

NEW ISSUES OF CASHEW MARKET IN TAMILNADU (INDIA) – A STUDY OF ITS PROBLEM AND PROSPECTS

A.BALAMURUGAN¹, Dr.R.KANNAN², Dr.S.K.Nagarajan,³

¹Asst Professor, Dept of Hotel and Catering Management, Sathyabama University, Chennai – 600 119,
Email: balaramya23@gmail.com,

²Associate Professor & Head, Department of Hotel Management & Catering Science, Madurai Kamaraj University College, Madurai, saru.kannan@gmail.com ³Dept. of Business Administration, Annamalai University, Chidambaram - 608 002, Email: naga_skn@yahoo.com

ABSTRACT

India has the maximum area (21.6%) under cashew nut and is the third largest producer (17.3%) of raw nuts in the world. After Vietnam, the country is the second largest exporter, accounting for 34 percent of the world's export of cashew kernels. India has a comparative advantage in the production and processing of cashew nuts on account of its cheap and skilled labour force. There is a need to expand and fully utilize the potential if India has to keep pace with emergent global demand, retain market share and stay ahead of the rapidly emerging competition in the world market. Against this backdrop, NABARD conducted a study in some of the cashew emergent States, viz., Kerala, Orissa and Tamil Nadu to examine the issues related to production, processing and marketing of cashew. The Report also covers the by- products of cashew, viz., Cashew nut Shell Liquid and Cashew Apple.

This study indicates that the adoption of improved technologies like grafts had enhanced productivity and profitability of cashew in the study area. Investments in processing and Cashew nut Shell Liquid has also been financially viable. Benefits of public- private partnership have been highlighted through the experience of Tamil Nadu Forest Plantation Corporation Limited (TAF CORN).