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1 Case study 1 COST AND RETURNS ANALYSIS OF COIR PRODUCTS: 2 A CASE Of EAST GODAVARI DISTRICT OF ANDHRA PRADESH 3 Abstract: 4 This study was analyse the cost and returns of coir products in East Godavari District 5 of Andhra Pradesh. The production performance of coir industry have been examined using 6 primary data collected from 40 sample coir products manufacturing units/ producers and 7 Cobb Douglas model has been employed to analyse the factors that actually contributed to 8 more coir products production.

The study mainly shows that the increasing returns to scale 9 all coir products manufacturing units. The study also shows that the expected gross revenue 10 of coir products were to increase 1.12, 1.00, 1.11, 1.01 and 1.02 percent for these units when 11 the variable inputs in the production functions are at once increased by one percent.

Further, 12 finally comparative cost and returns medium sized coir units are in better economic and 13 institutional conditions comparative to small size of coir units in terms of profitability. 14 15 Keywords : Coir Products , Costs and returns, Profitability, Producer, Coconut Husk, Fibre, 16 Introduction 17 The development of this agro-based industry is the sine qua non for economic 18 prosperity as it has backward and forward linkages.

One of the special characteristics of the 19 coir industry is that it provides full time employment to unskilled workers and part time 20 employment opportunities to agricultural labourers. Over seven lakhs employees, of whom a 21 majority are from rural areas and economically weaker sections of the society. India 22 accounts for more than two thirds of the world production of coir and coir products and also 23 largest consumer.

It is an important cottage industry contributing significantly to the 24 economy of major coconut growing states and union territories i.e. Kerala, Tamil Nadu, 25 Andhra Pradesh, Karnataka, Maharashtra, Goa, Orissa, Assam, Andaman & Nicobar, and 26 Lakshadweep and Pondicherry. The study mainly focused on cost and returns and also 27 efficiency of coir products production in East Godavari District of Andhra Pradesh.

28 29 30 2 Review of Literature: 31 V.O. Varkey's (1980) 1 Doctoral thesis was a detailed study of the Coir Co-operatives 32 with special reference to Primary Coir Vyavasaya Co-operatives. The study made an attempt 33 to analyse the organization and development of Coir co-operatives, the working of coir co- 34 operatives operating at different stages, the role played by different developmental agencies, 35 besides studying in particular the problems and working of primary Coir Vyavasaya Co- 36 operatives.

The socio-economic profile of the coir workers in both co-operative and private 37 sector were also analysed in his study. 38 Shah.(1983) 2 , Ojha.(1988) 3 , UM Shah. (1988) 4 , Anjaneyulu and Deshinamurthy 39 (1990) 5 , Sarngadharan (1990) 6 , Thondarson (1990) 7 have categorically stated that for the 40 multi-dimensional development of co-operatives, professionalism is to be brought in all the 41 functional areas of co-operatives.

They have emphasised that co-operatives should develop 42 their own cadre of personnel who are not only professionally competent but also are 43 dedicated to the cooperative values and have stake in the co-operative organisation. 44 Kulandaiwamy (1986) 8 , Co-operative Fortnightly [Editor] (1987) 9 , Taimni (1988) 10 45 Hynniewta (1989) 11 , have in their writings expressed concern over the undue influence of 46 bureaucracy in co-operative management.

They have viewed that the statutory power granted 47 to the Registrar of co-operative societies enables him to step into the shoes of the Board of 48 Directors of the societies and wield virtual monopoly power which is against the cherished 49 role of a friend, philosopher and guide to the Co-operative Movement. Since continuous 50 progress of co-operatives should be based on local initiative, democratic leadership and 51 managerial competence, it was suggested that deliberate and concerted efforts are called for 52 to de-officialise and de-bureaucratise the co-operative movement.

53 Gopalan Nair (1987) 12 , while explaining the relevance of coir industry and coir co- 54 operatives in Kerala finds out that the traditional decentralised nature of the coir industry was 55 the major factor that retarded effective quality control. He also has

given a brief picture of the 56 technology improvement attempted by the Coir Board and observes that it was essential for 57 reducing human drudgery to a great extent. He identifies that co-operatives are the best 58 agency for effective transformation of results of research to the industry.

59 Malik (1988) 13 , examined the historical background of coir co-operatives in Kerala. 60 According to him until the starting of coir development scheme during 1950- 51, there were 61 3 no organised attempts made to stabilise and strengthen the industry. The industry was 62 depending on the initiative, enterprise and financial resources of the private industrialists.

He 63 found out that the weaknesses of central coir societies (not existing now) were due to the 64 shortage of working capital and concluded with a suggestion that coir co-operatives should be 65 strengthened in order to protect foreign exchange earnings and to prevent the throwing of 66 workers out of employment. 67 Rajendran (1998) 14 in his article stresses the importance of the export of coir products 68 and the necessity of getting direct financial assistance to coir vyavasaya societies from Coir 69 Board for the revival of sick coir vyavasaya co-operatives.

He also suggests that for boosting 70 domestic market for coir goods the rebate details must be published through the media. 71 C. Chandaran in his article on "The Indian Coir Industry" pointed out that the high 72 labour cost in Kerala forced the manufacturers to take the coconut husk to the neighbouring 73 state for defibring and bring it back as fibre to Kerala which was another reason for the 74 increase in the price of fibre.

Further, he observed that when demand had gone up on account 75 of short supply of fibre to the production centers, there had been an unprecedented increase in 76 the price of fibre. 15 77 Objectives 78 The main aim of the study is to analyse costs and returns of coir products in East 79 Godavari district. The specific objectives are: 80 1. To estimate the cost and returns structure of coir products production for small and 81 medium units 82 2.

To analyse the resource productivity and to examine the resource-use efficiency of 83 different factor inputs used in coir products production. 84 Methodology 85 East Godavari District was selected for the present study since the coir products 86 production occupied first place in industry in this district. The study is based on Primary 87 Data, primary data was collected from East Godavari District of Andhra Pradesh.

The study 88 was covered three mandals namely, Amalapuram, Ambajepeta and Rajol of East Godavari 89 District of Andhra Pradesh. The total number of the coir fibre

manufacturing units were 90 running in East Godavari district are 150 coir units. Primary data have been collected mostly 91 by direct contact method. The Questionnaires and schedules have been used for whole study.

92 Primary data have been collected from the selected three mandals with pre-structured 93 4 questionnaires on a number of major aspects of Cost and returns of coir products. Primary 94 data was collected during the year 2014- 2015. 95 To find out input and output relationship (Returns to scale) the Cobb- Duggles 96 function production function has been used.

Cobb Douglas function was applied to find the 97 effect of fixed cost and variable cost on coir products production and also to find the return to 98 scales of producers. 99 100 Cobb- Douglas: 101 To find out the input variables which influence the gross revenue of coir fibre and 102 thereby resource productivity of coir fibre production at small and medium category of coir 103 units, a Multiple Log- Linear Regression Model of the Cobb - Douglas type production 104 function of the following form has been used.

105 $\ln Y = 0 + 1 \ln X_1 + 2 \ln X_2 + 3 \ln X_3 + 4 \ln X_4 + 5 \ln X_5 + U$ 106 Where, 107 0 = intercept 108 y = Estimated gross revenue of coir products in rupees 109 X_1 = human labour in rupees 110 X_2 = raw material (Husk) in rupees 111 X_3 = unretting in rupees 112 X_4 = Power in rupees 113 X_5 = Machine running in rupees 114 U = Disturbance term 115 i = regression (slope) co-efficient 116 i = 1,2,.....5.

117 The return to scale is estimated by the elasticity co-efficient at the production function 118 for the small, medium and pooled category of units. 119 120 121 5 The field survey was carried out from October 2014 to May 2015 to collect primary 122 data. This period October to May sidered the main season for the coir industry of the study 123 area.

124 Result and Discussion 125 Table 1 shows that the total revenue, marketing cost, net return and also net profit 126 from Coir products namely coir fibre, yarn, rope, mattings and mats. The gross revenue was 127 at Rs. 30, 270.96 and Rs. 31, 809.96 the small and medium sized units respectively per 100 128 bundles of coir fibre. The net profit stood at Rs. 1,187.15 and Rs. 5,039.73 for the small and 129 medium sized units respectively. The medium sized units by showing an increased net profit 130 of Rs. 3,852.73 indicating increased profitability than the small units in the study area. The 131 gross returns worked out after deducting the marketing costs were Rs.

25,995 and Rs. 132 27,829.96 for the small and medium sized units respectively. The net return earned by the 133 medium sized units was more by Rs.5, 563.33 (Rs.4,174.4 -

Rs.9,737.73). 134 The gross revenue was at Rs. 2,750 and Rs. 2,890 for small and medium sized units 135 respectively per 100 kg of coir yarn (Table 1). The net profit stood at Rs. 238 and Rs.740 for 136 small and medium sized units respectively. The medium sized units by showing an increased 137 net profit of Rs.

502 indicating increased profitability than the small units in the study area. 138 The gross returns worked out after deducting the marketing costs were Rs. 2,358 and Rs. 139 2,625 for the small and medium sized units respectively. The net return earned by the 140 medium sized units was more by Rs. 585 (Rs. 360 - Rs. 945). Finally, it could be concluded 141 that the comparative advantages of medium sized coir units over small sized units in terms of 142 profitability.

143 The gross revenue was at Rs. 6,148 and Rs. 6,464 for the small and medium sized 144 units respectively per 200 kg of coir rope. The net profit stood at Rs. 463 and Rs. 944 for the 145 small and medium sized units respectively. The medium sized units by showing an increased 146 net profit of Rs. 481 (Rs. 463 - Rs. 944) indicating increased profitability than the small units 147 in the study area. The gross returns worked out after deducting the marketing costs were Rs.

148 5,463 and Rs. 5,854 for the small and medium sized units respectively. The net return earned 149 by the medium sized units was more by Rs. 556 (Rs. 873 - Rs. 1429). 150 The gross revenue was at Rs. 356 and Rs. 392 for small and medium sized units 151 respectively per 4 coir mattings (Table 1). The net profit stood at Rs. 60 and Rs. 136 for 152 small and medium units respectively. The medium sized units by showing an increased net 153 6 profit of Rs.

76 (Rs. 60 - Rs. 136) indicating increased profitability than the small units in the 154 study area. The gross returns worked out after deducting the marketing costs were Rs. 291 155 and Rs. 337 for the small and medium sized units respectively. The net return earned by the 156 medium sized units was more by Rs. 91 (Rs. 118 - Rs. 209). 157 158 The gross revenue was at Rs. 1,195 and Rs.

1,250 for the small and medium sized 159 units respectively per 10 coir mats. The net profit stood at Rs. 280 and Rs. 472 for the small 160 and medium sized units respectively. The medium sized units by showing an increased net 161 profit of Rs. 192 (Rs. 280 - Rs. 472) indicating increased profitability than the small units in 162 the study area. The gross returns worked out after deducting the marketing costs were Rs.

163 1,075 and Rs. 1,152 for the small and medium sized units respectively The net return earned 164 by the medium sized units was more by Rs. 187 (Rs. 530 - Rs. 717). Finally,

above table 165 shows that the comparative advantages of medium sized coir units over small size units in 166 terms of profitability in all coir products. 167 168 7 Table: 1. Revenue/Income from Coir Products Production 169 170 (Coir Fibre, Rope, Yarn, Mattings and Mats) 171 172 Sl.

No Particulars Coir fibre Yarn Coir Rope Mattings Mats Small Units Amount Rs. Medium Units Amount Rs. Small Units Amount Rs. Medium Units Amount Small Units Amount Rs. Medium Units Amount Small Units Amount Rs. Medium Units Amount Rs. Small Units Amount Rs. Medium Units Amount Rs. 1 Gross Revenue 30,270.96 31,809.96 2750 2890 6148 6464 356 392 1195 1250 2 Less: Marketing Cost 4,275 3,980 392 265 685 610 65 55 120 98 3 Gross Return 25,995 27,829.96 2358 2625 5463 5854 291 337 1075 1152 4 Less: Variable Cost 21,820.71 18,092.23 1990 1680 4590 4425 173 128 545 435 5 Net Return 4,174.4 9737.73 360 945 873 1429 118 209 530 717 6 Less: Fixed Cost 2987.2 4,968 130 205 410 485 58 73 250 275 7 Net Profit 1,187 5039.73 238 740 463 944 60 136 280 472 Source: Primary Data 173 174 175 176 177 8 Table: 2.

Cost and Returns of Coir Products production for both types of coir units 178 (Coir Fibre, Rope, Yarn, Mattings and Mats) 179 180 Sl. No Particulars Coir fibre Yarn Coir Rope Mattings Mats Small Units Amount Rs. Medium Units Amount Rs. Small Units Amount Rs. Medium Units Amount Small Units Amount Rs. Medium Units Amount Small Units Amount Rs. Medium Units Amount Rs. Small Units Amount Rs. Medium Units Amount Rs. Small Units Amount Rs. Medium Units Amount Rs.

1 Gross Returns 25,995 27,829.96 2358 2625 5463 5854 291 337 1075 1152 2 Total Variable Cost 21,820.71 18,092.23 1990 1680 4590 4425 173 128 545 435 3 Net Returns Over Variable Cost 4,174.4 9737.73 360 945 873 1429 118 209 530 717 4 Total Cost 24807.94 23060.23 2120 1885 5000 4910 231 201 795 710 5 Net Return Over Total Cost 1,187 5039.73 238 740 463 944 60 136 280 472 6 Input - Output Ratio (Gross Return/Variable Cost) 1.19 1.53 1.18 1.56 1.19 1.32 1.68 2.63 1.97 2.64 7 Input- Output Ratio (Gross Return/Total Cost) 1.03 1.20 1.11 1.39 1.09 1.19 1.25 1.67 1.35 1.62 8 Cost Benefit Ratio (Net Return Over Total Cost/Total Cost) 0.047 0.21 0.11 0.39 0.092 0.192 0.25 0.67 0.35 0.66 Source: Primary Data 181 9 Comparative cost and returns analysis of all coir products of small and medium sized 182 coir units presented in table 2.

The input-output ratio in terms of the variable cost is the 183 highest in the case of the medium sized coir units. The ratio for the medium units was 1.53, 184 1.56, 1.32, 1.68 and 2.64 coir fibre, yarn rope, mattings and mats respectively. whereas it is 185 1.19, 1.18, 1.19, 2.63 and 1.97 for the small units all coir products namely, coir fibre, yarn 186 rope, matting's and mats respectively.

187 In the case of the total cost, the input-output ratio for the small units worked out to 188 1.03, 1.11, 1.09, 1.25 and 1.35 for all coir products, whereas it is 1.20, 1.39, 1.19, 1.67 and 1.62 189 for all coir products for the medium sized coir units. It also shows that each rupee spent 190 leading to a benefit of Rs. 0.04, 0.11, 1.09, 0.092 and 0.35 for small sized units for all 191 products respectively and Rs. 0.21, 0.39, 0.192, 0.67 and 0.66 for the medium sized units 192 respectively all coir products.

Further, finally comparative cost and returns medium sized coir 193 units are in better economic and institutional conditions comparative to small size of coir 194 units in terms of profitability. 195 Table: 3 196 Estimated Values of co-efficient and related statistics of Cobb-Douglas 197 Production function model for all Coir Products 198 199 (coir fibre, yarn, rope, mats, mattings) 200 201 Particulars Coir fibre Coir yarn Coir Rope Coir Mats Coir Mattings Intercept 12.98 12.56 14.26 15.16 13.39 Labour (X 1) 0.178* (0.287) 0.147* (0.214) 0.121* (0.321) 0.040* (0.129) 0.129* (0.365) Raw Materials (X 2) 0.087* (0.135) 0.073* (0.120) 0.032* (0.126) 0.520* (0.123) 0.029* (0.127) Unretting (X 3) 0.298 (0.636) 0.284 (0.6145) 0.325 (0.612) 0.018 (0.421) 0.012 (0.425) Power Charges(X 4) 0.369* (0.035) 0.314* (0.026) 0.541* (0.214) 0.014* (0.214) 0.019* (0.223) Machine Operating Charges (X 5) 0.025* (0.236) 0.018* (0.215) 0.016* (0.217) 0.019* (0.214) 0.017* (0.223) R² 0.89 0.85 0.91 0.71 0.68 F Value 35.87** 32.65** 35.14** 33.21** 34.25**

Source: Computed Data. 202 *Indicates that the co-efficient are statistically significant at the 5 per cent level.

203 10 ** Indicates that the co-efficient are statistically significant at the 1 per cent level. 204 205 Table 3 shows that the explanatory variables included in the model for coir 206 fibre, yarn, rope, mats and mattings have indicated greater variation in gross income of coir 207 products.

In case of coir fibre the regression co-efficient of multiple determination (R²) was 208 89 per cent indicated that five variables included in the model namely labour, (X 1), raw 209 material (X 2), unretting (X 3), power (X 4) and machine operating charges (X 5) were 0.178, 210 0.087, 0.298, 0.369 and 0.025 per cent respectively gross income could be increased, if one 211 per cent increase investment of these variables.

The regression co-efficient of the variable 212 unretting is positive but found to be insignificant among the significant variable labour had a 213 great influence on gross income of coir yarn production in the industry. The F-value of the 214 equation for coir yarn product was 35.87 per cent which was significant at 1 per cent level.

215 In case of coir yarn the regression co-efficient of multiple determination (R²) was 85 216 per cent indicated that 5 variables included in the model namely labour, (X 1)

raw material, 217 (X 2) power (X 3) and machine operating charges (X 4) were, 0.147, 0.073, 0.314 and 0.018 218 per cent respectively gross income could be increased. It one per cent increase investment of 219 these variables.

The regression co-efficient of the variable unretting is positive but found to 220 be insignificant among the significant variable labour had a great influence on gross income 221 of coir fibre production in the industry. The F-value of the equation for coir yarn product was 222 32.65 per cent which was significant at 1 per cent level.

223 Further table also indicate the explanatory variables considered for the analysis for the 224 coir rope had indicated greater variation in gross income of coir rope products. In case of coir 225 rope the regression co-efficient of multiple determination (R 2) 91 per cent of variation in 226 gross income of the coir rope. The regression co-efficient of variables namely labour, (X 1) 227 raw material, (X 2) power (X 3) and machine operating charges (X 4) were significant at 5 per 228 cent level. It indicating one per cent increase in the investment on these resources. The gross 229 income could be increased 0.121, 0.032, 0.541 and 0.016 per cent respectively. The 230 regression co-efficient of unretting is positive found to be insignificant.

Among the all 231 variable labour had a greater influence on gross income of coir rope production. The F-value 232 shows that significant at 1 per cent level. 233 All the five explanatory variables which are responsible for 71 per cent for growth 234 income of coir mats (table 3) . The regression co-efficient of labour, raw materials, power and 235 machine running charges were statistically significant at 5 per cent level and they were 236 11 positively impact on gross income of coir mats. It indicating 1 per cent increase in the 237 investment on these resources.

The gross income could be increased 0.040, 0.520, 0.014, 238 0.017 and 0.019 per cent increase gross income respectively. The variable unretting (0.018 239 per cent) was found to be positive but non-significant as per F-value given above table 240 significant at 1 per cent level. 241 In case of coir mattings the explanatory variables considered above table R 2 indicates 242 that 68 per cent variable in the dependent variables are explained in the model. The 243 independent variable viz.,

labour, (X 1) raw material, (X 2) power (X 3) and machine operating 244 charges were significant at 5 per cent level and they positively impact on gross income of 245 coir mattings. If, one per cent increase independent variables could increase gross income 246 by 0.129, 0.029, 0.019 and 0.017 per cent respectively. In case of coir mattings the labour, 247 had a greater influence on gross income of coir producer the F-value shows that the 248 significant at 1 per cent level.

249 Table: 4 250 **Returns to Scale for Different types of Coir Products** 251 252 Sl. No Size of Coir Units Sum of Elasticity Co-efficient (Returns to Scale) Types of **Return to Scale** 1 Coir fibre units 1.1236 Increasing Returns 2 Coir yarn 1.0035 Increasing Returns 3 Coir rope 1.1132 Increasing Returns 4 Coir mats 1.0121 Increasing Returns 5 Coir matting's 1.0231 Increasing Returns Source: Primary Data.

253 Table 4 shows that the **increasing returns to scale** all coir products manufacturing 254 units, the return to scales are 1.1236, 1.0035, 1.1132, 1.0121, 1.0231 for coir fibre, coir 255 yarn, rope, mats and coir mattings manufacture units respectively. Table indicates the type of 256 **returns to scale** **increasing returns to scale** all five types **of coir products** respective of size, 257 further table shows that the expected gross revenue **of coir products** were to increase 1.12, 258 1.00, 1.11, 1.01 and 1.02 percent for these units when the variable inputs **in the production** 259 functions are at once increased by one percent.

260 261 262 12 Suggestions: 263 _ The State government should establish a separate agency called 'fibre exchange 264 centre' and abolish the private dehusking units, as these owners are producing on 265 casual basis without giving supporting price for the husk to the coconut growers. 266 _ The entire licensing of **fibre extraction units** shall be reviewed, prevent the operation 267 of ghost or pseudo-defibering units in fibre extraction operation.

268 _ Financial assistance for coir unit's owners must be available from various 269 private/public sector financial institutions without much delay and at nominal charges 270 of interest. 271 Conclusion 272 Coir industry has very wider scope for future prospects **in terms of availability of** 273 coconut husks, providing employment, reducing unemployment, generating income, 274 alleviating of poverty, improving **standard of living** of the people in the district, creating great 275 demand in both internal **as well as** external markets, and promoting country's economy.

The 276 study mainly shows that the **increasing returns to scale** all coir products manufacturing units, 277 the return to scales are 1.1236, 1.0035, 1.1132, 1.0121, 1.0231 for coir fibre, coir yarn, rope, 278 mats and coir mattings manufacture units respectively. The study shows that the expected 279 gross revenue **of coir products** were to increase 1.12, 1.00, 1.11, 1.01 and 1.02 percent for 280 these units when the variable inputs **in the production functions are** at once increased by one 281 percent.

Further, finally comparative **cost and returns** medium sized coir units are in better 282 economic and institutional conditions comparative **to small size** of coir units **in terms of**

283 profitability. The present study is mainly emphasised on the cost and returns of coir products 284 in East Godavari District of Andhra Pradesh. The policy implications suggested, if properly 285 implemented may result in increased prospects and revenue for the nation. 286 Reference 287 1. Varkey's V.O

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