ABSTRACT

The paper aims to provide an aggregation led model for revival of the Coir sector in Kerala. This entails (1) enabling aggregation of homestead produce and services; (2) creating economically viable decentralized defibering MSMEs as a bridge between the homesteads and the industrial Coir sector; (3) extending professional shared services for the MSMEs and (4) ensuring scalability through implementation on a technology platform. The model has been demonstrated through a pilot study with Coconut producers and Coir defibering unit and is supported by secondary research. The study finds that distributed Coir fiber extraction units can be economically viable when (a) supported with steady and adequate supply of husk aggregated from the homesteads (b) provided adequate market linkage for its products and by-products and (c) operated professionally with maintenance, market linkage and working capital management shared services. The paper establishes the importance of the decentralized Coir defibering MSMEs through an economic viability analysis of the homestead which integrates with the Coir product sector.

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