

A study on the Performance of Cashew Workers in Kollam District

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Abstract

Cashew industry is one of the most important sources of employment and income especially to the rural people in Kollam district. India, provides with around 55 percentage supply of cashew kernels in the world. From its inception during the mid 1920's , the industry registered factory work force increased to 8 percentage in Travancore. Since then, this member has fluctuated, reaching to 60 percentage at its highest, but never declining below 32 percentage. Cashew product has enough international demand and growth potential but our new generation is not attracted by the cashew industries and its products. Even though the cashew products have acceptance all over the world and such quality product at cheaper price is not available anywhere around the globe. Our industries have the competitive advantage of processing high quality product. In spite of all these advantages the cashew industry in Kerala is showing downward trend. In this context it is essential to study is conducted to identify the problems of employees in the concerned industry. Since the world over there is different uses and importance of cashew nuts and its products and cashew being versatile product that can be put many other application to substitute cashew nut shell liquid used for oil CNSL cake etc.

KEYWORDS. Ferry, CNSL, Caju, ANACARDIUM OCCIDENTALE, Acaju

INTRODUCTION

The cashew (*Anacardium Occidentale* ., *Anacardium curatellifolium* A.st- Hil) is a tree in the flowering plant family Anacardiaceae. The plant is native to North Eastern Brazil. Its English name derives from the Portuguese name for the fruit of the cashew tree, caju, which in turns derives from the indigenous Tupiname , Acaju . It is now widely grown in tropical climates for its cashew 'nuts' and cashew apple. Cashew is one of the most valuable and most nutritious processed kernel in and revenue at national level. It is a kidney shaped nut, product of Brazil introduced by the Portuguese to Mozambique and India during the sixteenth century.. The value, importance and usefulness of cashew was recognized during the last part of the sixteenth century, that too only after it reached India and Mozambique from Brazil.

The commercial cultivation of cashew is taken up mainly in eight states in India namely Andhra Pradesh, Goa, Kerala, Karnataka, Orissa, Maharashtra, Gujarat and Tamil Nadu. The current production in India accounts for 9.46 percentage of global production. In India has always been a major player in the production of cashew. It is the second largest producer of raw cashew in the world but conquers the first place among the largest producing countries of cashew Kernels and also in the maximum are a covered. The country provides with around 55 percentage supply of cashew kernels in the world. In India processing of cashew in manual and highly labour intensive process. The cashew industry is highly unorganized and scattered. In this sector employment with above 90 percentage of all female workers.

Review of literature

K.Amutha (2016), in her article “**Cashew - A wonder Nut**” point out that, the commercial production of cashew seed is done more than 32 countries of world. The seed generally prospers in the hot and humid like central and south American Zone, India and oceanic Zone and African Zone. The worlds total produce of cashew is around 22.5 lakh producer of raw cashew kernel production list.

STATEMENT OF THE PROBLEM

Cashew industry is one of the most important sources of employment and income especially to the rural people in Kollam district. It also fetches foreign earnings. So its role is important in the determination of economic development of the district. Similarly in Tamil Nadu and some other Southern states, it plays a key role in employment generation and economic empowerment. From its inception during the mid 1920's , the industry registered factory work force increased to 8 percentage in Travancore. Since then, this member has fluctuated, reaching to 60 percentage at its highest, but never declining below 32 percentage. The majority of all cashew workers are women that is about 95 percentage. Since 1960, it is remarkable to note that most of the female workers of India have been working in cashew Industries.

Now a days, cashew industries have working comprehensively by evaluating the current global market trends, innovation for application of cashew products, identifying the opportunities and challenges and conducting research and development for new technologies. Cashew product has enough international demand and growth potential but our new generation is not attracted by the cashew industries and its product . In spite of all these advantages the cashew industry in Kerala is showing downward trend. In this context it is essential to study is conducted to identify the problems of employees and workers as well as their modernization technique used in its marketing. The study earnest attempt is made by the researchers to find out the factors that determine the efficiency of laborers in cashew industry in Kollam district which are the sample of study.

NEED AND SIGNIFICANCE OF THE STUDY

Our study is based on **the performance of cashew workers in Kollam district** We have selected this topic because notwithstanding the fact that cashew is one of the most valuable and most nutritious processed kernel in the global markets and has the potential to generate employment and revenue at national and international. Since the world over there is different uses and importance of cashew nuts and its products and cashew being versatile product that can be put many other application to substitute cashew nut shell liquid used for oil CNSL cake etc. The demand of cashew products is increasing day by day specially in developed countries.

In India , Kerala is the leading state in processing of cashew in the world. More than two third of cashew processing units are in Kerala whereas remaining are scattered on other states. Now a days new generation is not aware about the values and importance of the cashew nut and cashew shell liquid. That is Why there is tremendous decline in the growth of the industry. To know about the problems faced by employees as well as employers of the industry etc. And also to know is there any help needed from government such as providing enough fund to bring up the cashew industry. Therefore to know about any schemes provided by the government for the progress of the industry.

OBJECTIVES OF THE STUDY

1. To find out the socio – economic conditions of cashew workers.

2. To know the problems faced by the workers while working.
3. To list out the SWOT analysis of cashew Industry
4. To offer valuable suggestion and conclusion on the basis of the study.

Research Methodology

The study is based on primary survey data on cashew workers in the Kollam district of Kerala, India .The sample size is 150 employees working in various cashew units in kollam district .

DATA COLLECTION

The relevant data were collected from both primary and secondary sources.
 Primary Data : Primary data are the original data which the researcher directly collected from employees.

Secondary Data : Secondary data were collected from various websites, publications, journals etc...

Benefits received by the respondents

Table No.1
 Benefits of the respondents (Weighted Average method)

PARTICULARS	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	TOTAL	Weighted Mean	RANK
ESI	37 (185)	32 (128)	21 (63)	29 (58)	31 (31)	465	3.1	IV
Earned Leave	28 (140)	40 (168)	32 (96)	25 (56)	22 (22)	474	3.16	11
Maternity Leave	31 (155)	37 (148)	26 (78)	36 (72)	20 (20)	473	3.15	111
PF	26 (130)	23 (92)	37 (111)	34 (68)	30 (30)	431	2.87	V1
Gratuity	20 (100)	35 (140)	45 (135)	20 (40)	30 (30)	445	2.97	V
Pension	51 (255)	25 (100)	34 (102)	27 (54)	13 (13)	524	3.49	1

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Bonus	19 (95)	31 (124)	27 (81)	33 (66)	40 (40)	401	2.67	V1 11

The above table shows that the benefits received by the respondents .It is inferred that the first position goes to Pension and the second position goes to Earned leaves , and the third position goes to Maternity benefits and the fourth position goes to ESI and, the fifth position goes to Gratuity and, Sixth position goes to PF and the last position goes to Bonus .

Problems faced by Workers

The table shows whether the workers faced any of the following problems during the last one year.

Sl no	Particulars	1	2	3	4	5	6	7	8	9	Total
1	Late payment of Income	12	14	15	20	15	29	12	13	20	150
2	Hard to work when sick	10	15	38	20	18	10	14	13	12	150
3	Verbal abuse	14	18	15	12	16	10	28	19	18	150
4	Physical abuse	16	12	13	14	16	15	17	27	20	150
5	Low income / earnings	9	15	9	35	10	21	13	18	20	150
6	Delaying getting Income	8	15	11	12	33	24	17	15	15	150
7	Health Problems	58	11	16	7	11	13	13	11	10	150
8	Lack of job security	12	40	17	21	11	13	11	16	9	150
9	Suspension	11	10	16	9	20	15	25	18	26	150
	Total	150	150	150	150	150	150	150	150	150	

TABLE NO.2

Problems faced by the workers
Garrett Ranking Method.

(Garrett Ranking Score)

Sl No	Particulars	Mean Score	Rank
1	Late payment of Income	48.35	6
2	Hard to work when sick	52.16	7
3	Verbal Abuse	48.09	5

4	Physical Abuse	46.91	2
5	Low income/ Earnings	47.58	3
6	Delaying getting income	47.59	4
7	Health problems	59.92	9
8	Lack of job security	54.46	8
9	Suspension	44.93	1

Source : Primary data

Inference : The above table reveals that the first rank goes to suspension and the second rank goes to physical abuse and the third rank goes to low income earnings and fourth rank goes to delaying getting income fifth rank goes to verbal abuse sixth rank goes to late payment of income and seventh rank goes to hard to work when sick and eighth rank goes to lack of job security and ninth rank goes to health problems .

Major Findings of the study

44 percentage of workers are in the age group of 30-40

- Female workers are more than male workers.
- 44 percentage employees have been working between 5-10 years
- 94 percentage of workers continuously work for last one year.
- 54 percentage of workers are in permanent employee.
- 40 percentage of workers get the skill to do this activity through learned from other employees / workers.
- Labors are paid according to piece rate system ,
- 50 percentage of work is done manually and 50 percentage of work done in mechanized way.
- 36 percentage of workers are suffering from health problems in this factory
- 56 percentage of workers are satisfied the benefits received from Industry.
- 60 percentage of workers are member of any trade union.
- 50 percentage of workers are motivated to work in this industry due to monetary benefits.
- Employer Employee relation is good.
- Manpower is more available but the raw material are not sufficient.
- Cashew buyers is more available but the raw material are not sufficient.

INDIAN CASHEW INDUSTRY : SWOT ANALYSIS

SWOT Analysis : The SWOT analysis of the industry reveals the position of the Indian Cashew Industry in respect to its internal and external environment.

STRENGTH

There are very few Processing units in Eastern India.

No local competitor

Domestic Markets in Jharkhand , Orissa, Bihar are easily accessible.

Clearance from CEPC (Cashew Export Promotion Council) has already opened market for foreign buyers.

WEAKNESS

All ready existing big south Indian cashew units eg. Vijayalekshmi cashew Industries, Saima agro Industries, India food etc....

Competitive Price

Orders may come from very far way places, which would increase our delivery charges.

Initially, getting foreign customers would be difficult.

OPPORTUNITY

The domestic market as well as the International market is big.

The Eastern domestic market can be easily captured as the other biggies have priced cashew at high rate.

The cashew Board of India and cashew Export Promotion Council of India Extends it full support small processing units of cashew for its growth.

THREATS

Seeing our reduced rates, other competitors might also do the same.

Lured by the profitability, other players might also joint his business.

The foreign market is already dominated South Indian Biggies so it will be difficult to make own place.

The cashew production also depends upon the weather conditions adverse weather condition may affects the availability of raw cashew.

SUGGESTIONS AND RECOMANTATION

- For the improvement of industry support from Governments necessary.
- Develop the concept of social economic Zone for fuelling export.
- Training Programs for improving quality of employees.
- Modernization of production infrastructure by means of appropriate technology without displacement of labor.
- Employer has to maintain both formal and informal relationship with their employees.
- To provide fair promotional policies to employees.
- Expansion of domestic markets through publicity and propaganda.
- Promotion of export of cashew and new products through undertaking market promotion measures abroad.
- Promotion of research and development activities like process , improvement, product development and diversification and elimination of drudgery and pollution abatement.
- Extension of Research and Development findings through field demonstration.
- Development of cashew industry in all cashew producing states in association with the state sate of Government.
- To provide sufficient basic motivational programs
- Organization may taker adequate safety measures and security schemes.
- Development of cluster scheme and Self Help Group.
- Seeking , support from Government for improving cashew cultivation in order to solve the problems of the raw materials.
- In the model of Rubber Board, re-plantation and plantation with sufficient subsidy and loan should be implemented. For this financial assistance sought from NABARD, NCDC Central Food Ministry (refinance Scheme) the state can also subsidises the activity this should be a soft loan considering of the importance of the industry having high employment potential, being in food processing propagating cash crop cultivation and earning foreign exchange.

Conclusion

The overall approach of the study was revealed on the consideration that there is a appropriate need to protect the cashew workers' welfare and rights on the one hand and the supportable of the cashew industry on the other. Viewed in this perspective,

the suggestions and recommendations presented above have been formulated taking a holistic approach to the cashew processing sector. The major suggestions/recommendations emerging from the study have been helped to formulating the policy making of the concerned industry.

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