

PERFORMANCE ANALYSIS OF  
CASHEW INDUSTRY IN Goa:  
A CASE STUDY

SUBMITTED TO U.G.C

AS

MINOR PROJECT

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## *Introduction*

Agriculture is the largest sector of the economic activity and it is considered as the backbone of Indian economy. Agriculture contributes a significantly large share to the national income of India. It plays significant role in the country's international trade. Cashew industry is one of the important agro based industry which uses cashew nut as major raw material to produce cashew kernel as finished product and also other by products.

Cashew is the only fruit which has many utilities .. Cashew nut is also versatile and important among all nuts. It has equal value in terms of calories and stand par with milk, egg and meat. It is considered as a appetizer, an excellent nerve tonic, a steady, stimulant and bodybuilder.

Cashew kernel is used as a snack food items in roasted and salted form. Cashew apple is valuable source of sugar, mineral and vitamin. Cashew apple when fully riped, can be used to prepare many food items which are also nutritious such as cashew apple jam, cashew apple candy, canned cashew apple ,cashew apple chutney , cashew apple pickle.

In India except Goa almost all the states waste the cashew apple but in Goa cashew liquor is extracted from cashew apple. Cashew feni is used as medicine for sickness in children, cold and body ache, toothache, fresh wound and cuts, cramps and catches due to chilly weather, muscular pain, irregular movement of bowl, low blood pressure, loss of sleep for good people, diarrhea and cholera. CNSL is also used as a substitute for linseed oil in the manufacturer of foundry core oil which is used as a binder in the foundry.

India earns foreign exchange by way of exporting CSNL to different countries. The details of export in QTY and value are given below

Cashew has emerged as an important crop and agro based raw material which plays a significant role in the rural economy particularly in coastal areas. Goa is one of the state which falls in the coastal region

### **Objectives of the study**

- 1)** To assess the growth and working of cashew industry in Goa.
- 2)** To identify the export potential of Cashew Processing Units in Goa.
- 3)** To examine the processing and marketing activities of cashew industry and related problems faced.
- 4)** To suggest appropriate policy measure for the improvement of Cashew Industry in Goa

### **DATA AND METHODOLOGY**

The study is based on primary and secondary data .The primary data is collected from three talukas and from growers , traders and manufacturers. The study period is of two years from the Jan 2009 to Dec 2010.The data collected were analysed by using the tabular methods. The data presented through various tables and graphs were used to show the study , production and year wise productivity.

### **CONCLUSION**

It was found that most of the factory processors purchase from growers. They also purchase from traders and commission agent .the processors cannot depend on one source. But it was found that the main source of cashew for factory is growers in large quantities. Hence they prefer to purchase from large size farm holdings or growers producing in large quantities. It has been observed in the study that loss in weight has been

major problem faced by traders in purchase and selling of cashewnuts. Once it is stored for long period it has to be dried up in the hot sun. Due to drying of cashewnuts in hot sun weight is lost which is loss to traders. Beside that loading and unloading cost is incurred by the trader. Local trader also faces the problem of storage of cashewnut, when cashewnut purchased from the growers it becomes difficult to store. Hence they have to sell the cashewnuts immediately to the factory owner despite of knowing that the prices of cashewnuts will increase during the end of the season. there are some suggestions made for the improvement of cashewnuts marketing.

### SUGGESTIONS

- 1) Cashew growers are unorganized, they individually sell their produce to traders .There is no fixed assembling Centre in the market where they can bring the produce and sell. The local authorities or market authorities should give fixed place to cashew growers.
- 2) Since all the cashew growers are unorganized it reduces the bargaining capacity of growers. Hence they should be organized and sell through co-operative basis. In Goa role of co-operative society is negligible, so co-operative societies should be encouraged.

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