

A Study on Problem Faced by Cashew Entrepreneurs in Kanyakumari District

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ABSTRACT - Entrepreneurship has been a massive movement nowadays affecting the economic level and social conditions of a country. Job creation, innovative products and the pursuit of productivity are the main business activities mainly attributed to entrepreneurship. Therefore, every country is arguably willing to do everything possible to encourage the supportive business environment capable of inspiring the emergence of entrepreneurs. The study mainly faced on primary and secondary data. The total sample size was fixed at 300. The major findings of the study is the marketing problems of cashew entrepreneurs are high in low price for products, poor transport facilities, and followed by lack of promotional strategy, unsuitable government policy, financial problems and small size of nut, insufficient processing unit and lack of market information are at a medium level.

Key Words: Entrepreneurship, Cashew Entrepreneur and Cashew Marketing.

I. INTRODUCTION

The materialization and growth of entrepreneurship is a crucial factor for the economic growth and development of any economy especially in third world countries. The entrepreneurial change over a period of time is influenced by a lot of factors. Not only planned efforts taken by the government but also the facilitating factors and behavioural disposition of the entrepreneurs made a mark considerably. In any business, manufacturing or trading besides other factors, the basic human characteristics play a significant role in the long run sustenance and success. Thus, the entrepreneurial characteristics need analysis and understanding in explaining any business activity. On this basis, the important factors prompting the entrepreneurs for starting their ventures and the perceived entrepreneurial characteristics in business have been taken into consideration for the present study.

II. OBJECTIVES

1. To find out major problem faced by cashew entrepreneurs in the study area.
2. To analyze the problems faced by the cashew nut entrepreneurs in the market.
3. To find out problems of expenses in marketing of cashew nut entrepreneurs in Kanyakumari district.

III. METHODOLOGY

The Research is a way to systematically solve the research problems.

Source of data:

This study is mainly based on both primary and secondary data. The primary data were collected from cashew

entrepreneurs in Kanyakumari district, with a help of well-structured interview schedule. The secondary data has been collected from journals, reports, records, newspapers etc.

Sampling Technique and Sample size:

Here sample is selected according to the convenience of the investigator. The sample size was fixed at 300 cashew entrepreneurs.

Tools of Analysis:

The Primary data were analyzed with suitable statistical techniques like,

- ❖ Mean deviation
- ❖ Standard deviation
- ❖ Average methods
- ❖ Ranking methods
- ❖ Coefficient of variation

IV. DATA ANALYSIS

4.1 Major Problem faced by Cashew nut Entrepreneurs

This study analysis the problems faced by the cashew entrepreneurs while meeting the entrepreneur 'expectations and requirements. The problems faced in cashew entrepreneur based on the perception of the entire sample. To measure the level of agreed of cashew nut marketing among the entrepreneurs, eight the different variables included are Low awareness of cashew nut market, poor selling price, inadequate processing, small nut size, inappropriate govt. policy, financial problems, poor transport facilities and lack of promotional strategy in the questionnaire with measurement values problem ranging from 1, 2, 3, 4 and 5 against opinion statements very low, 'low', 'moderate', 'high' and 'very high' respectively.

Table.1 Major Problem Faced by cashew Entrepreneurs

Sl.No	Variables	Mean	SD	CV	Rank
1	Lack of market information	1.67	.716	32.86	8
2	Low price for products	3.21	.524	17.80	1
3	Insufficient Processing Unit	1.77	.626	28.61	7
4	Small Size of Nut	2.01	.606	26.85	6
5	Unsuitable Government Policy	2.45	.864	30.41	4
6	Financial Problems	2.43	.736	27.73	5
7	Poor Transport Facilities	3.00	.783	24.86	2
8	Lack of Promotional Strategy	2.87	.863	27.58	3
Kendall Coefficient of Concordance 'W'				0.1925	
Friedman ANOVA Chi-Square				588.46***	

Source: Primary data

***Significant at 1% level

Table.1 reveals that major problem faced by cashew entrepreneur is, low price for product with the mean score of 3.21 contributed 1st rank, poor transport facilities with the mean score of 3.00 contributed 2nd rank, lack of promotional strategy with the mean score of 2.87 contributed 3rd rank, unsuitable government policy with the mean score of 2.45 contributed 4th rank, financial problems with the mean score of 2.43 contributed 5th rank, small size of nuts with the mean score of 2.01 contributed 6th rank, insufficient processing unit with the mean score of 1.77 contributed 7th rank and lack of market information with the mean score of 1.67 contributed 8th rank.

The study further reveal that the marketing problems of cashew entrepreneurs are high in low price for products, poor transport facilities, and followed by lack of promotional strategy, unsuitable government policy, financial problems and small size of nut, insufficient processing unit and lack of market information are at a medium level.

4.2 Problems Faced by the cashew nut entrepreneurs in the Market

The cashew nut entrepreneur faces a number of problems during the sale of the produces. The study examines problems including unfair prices of cashew nut, low demand, bad debts and delay in collection of dues and so on. Table.2 explains the details of the various problems faced by the farmers at the time of selling cashew nuts.

Table.2 Problems Faced by the cashew nut entrepreneurs in the Market

Sl.No	Problems	No. of Respondents			Total
		Small Farmer	Medium Farmer	Large Farmer	
1	Delay payment	15 (5.00)	19 (6.33)	61 (20.33)	95 (31.67)
2	Unreasonable Price	65 (21.67)	72 (24.00)	25 (8.33)	162 (54.00)

3	Bad Debts	8 (2.67)	5 (1.67)	6 (2.00)	19 (6.33)
4	Low Demand	10 (3.33)	6 (2.00)	8 (2.67)	24 (8.00)
Total		98 (32.67)	102 (34.00)	100 (33.33)	300 (100)

Source: Primary data

The table.2 shows that a majority of the cashew entrepreneurs have opinion that unreasonable price was the major problem for their cashew entrepreneurs (54.00 per cent), followed by delay in payment of sale price of cashew entrepreneurs registering 31.67 per cent, 8 per cent of the respondents are low demand and remaining 6.33 per cent of the respondents pointed out that bad debt.

It is also noted from the table that problems of unreasonable price of cashew entrepreneurs was higher in the medium cashew entrepreneurs registered that 24.00 per cent, whereas small size cashew entrepreneurs registering only 21.67 per cent have the same problem and delay in payment was one of the major problems for large cashew entrepreneurs.

4.3 Problems of Expenses in Marketing:

The ranking of high expenses in marketing of cashew nut among the cashew entrepreneurs was analyzed and the results presented in Table.3

Table.3 Problems of Expenses in Marketing

Sl.No	Expenses on Marketing	Average Score	SD	Rank
1	High Harvest cost	5.82	1.37	1
2	Loading / unloading	3.88	1.88	4
3	Transportation charges	3.42	1.63	5
4	Lack of Storage facilities	4.65	1.49	2
5	Commission charges	4.23	2.67	3
6	Supplementary charges	3.01	1.31	6
7	Average	3.98	1.75	

Source: Primary data

Table.3shows high harvest cost with the highest score of 5.82 which was the main constraint in cashew nut marketing faced by the cashew entrepreneurs. Storage, commission charges, loading and unloading expenses were the other major constraints faced by them with the average score of 4.65, 4.23, 3.88 respectively. Besides, incidental charges and transportation expenses on marketing of cashew nut were the other minor problems faced by the cashew nut entrepreneurs in the marketing of cashew nut. The study further reveals that the major marketing expenses problem faced by entrepreneur are, high harvest cost contributed 1st rank, lack of storage facilities contributed 2nd rank, commission charges contributed 3rd rank, loading/unloading contributed 4th rank, transportation charges contributed 5th rank and supplementary charges contributed 6th rank. The study concluded that high harvesting cost is

the major problem of cashew entrepreneurs in Kanyakumari district.

V. FINDING

The important findings are given below,

- ❖ The study shows that major problem faced by cashew entrepreneur is, low price for product with the mean score of 3.21 contributed 1st rank, poor transport facilities with the mean score of 3.00 contributed 2nd rank lack of market information with the mean score of 1.67 contributed 8th rank.
- ❖ The study reveals that the marketing problems of cashew entrepreneurs are high in low price for products, poor transport facilities, and followed by lack of promotional strategy.
- ❖ The expresses that a majority of the cashew entrepreneurs have opinion that unreasonable price was the major problem for their cashew entrepreneurs (54.00 per cent), followed by delay in payment of sale price of cashew entrepreneurs registering 31.67 per cent, 8 per cent of the respondents are low demand and remaining 6.33 per cent of the respondents pointed out that bad debt.
- ❖ The study reveals that problems of unreasonable price of cashew entrepreneurs was higher in the medium cashew entrepreneurs registered that 24.00 per cent, whereas small size cashew entrepreneurs registering only 21.67 per cent have the same problem and delay in payment was one of the major problems for large cashew entrepreneurs.
- ❖ The study shows high harvest cost with the highest score of 5.82 which was the main constraint in cashew nut marketing faced by the cashew entrepreneurs. Storage, commission charges, loading and unloading expenses were the other major constraints faced by them with the average score of 4.65, 4.23, 3.88 respectively.
- ❖ The study express that incidental charges and transportation expenses on marketing of cashew nut were the other minor problems faced by the cashew nut entrepreneurs in the marketing of cashew nut.
- ❖ The study reveals that the major marketing expenses problem faced by entrepreneur are, high harvest cost contributed 1st rank, lack of storage facilities contributed 2nd rank, and supplementary charges contributed 6th rank. The study concluded that high harvesting cost is the major problem of cashew entrepreneurs in Kanyakumari district.

VI. SUGGESTIONS

- ❖ Government has been giving subsidy to cashew plant in horticulture Nursery, but very few of the cashew entrepreneurs bought plant in this nursery due poor quality and non-availability at the right time. So, Government can step up the activity of the

Horticulture Department Nursery to carry out in this problem.

- ❖ The cashew entrepreneur were affected by private money lenders who charged higher rates of interest and Government organization has not given available Finance and at the Right time. So, government should take steps to make modifications in the lending policy of financing institution. This may give good encouragement to cashew entrepreneurs.
- ❖ The cashew entrepreneur felt the lack of proper marketing channel and lack of a proper price policy as the major constraints. Hence the government can give priority in establishment of a proper marketing channel for cashew produce to prevent the intervention of intermediaries and to ensure a better price for cashew growing entrepreneurs.
- ❖ The cashew nut cultivating entrepreneur is facing problems in processing and getting market information. The government should take necessary steps to provide necessary information.
- ❖ The harvesting cost of cashew is very high. So, the government should take necessary steps to regulate the harvesting cost of cashew. It will encourage the cashew entrepreneurs.

VII. CONCLUSION

The cashew nut plays a key role in the growth of the district economy. Cashew entrepreneurs are an important horticultural activity in Kanyakumari district. The cashew industry satisfies the employment needs of the district. The industry has provided employment to about thousands of people in the southern district where unemployment is acute. The Cashew industry in Kanyakumari has the highest rate of productivity in the Tamil Nadu.

This study has given a clear picture about the cashew entrepreneurs in Kanyakumari district. To conclude, the cashew entrepreneurs are our property. Let us do all our best so that they enjoy their cashew entrepreneurs, who have proper training, marketing information, provide modern technology and their personal development to improve the economic progress and development of the district.

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