54	776133	37128962	168613	4618733	136196	5073301	2088	57210	..	..	1083030	46876206

Note :- Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.

\* Total value given is not complete.

## APPENDIX VII

(Vide para 15 of the Report)

### Shipments of Coir Fibre to places in India from ports of the Malabar Coast.

YEARS (July- June)	COCHIN		ALLEPPEY		CALICUT		MANGALORE		BADAGARA		TOTAL	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
1941-42	..	..	..	..	..	..	..	..	..	..	..	..
1942-43	..	..	..	..	..	..	..	..	..	..	..	..
1943-44	..	..	..	..	..	..	..	..	..	..	..	..
1944-45	..	..	50	1000	..	..	..	..	..	..	50	1000
1945-46	..	..	..	..	..	..	..	..	..	..	..	..
1946-47	..	..	..	..	..	..	..	..	..	..	..	..
1947-48	..	..	..	..	..	..	..	..	..	..	..	..
1948-49	1320	32063	..	..	580	15697	..	..	..	..	1900	47760
1949-50	780	21175	10	250	340	11250	..	..	..	..	1130	32675
1950-51	1100	44176	..	..	420	19633	100	3720	..	..	1620	67529
1951-52	1500	50178	..	..	860	37292	..	..	..	..	2360	87470
1952-53	300	6250	..	..	..	..	..	..	..	..	300	6250
1953-54	160	2513	..	..	..	..	..	..	..	..	160	2513

Note:— (1) Statement has been compiled from the statistics maintained in the

Cochin Chamber of Commerce.

(2) Shipments to Pakistan are included in shipments to places in India.

# APPENDIX VIII

(Vide para 15 of the Report)

## Shipments of Coir Yarn to places in India from ports of the Madras Coast

Years	COCHIN		ALLEPPEY		CALCUT		MANGALORE		PONNANI		TELLICHERRY		BADAGARA		CANNANORE		TOTAL	
(July-June)	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.
1911-12	122520	1178395	1549	1120	26340	..	12695	78399	2605	21672	..	..	..	..	166209	1290696	162828	1290696*
1912-13	206091	2111221	..	..	33827	..	16240	131526	2902	86358	..	7	..	..	269928	2945570	296408	2945570*
1913-14	268840	4262847	1203	24325	31480	..	4765	81058	..	..	..	..	..	..	..	20	346	4368172*
1914-15	258970	5382732	1680	81598	11640	..	11587	284687	620	12605	..	40	..	..	..	..	286497	5613227*
1915-16	808000	7182728	1163	83971	21120	..	15801	838192	1120	90891	..	800	..	..	..	..	866877	7651327*
1916-17	280693	7516201	9825	428254	71206	638411	9921	859664	2240	45725	..	40	..	..	..	..	120	4230
1917-18	287066	6442770	20115	919413	21938	677897	4974	185663	960	50485	..	..	..	..	..	..	148	19861
1918-19	804374	9683013	50960	3379249	28926	913867	2767	66307	1740	44729	..	..	..	..	..	..	11860	51675
1919-20	201612	7424888	26164	114741	11068	372042	6073	197608	1600	51065	..	..	..	..	..	..	140	6192
1920-21	262825	18068308	4219	809675	22441	1145681	4459	228565	1809	91138	..	..	..	..	..	..	..	..
1921-22	244729	15548885	478	28768	19045	1048704	4382	834053	250	200727	..	..	..	..	..	..	..	..
1922-23	151580	9219702	2115	78255	16860	693079	2155	66975	1930	57721	..	..	..	..	..	..	..	..
1923-24	173821	8703276	1125	41906	16040	483547	2177	53829	2850	72453	..	..	..	..	..	..	..	..
															</			

- Note:—
- Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.
  - Shipments to Pakistan are included in shipments to places in India.
- \* The total value given is not complete.

## APPENDIX X

(Vide para 15 of the Report)

Total shipments of Coir Rope from ports of the Malabar coast

YEARS (July-June)	CALICUT		ALLEPPY		TOTAL	
	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)	Qty. (Cwts.)	Value (Rs.)
1941-42	28,003	..	..	..	28,003	..
1942-43	60,281	..	..	..	60,281	..
1943-44	57,959	..	303	16,719	58,262	16,719 *
1944-45	42,910	..	998	19,894	43,908	19,894 *
1945-46	31,935	..	393	22,905	32,328	22,905 *
1946-47	..	..	41	2,861	41	2,861
1947-48	..	..	115	7,763	115	7,763
1948-49	..	..	94	5,640	94	5,640
1949-50	..	..	137	7,741	137	7,741
1950-51	..	..	..	..	..	..
1951-52	..	..	19	1,563	19	1,563
1952-53	..	..	79	4,898	79	4,898
1953-54	..	..	240	15,360	240	15,360

Note — 1. The figures do not include shipments from Calcutta. Ropes exported from Calcutta are processed from yarn received from Travancore-Cochin State and Malabar.

2. Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.

\* Total value given is not complete.

## APPENDIX XII

(Vide para 33 of the Report)

Average prices of Coir Yarn (Superior Anjengo) per ton  
(Bale weight terms F. O. B. Cochin)

	1946-47	1947-48	1948-49	1949-50	1950-51	1951-52	1952-53	1953-54
July	1170-14	1044-7	1069-0	704-6	1243-5	1600-2	977-12	914-9
August	1186-10	1058-5	1029-2	654-2	1454-3	1590-4	878-14	929-7
September	1179-3	1075-0	1004-3	696-15	1607-13	1593-4	870-14	970-13
October	1150-11	1071-14	988-3	745-9	1520-14	1470-14	887-8	970-0
November	1150-0	1080-0	900-0	979-2	1634-12	1351-5	888-15	1020-13
December	1187-8	1100-0	822-5	980-9	1613-5	1376-11	840-4	1037-8
January	1222-3	1110-0	848-11	1154-3	1720-12	1234-12	833-5	1043-5
February	1225-0	1111-1	819-0	1366-13	1802-12	1178-8	859-0	1050-0
March	1182-3	1093-15	777-2	1484-12	1936-12	1106-11	872-3	1052-1
April	1162-5	1065-4	714-9	1229-3	1825-0	1004-3	837-8	1054-3
May	1113-5	1083-5	664-8	1375-0	1802-12	1008-5	867-3	1009-7
June	1054-3	1087-8	704-3	1262-8	1759-15	1000-0	884-12	957-10
Average for the year	1165-5	1081-12	861-12	1052-12	1660-3	1292-15	874-13	1001-4



**Decisions of the Coir Board on the Recommendations of the  
Ad hoc Committee for Internal Marketing**

- (1) Export of Fibre, intended for spinning of yarn, should not be encouraged.
- (2) The Coir Board should set up suitable machinery for collection and compilation of statistics about production and internal consumption of coir, coir yarn and coir products. The statistics should be published periodically for information of the public.
- (3) The Coir Board should collect facts and figures regarding price and sale of jute mattings and other floor coverings in the country.
- (4) Systematic propaganda should be carried on for increasing consumption of coir yarn and coir products.
- (5) The Coir Board should try to enter into some agreement with suppliers of consumer goods, like the Batas and the Tyre manufacturers to supply samples of coir mats and mattings along with the sales of their goods.
- (6) The Coir Board should take up with the Government of India to include in the designs prepared for the houses under the housing scheme, the provision of a depression to hold a coir mat in front of the houses.
- (7) The Coir Board should open show-rooms in important cities in India. Warehouses for stocking and sale of coir products may be attached to these show-rooms.
- (8) The Coir Board should arrange to participate in fairs and exhibitions in the country.
- (9) The Central and State Governments should be requested to arrange supply of coir goods for use in all public places and to provide for coir floor coverings in workers' quarters as part of labour welfare measures. The Central Government should also be requested to provide cots strung with coir yarn for the use of the Army.

# APPENDIX VIII

(Vide para 15 of the Report)

## Shipments of Coir Yarn to places in India from ports of the Malabar Coast

Years (July- June)	COCHIN		ALLEPPEY		CALICUT		MANGALORE		PONNANI		TELLICHERRY		BADAGARA		CANNANORE		TOTAL	
	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.	Qty. (Cwts.)	Value Rs.
1911-42	122520	1173895	1549	120	26340	..	12695	78399	2805	27672	..	60	55	6230	..	..	166209	1290696 *
1942-43	206091	2711221	..	..	33827	..	16240	191526	2908	36383	..	..	..	..	..	..	259923	2945570 *
1943-44	258840	4262545	1303	24325	31480	..	4765	81056	..	..	..	..	60	1125	..	..	296408	4368172 *
1944-45	255970	5332732	1580	31898	1640	..	11587	234667	620	12505	40	800	49	1840	..	..	285497	6613227 *
1945-46	308000	7192723	1163	33971	35120	..	15301	338192	4120	90331	..	40	..	..	..	..	366877	7651327 *
1946-47	230633	7516201	9325	423264	21206	653411	9921	858664	2240	48725	..	..	49	19561	..	..	284234	9050126
1947-48	237066	8442770	20115	929313	21933	677997	4974	185263	360	50485	..	..	11830	51675	..	..	296364	10317683
1948-49	304374	9638013	39960	3379249	28926	913657	2757	66307	1740	44720	..	..	140	5192	..	..	427317	14037138
1949-50	201512	7424889	26164	113741	11069	372042	6073	197503	1600	51065	..	..	..	..	..	..	246418	9327240
1950-51	252825	18055308	4219	303675	22441	1145581	4459	235355	1509	91118	10	60	..	..	..	..	285754	19837087
1951-52	244729	15548885	478	26768	19045	1048704	4382	834053	250	200727	..	..	..	..	..	..	271084	17158637
1952-53	151580	9219702	2115	75255	16680	699079	2155	66975	1930	57721	..	..	..	..	..	..	174460	10121732
1953-54	173321	8703276	1125	41906	16040	4535415	2177	53529	2850	72459	..	..	..	..	..	..	195513	9354711

- Note :—
1. Statement has been compiled from the statistics maintained in the Cochin Chamber of Commerce.
  2. Shipments to Pakistan are included in shipments to places in India.
- \* The total value given is not complete.