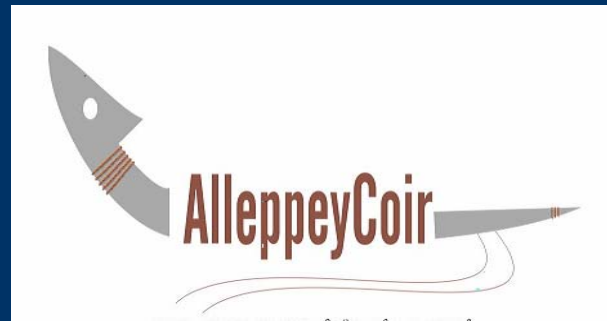


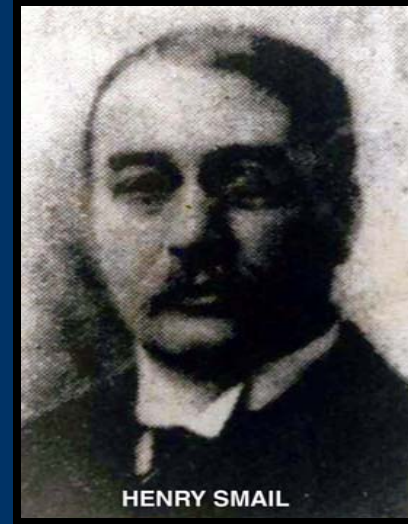
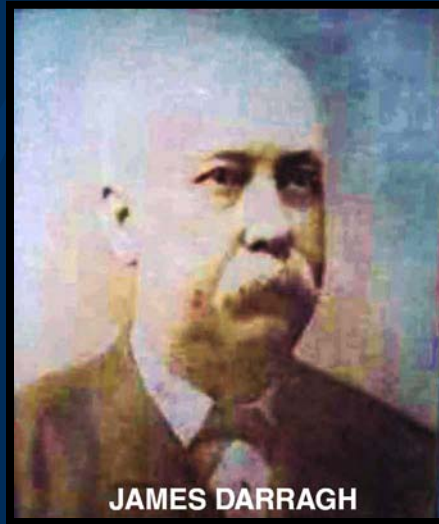
# Alleppey Coir - The Geographical Indication



M. Kumaraswamy Pillai  
Regional Officer  
Coir Board, Kannur

The presentation on “Alleppey Coir” is  
dedicated to  
the memory of

**Mr. James Darragh  
And  
Mr. Henry Smail**



**MR. JAMES DARRAGH AND MR. HENRY SMAIL  
JOINTLY ESTABLISHED  
THE FIRST COIR FACTORY  
AT ALLEPPEY  
IN THE YEAR 1859**

...the **Alleppey** city



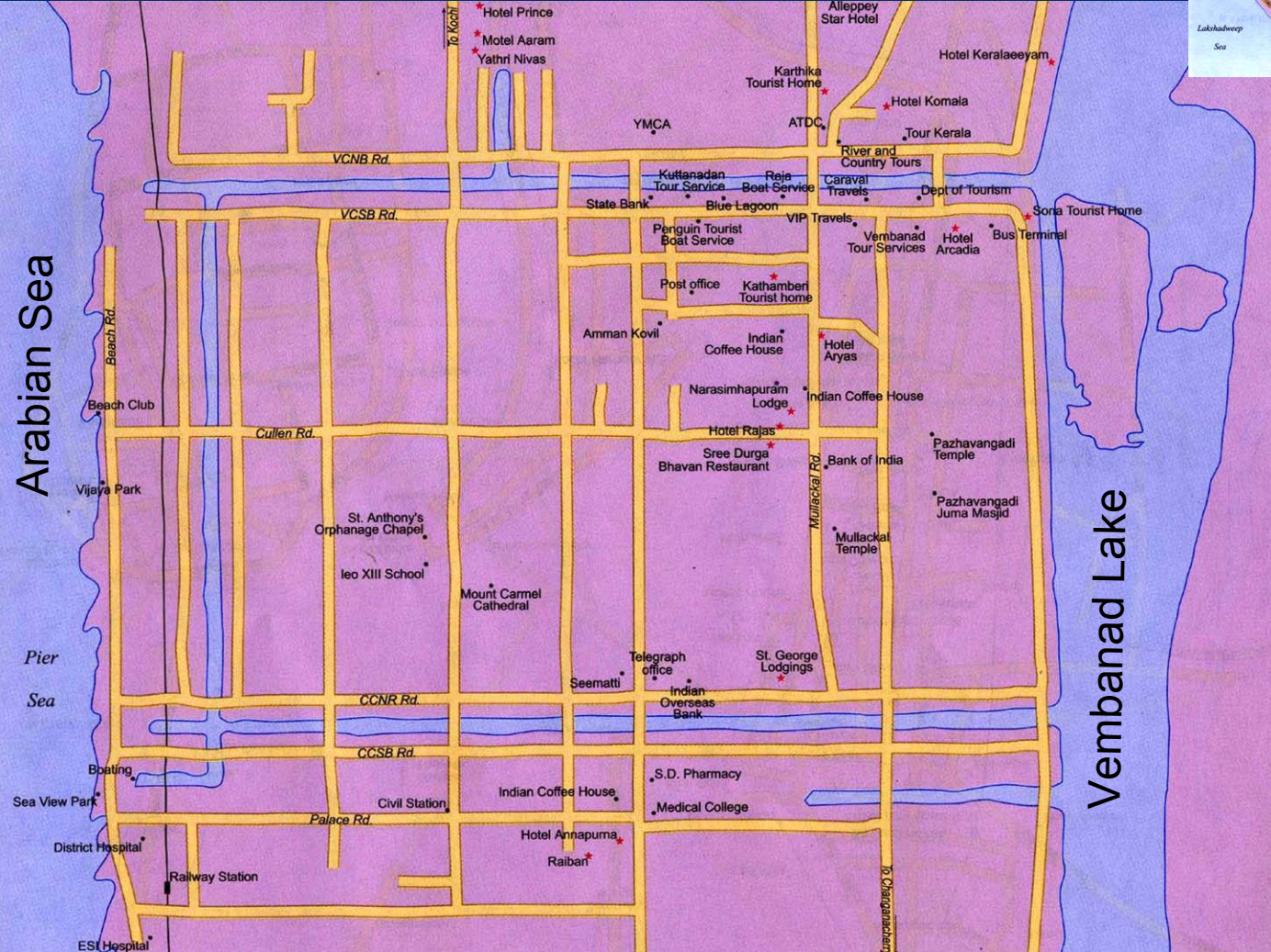
Founded by His Highness **Raja Kesava Dasa**,  
Diwan of erstwhile Travancore  
during second half of 17<sup>th</sup> century.

...the **Alleppey** city

planned city between Vembanad lake and Arabian Sea.



Thiruvananthapuram city



**ALAPPUZHA CITY**

...the **Alleppey** city

two parallel canals connecting the  
lake and sea.

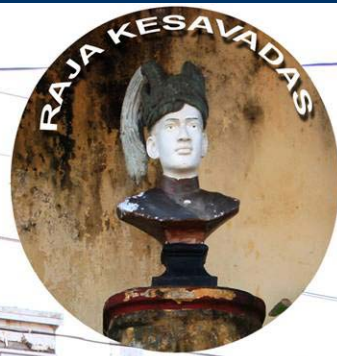


...the **Alleppey** city

two parallel canals connecting the  
lake and sea.



....the **Alleppey** city



was the major port  
in South India after Madras.



....the **Alleppey** city





...the **Alleppey** city

merchandise like Copra, Pepper,  
Ginger, Coir etc. was handled by the Port.



...the **Alleppey** city

known as “Venice of the East”.



Venice



...the **Alleppey** city

inhabited by settlers from different parts of the country like Gujarat, Rajasthan, Maharashtra, Madras province etc.



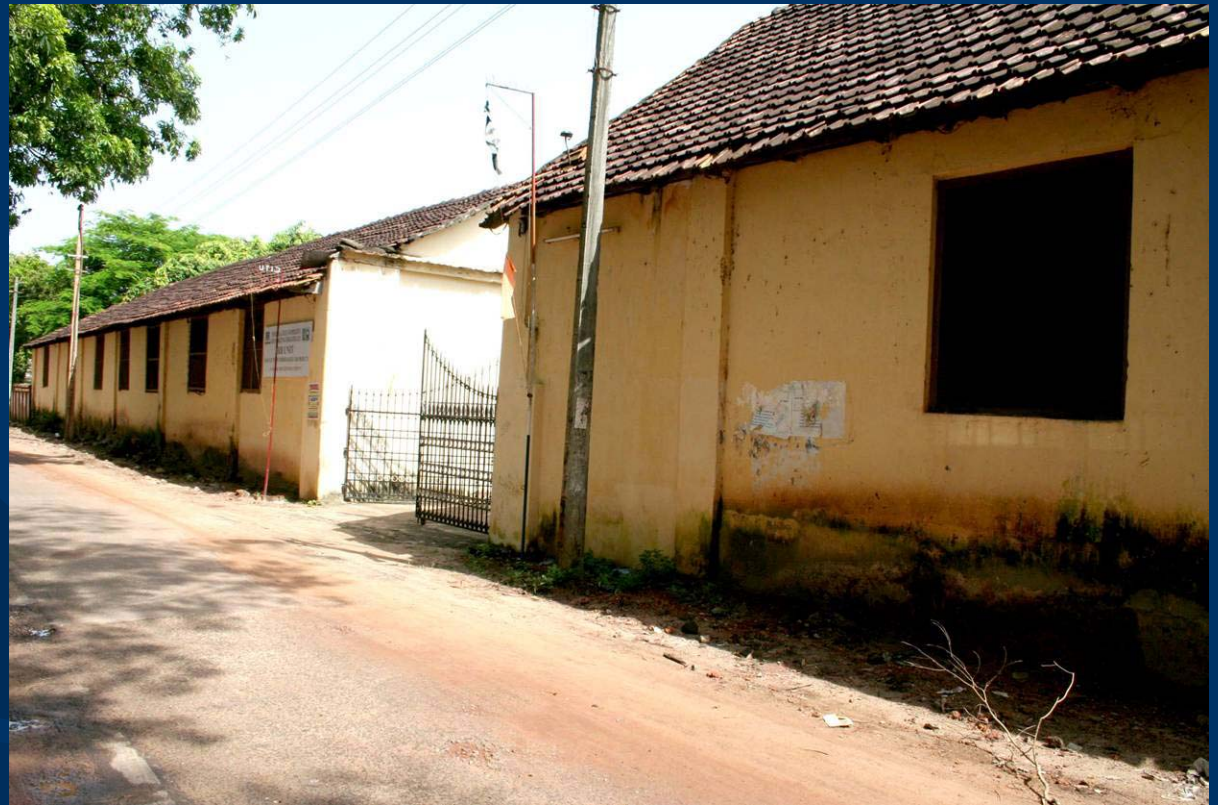


...the **Alleppey** city

- district has an area of 1414 sq. kmtrs having a population of 21 lakhs with 51.9% female population.
- apart from Malayalam the languages spoken are English, Tamil, Hindi, Gujarati etc.

## ..... the "Alleppey Coir"

The first Coir factory "Darragh Smail & Co." for the manufacture of Coir floor furnishings was established by Mr. James Darragh (an Irish born American) together with Henry Smail at Alleppey during the year 1859.



..... the "Alleppey Coir"

Followed to this, nearly 25 major coir factories were set up in the Alleppey town like William Goodacre & Sons



..... the "Alleppey Coir"  
Aspinwall & Co.



# ..... the "Alleppey Coir" Volkart Brothers





..... the "Alleppey Coir" Bombay Co.



..... the "Alleppey Coir"

Madura Co.



# ....COIR INDUSTRY IN THE PRE-INDEPENDENCE ERA

large Scale units employing thousands of workers.



production of entire coir products to meet the export commitments in own factories.



each unit was having  
its own quality standards .



separate wage structure.



## ....COIR INDUSTRY IN THE PRE-INDEPENDENCE ERA

- demands from workers for standardisation (unification) of wages
- emergence of first trade union in the erstwhile Travancore State under name and style "Travancore Coir Factory Workers Union (AITUC)' registered in 1938.





- Shri. R. Sugathan first General Secretary

- S/s. T.V. Thomas, Vadappuram Bava, K.K. Kunjan, M.T. Chandrasenan etc were leaders of the Union.

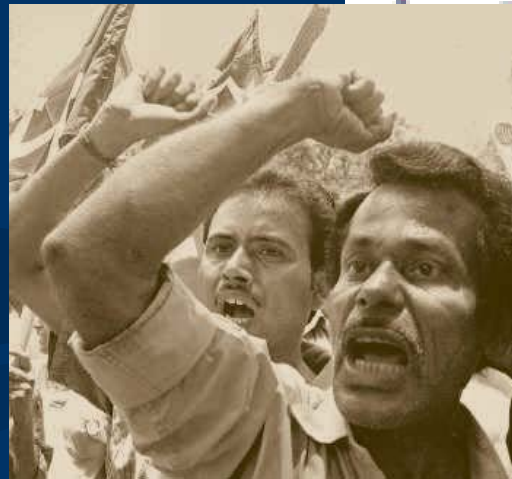


Union started separate agitations in many coir units for the legitimate rights of the coir workers.

Social background also played its role- agitations against the then Diwan Sir. C.P. Ramaswamy Iyer culminated in the Police firings at PUNNAPRA – VAYALAR in October 1946.

In terms of its role in changing the course of the political destiny of Kerala, Punnapra-Vayalar is the biggest struggle of its kind.

Unofficial estimates put the number of casualties on both sides in Punnapra and Vayalar at around **a thousand.**



## .....COIR INDUSTRY IN THE PRE-INDEPENDENCE ERA

- coir factory workers were in the forefront in the agitations against the Diwan of Travancore and also in the freedom movement of the Nation.



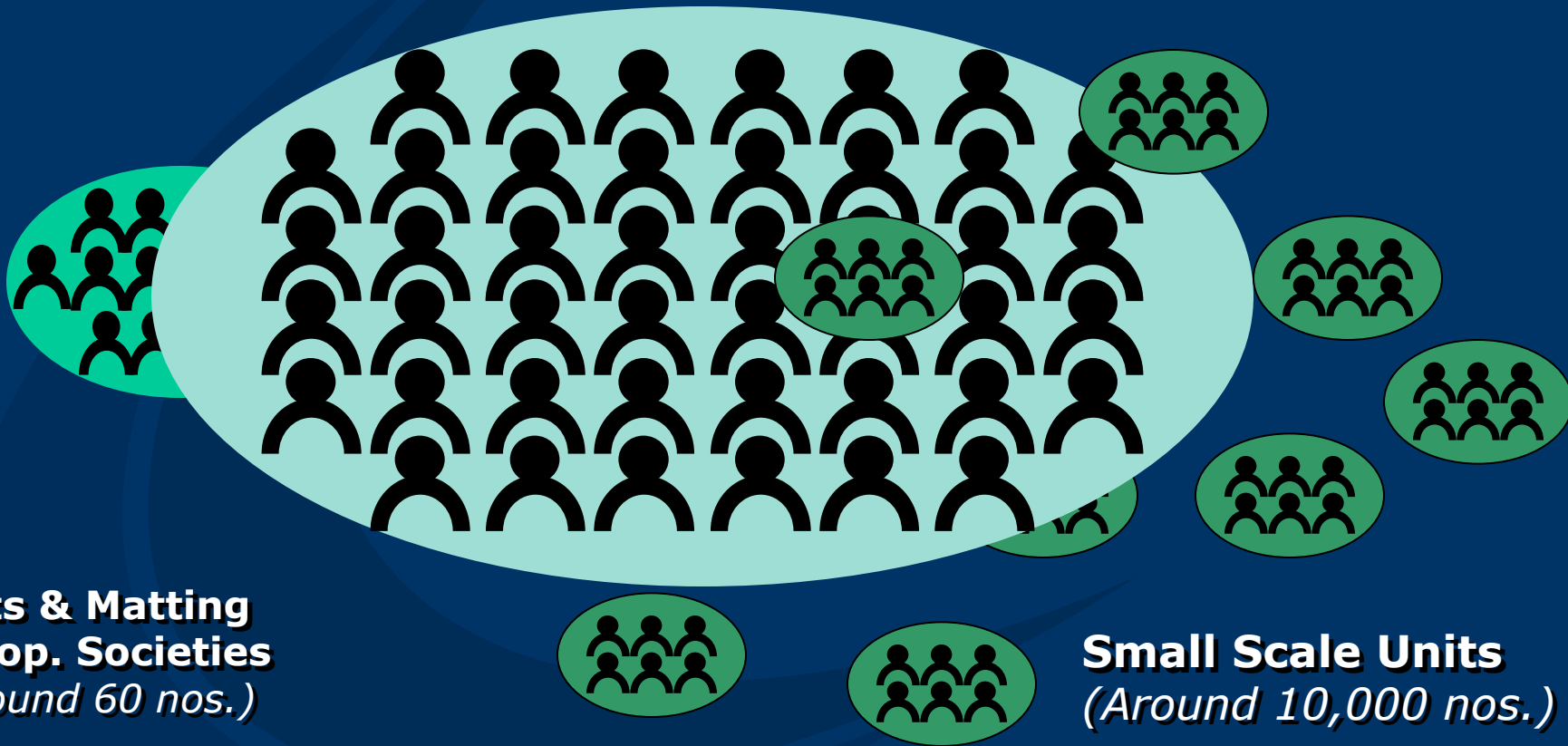
## COIR INDUSTRY IN THE POST INDEPENDENCE ERA

- the Europeans started migrating to their home lands by leaving the Coir units to the Indian counterparts.
- the Indian entrepreneurs retrenched the workers engaged by the Europeans by paying the legitimate retrenchment benefits in the form of Looms/equipments.
- a few of the workers of the European firms formed coir mats and mattings manufacturing co-operative societies in the Alleppey cluster.
- majority of the workers took the looms and equipments to their households in the suburbs of Alleppey/Cherthala and established units adjoining to their households.



slowly the coir industry became a totally decentralised industry.

## BIG UNITS



**Mats & Matting  
Co-op. Societies**  
(Around 60 nos.)

**Small Scale Units**  
(Around 10,000 nos.)



## .....COIR INDUSTRY IN THE POST INDEPENDENCE ERA

- as of now there are around 250 exporters and 10,000 small scale manufacturers catering to the requirements of these exporters.



# the small scale units....



the coir worker...



the small scale units....





# ALLEPPEY DISTRICT – A PROFILE

•Area	-	1414 sq. km.
•Population	-	21,05,349
•(as per 2001 census)	-	
•Male	-	10,12,572 (48.1%)
•Female	-	10,92,777 (51.9%)
•Density	-	<b>1,496</b>
•Literates	-	<b>17,68,261 (94%)</b>
•Taluks	-	<b>6</b> (Ambalapuzha, Cherthala, Kuttanad, Karthikappalli, Mavelikkara, Chengannur)
•Blocks	-	<b>12</b>
•Municipal towns	-	<b>14</b>
•Villages	-	<b>91</b>
•Languages spoken	-	Malayalam, English, Hindi, Tamil, Telugu and Gujarati



the modern alleppey.....



the modern alleppey.....



the modern alleppey.....



the modern alleppey.....



# the modern alleppey.....



the modern alleppey.....



**“ALLEPPEY COIR”-**

**the G.I.**

**PRODUCTS COVERED**



# Creel Mat



# Rod Mat



# Sinnet mat

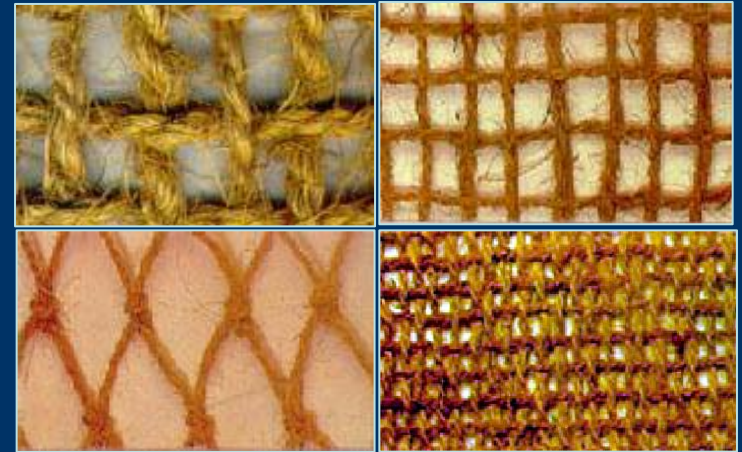


## Rope Mat (Lovers' knot)



# Two shaft mattings





## Coir Geotextiles

A matting of two-treadle weave in construction with the difference that the warp and weft strands are positioned at a distance to get mesh effect.



# Coir Mourzouks





## Cricket mattings

A matting specially made for use in Cricket Pitches, generally twill or herringbone pattern, three treadle or four treadle weave and in single shade.





## **Coir Fender**

Coir fender is commonly made in spherical or cylindrical shape. The inner material for the Fender is made in the required shape from coir yarn, rope or fibre tied together tightly. Coir rope is then knotted to form the outer shell by applying suitable knotting technique.

# ALLEPPEY COIR - METHOD OF PRODUCTION

## COIR YARN *(country bundles)*



# ALLEPPEY COIR - METHOD OF PRODUCTION

## SORTING



# ALLEPPEY COIR - METHOD OF PRODUCTION



**DYEING / BLEACHING**



# ALLEPPEY COIR - METHOD OF PRODUCTION

## DYEING / BLEACHING



# ALLEPPEY COIR - METHOD OF PRODUCTION

## WINDING



# ALLEPPEY COIR - METHOD OF PRODUCTION

## QUILLING



# ALLEPPEY COIR - METHOD OF PRODUCTION

## WARPING & BEAMING





# ALLEPPEY COIR - METHOD OF PRODUCTION

## WEAVING



# ALLEPPEY COIR - METHOD OF PRODUCTION

## FINISHING OPERATIONS



# ALLEPPEY COIR - METHOD OF PRODUCTION

## Drying



# ALLEPPEY COIR - METHOD OF PRODUCTION

## BUNDLING



# UNIQUENESS

- Skill and Craftsmanship



- Heavy structured wooden looms



- Designs



- Raw material – retted fibre





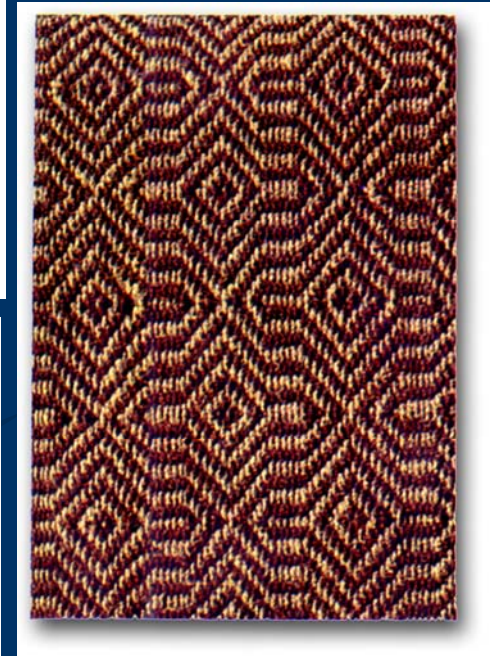
- Natural fibre product



- Environment friendly



- Wide range of more than 20 varieties of products manufactured out of 4" to 8" long fibres.



• Confined to Ambalapuzha & Cherthala taluks of Alleppey cluster over centuries sustaining lakhs of workers.



# SPECIAL CHARACTERISTICS

- Household units
- Entire family members are involved
- Highly labour intensive in rural villages.
- Women oriented.
- Wealth from waste – Coconut husks
- Highly export oriented (85% of the total export of coir from cluster)
- Eco-mark proposal is under consideration of Ministry.
- Highly decentralised.



# RECOGNITIONS

- Alleppey declared as Town of Export Excellence for Coir by Ministry of Commerce And Industry
- Alleppey has twin recognition as Town of Excellence for Marine products & Coir.
- Alleppey was selected as cluster for intervention under the UNDP sponsored Project on "Technology Transfer, Modernisation and Capacity Building in the Indian Coir Sector (No.IND/98/831)
- Another cluster development project was implemented in Alleppey by the SBI Uptech in association with UNIDO for Capacity building in the coir Sector.
- Cluster based reorganisation of coir weaving industry through Kanjikuzhi- Muhamma Coir Common Facility Centre under Swarna Jayanthi Gram Sworozgar Yojana.

## INSPECTION OF GI

- Through Coir Mark Scheme Inspectorate.
- By the exporters at the time of landing.
- Through the Quality Supervisors under the In plant Inspection Scheme.

# Quality standards of 'Alleppey Coir'

Coir products covered under Alleppey coir

have the following Indian standards published by the BIS:

- IS:11420 (parts 1 to 9 – 1985): Specification for Coir mats
- IS:12503 (parts 1 to 6 – 1988): Indian standard –  
Coir mattings, mourzouks and carpets



# References

- 1) The Travancore Manual
- 2) The Report of the Board of conciliation of trade disputes published by the Govt. of Travancore (1939)
- 3) Coffee table book published by Coir Board (2005)
- 4) Department of Survey and land records, Govt. of Kerala.(Map)
- 5) Coir Industry in India with special reference to Marketing authored by Dr. K.B.Unnithan.
- 6) Book on Coir Yarn authored by Shri. K.Mohammed Kunju.
- 7) Constructional details of Coir & Coir Products published by Coir Board.
- 8) Various records maintained by the Coir exporters associations, trade unions and Coir Board.

**Other GI's in coir proposed to be registered  
under the GI act.**

**Anjengo Coir**

**Mangadan Coir**

**Aratory Coir**

**Vycome Coir**

**Beypore Coir**

**Quilandy Coir, etc.**

# ACKNOWLEDGEMENTS

*Thanks are due to*

- **Shri. A.C. Jose, Ex. M.P., Chairman, Coir Board for his guidance, encouragements and support.**
- **Shri. M. Kumara Raja, Secretary, Coir Board for his keen interest**
- **Dr.U.S.Sarma, Director, R D T E, CCRI for his support and guidance**
- **Shri. K.C. Eapen, Secretary, Coir Shippers Council for sharing his experience in the coir industry.**

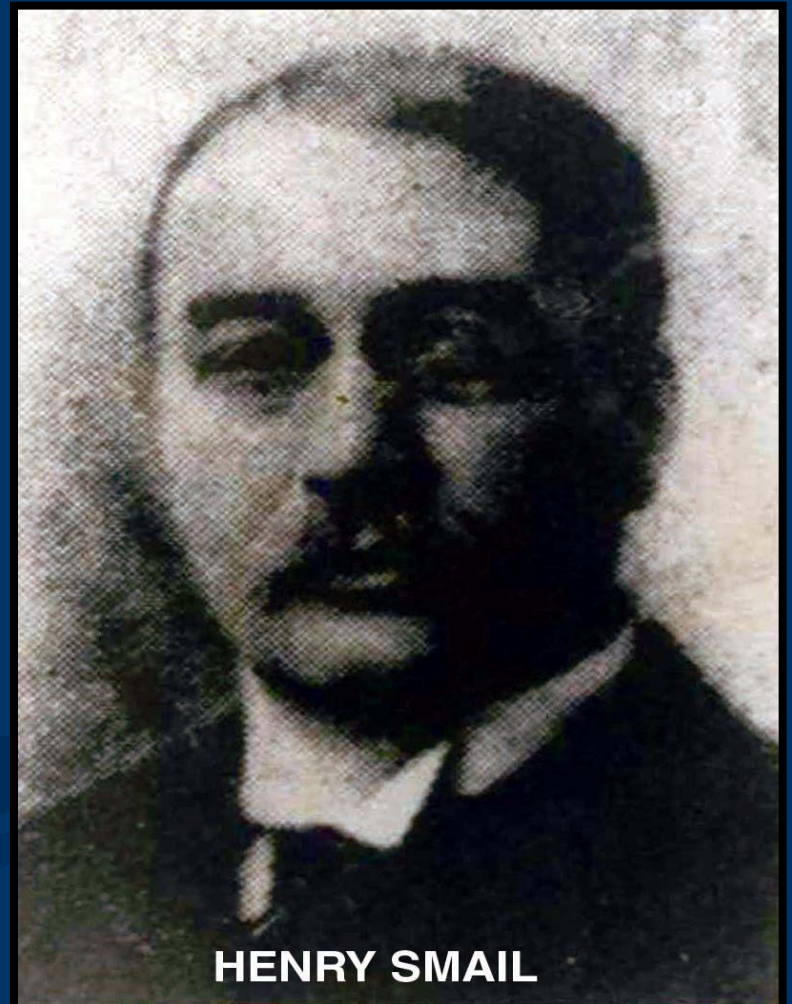
- **Shri. Kalleli Raghavan Pillai, for sharing his experience on the history of Alleppey town.**
- **The trade associations in the coir industry for their co-operation.**
- **The Secretary, Kerala Coir Mats & Mattings Co-op. Society and the numerous small scale units for permitting to take photographs in their units.**
- **The members of the official team constituted by the Chairman for preparation of the document.**

**&**

# **the founders of Coir Industry in India**



**JAMES DARRAGH**



**HENRY SMAIL**

HENRY SMAIL HALL



प्ररूप O-2



बौद्धिक  
सम्पदा भारत



सत्यमेव जयते

भारत सरकार  
GOVERNMENT OF INDIA

भौगोलिक उपदर्शन रजिस्ट्री  
Geographical Indication Registry

FORM O-2



INTELLECTUAL  
PROPERTY INDIA

वस्तुओं का भौगोलिक उपदर्शन (रजिस्ट्रीकरण तथा संरक्षण) अधिनियम, 1999  
Geographical Indication of goods (Registration and Protection) Act, 1999

धारा 16 (1) के अधीन भौगोलिक उपदर्शन अथवा धारा 17 (3) (ई) के अधीन प्राधिकृत उपयोक्ता के रजिस्ट्रीकरण का प्रमाणपत्र  
Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(c)

भौगोलिक उपदर्शन संख्या:

Geographical Indication No.: 54

Certificate No. 34

प्राधिकृत उपयोक्ता संख्या  
Authorised user No.:

दिनांक

Date : 03.07.2006

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समाकृति इसके साथ उपाबद्ध है) / प्राधिकृत उपयोक्ता  
कचर बोर्ड, कू.व.ग्रा.उ. मंत्रालय, भारत सरकार, कचर हाउस, पो.बॉ.नं. 1752, एम.जी. रोड,  
कोच्चि - 682016

के नाम से 27 वर्ग में 54 संख्या के अधीन 03.07.2006 दिनांक को  
आलपपी कचर  
वर्ग 27 के अंतर्गत कचर मैट्स, मैटिंग्स, कार्पेट्स, रग्स और भूवस्त्र  
के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।

Certified that the Geographical Indication (of which a representation is annexed hereto)/ authorised user has been registered in  
the register in the name of Coir Board, Ministry of Agro & Rural Industries,  
Govt. of India, Coir House, Post Box No.1752, M.G.Road, Cochin -682 016.

in class 27 under no. 54 as of the date 03.07.2006  
in respect of ALLEPPEY COIR  
falling in Class.27 Coir Mats, Mattings, Carpets, Rugs and Geo-textiles.

आज्ञा दिनांक 16

माह मई

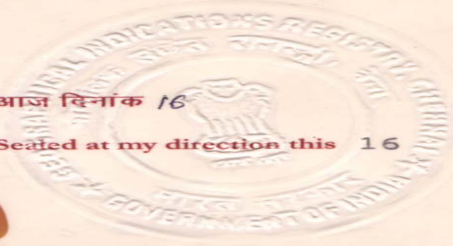
2007

को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।

Sealed at my direction this 16

day of May

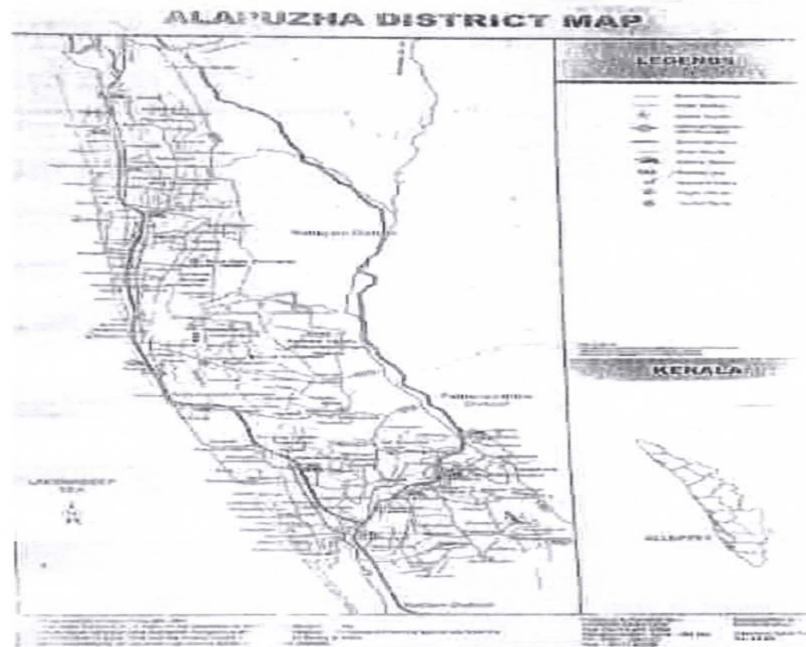
20 07 at Chennai.



रजिस्ट्रार, भौगोलिक उपदर्शन  
Registrar of Geographical Indication.

**G.I-54**

**ENTRY MADE IN PART-A OF THE REGISTER  
ALLEPPEY COIR**



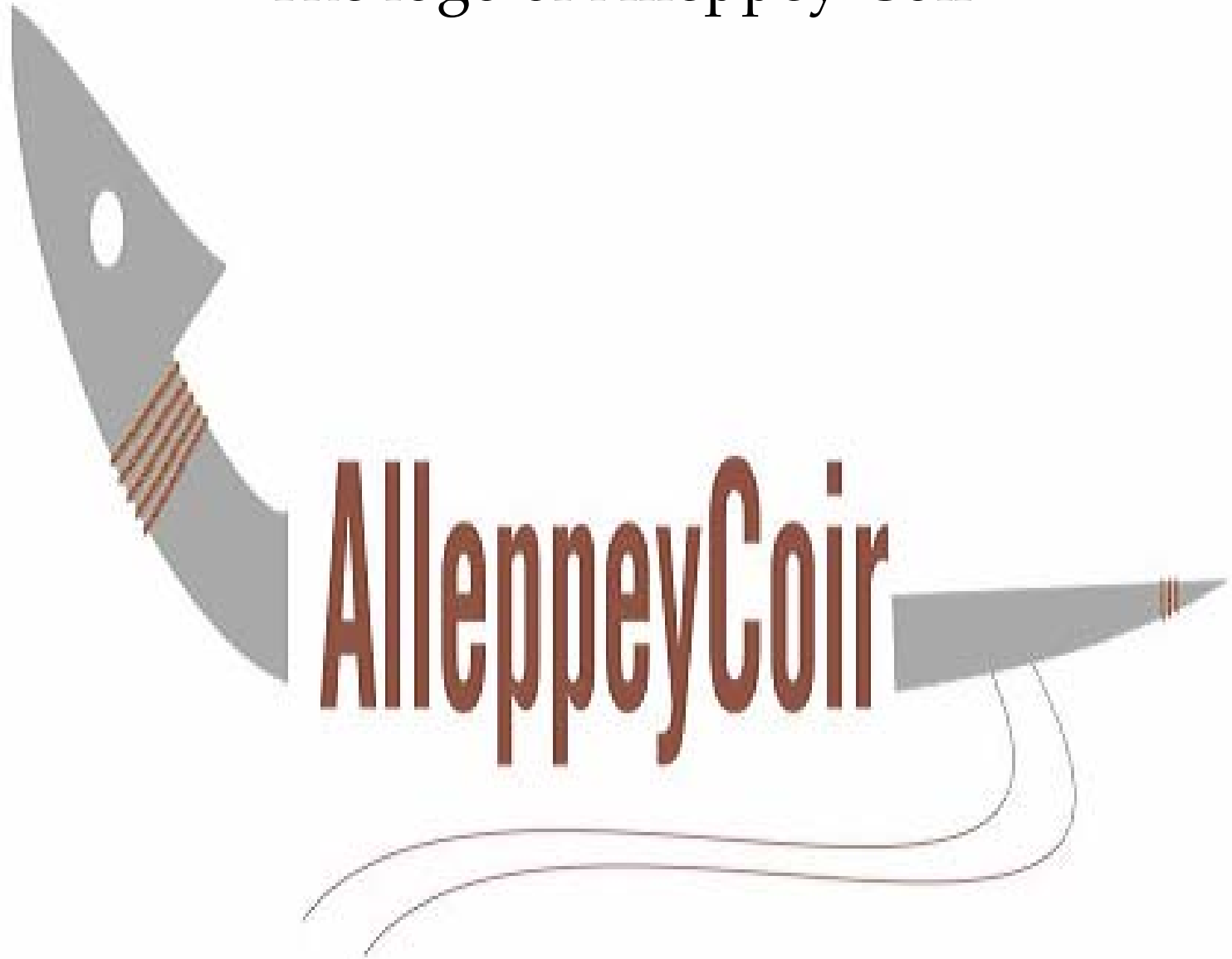
**THAT THE COIR BOARD IS THE  
REGISTERED PROPRIETOR OF THE G.I.  
ALLEPPEY COIR**

**Date : 16.05.07  
Place : Chennai**

*V. Natarajan*  
**V. NATARAJAN**  
**Assistant Registrar of Geographical Indications**



The logo of Alleppey Coir





*THANK YOU*