

# Mastering the Tender Coconut Trade: A Saga of Resilience and Expansion

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My name is Ravichandran, and I hail from Mallur in Salem district. I reside in Sandiyur village and have been immersed in the tender coconut business for the past three decades. Unfortunately, my father's early demise forced me into wage labor, cutting short my educational pursuits. However, with the unwavering support of my mother, I embarked on a journey of selling tender coconut.

## Early Struggles and Evolution of the Business

Initially, I procured tender coconut from coconut groves and retailed it along the Salem Madurai Road in Sandiyur village. As time progressed, I transitioned into leasing coconut groves for harvesting tender coconut, a skill I honed since childhood by climbing coconut trees. My family consists of my wife, Jyoti, and our two sons, Shekhar and Raja, along with a daughter. Upon completing their education, I integrated my sons into our business operations. Consequently, both my sons undertook the task of harvesting tender coconut while my wife and I managed the sales aspect.

## Enhancing Efficiency Through Coconut Climbing Training

To expand our tender coconut business, we divided responsibilities, with my elder son solely focusing on harvesting while the younger son facilitated the distribution by delivering the harvested tender coconut. Recognizing the physical challenges involved in climbing coconut trees, particularly for my elder son, we sought assistance.

In the year 2019, my younger son, Raja and in 2021, my elder son, Chandra Sekar, underwent 6 days coconut tree climbing training at the Sandiyur Krishi Vigyan Kendra, financially supported by the Coconut Development Board. At the conclusion of the training, he was also furnished with a coconut tree climbing machine. This training and climber equipped him with the ability to climb coconut trees effortlessly, swiftly, and fearlessly, ensuring safety while harvesting tender coconuts.

The coconut climbing device, sponsored by the Coconut Development Board, is designed to be user-friendly, simple to operate, and effortless to maintain. Its ease of use extends to both children and women, who can utilize it with great efficiency. With the assistance of the climber, both of my sons were able to harvest tender coconuts swiftly and effortlessly. This efficiency allowed us to utilize the remaining time to set up sales points. As a result, we successfully made two sales, one on each side of NH44 road at Sandhiyur itself.



## Expanding Horizons and Investment in Growth

The enhanced efficiency in harvesting enabled us to dedicate more time to sales, presenting an opportunity for increased revenue and profitability. Moreover, the surge in sales necessitated the leasing and integration of additional coconut groves into our business model, further bolstering our net profit.

As a father, I've always endeavoured to celebrate my son's milestones by gifting them extravagantly. In line with this tradition, I presented my elder son with a four-wheeler to aid tender

coconut business. This investment not only improved our tender coconut business operations but also streamlined transportation logistics, especially during night-time.

### **Celebrating Success**

The acquisition of a Marazzo car marked a significant milestone, reflecting our increased income and prosperity. Witnessing our business flourish fills us with immense joy and gratitude. I extend my heartfelt thanks to the Sandiyur Krishi Vigyan Kendra and the Coconut Development Board for their invaluable support. I firmly believe that extending such training opportunities to educated unemployed graduates can not only provide them with a means of livelihood but also elevate their quality of life.

### **Empowering Others**

I firmly believe that extending coconut climbing training opportunities to unemployed graduates can lead to more than just providing a livelihood. When hard work, efficiency, and honesty are combined, it can significantly elevate the quality of life for those involved.

### **Conclusion**

Journey of my (Ravichandran's) family in tender coconut business epitomizes resilience, determination, and success, serving as a testament to the potential of perseverance and strategic investments in fostering business growth.

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