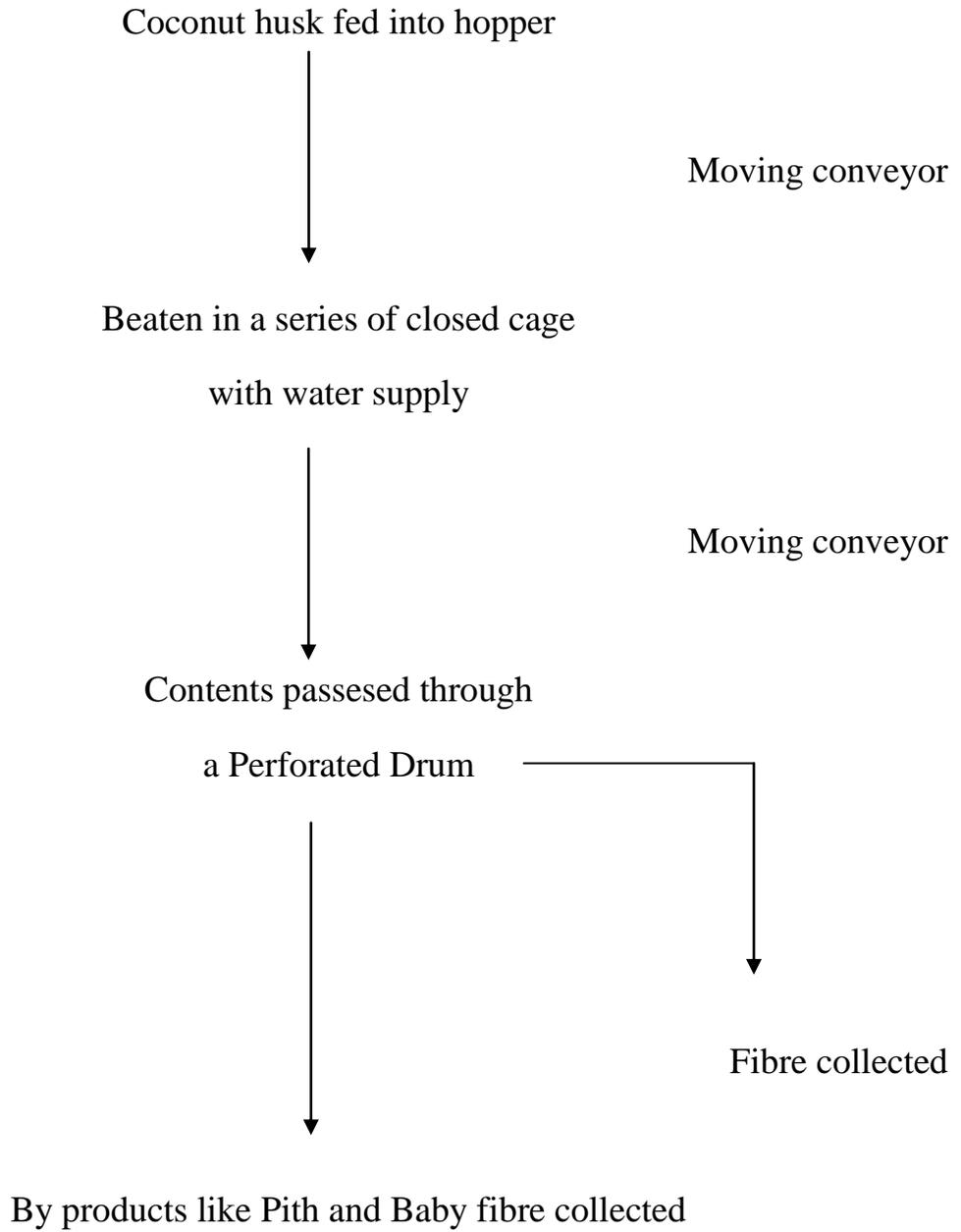# SUCCESS STORY

Success story of GREEN COIRS owned and run by Mr. Selvakumar at Thambiran Kovil Pirivu, near Manupatti, Amaravathy Nagar.

Requirements to run coir factory

Sl.No	Particulars	Quantity Required
1	Land	2 – 3 acres
2	Electricity	150 hp
3	Water	7000 litres per shift
4	Labour	30
5	Raw material	20,160,000 husk per year (approx)

Process

Coconut husk fed into hopper

Moving conveyor

Beaten in a series of closed cage

with water supply

Moving conveyor

Contents passesed through

a Perforated Drum

Fibre collected

By products like Pith and Baby fibre collected

This completely mechanised factory employs a bull for picking and loading husks which has a capacity of 400 husks per lift.

A labour regulates the flow of husk from the hopper on to the moving conveyor

The husks are fed into a hopper

Blades on a rotating cylinder are used to beat the husk in a closed cage which results in the seperation of Fibre, Pith and Baby Fibre

First Quality Fibre is collected seperately and the rest of the contents are sent for further processing

During the further processing pith and baby fibre are seperated

The coir is baled using baling machine

Story of success

During the initial days, the mill was run on **manual** and machinery force. This slow process required around **40 labourers** and could process only **500 husks** per hour. However after **complete automation** at an investment of 60 lakhs the factory was 75 % mechanised. On contrary to the previous senario this process was much faster and required only **three labourers** to process **4000 husks per hour**.

The entreprenuer earns a net profit of Rs.20, 000 per day and a gross profit of Rs. 5 lakh per month from Coir, Pith, and Baby fibre. The first quality fibre is supplied in domestic boundaries. The second quality fibre, which is a mixture of pith and baby fibre, is exported to China and Europe. The coir pith is dried packed and sold to farmers.

He also uses a part of his earnings to persue organic agriculture in Pomagranate. In an orchard, spreading over two acres, he has practiced high density planting with the variety *ganesh.* This purely organic method of crop cultivation employs FYM for Crop Nutrition and Panchakavya and Neem oil for Crop protection