

FACTORS ASSOCIATED WITH THE SUCCESS-FAILURE OF CASHEW NUT GROWERS AND PROCESSING ENTERPRISE

G. G. Chauhan¹, R. M. Naik² and G. R. Patel³

1 Assistant Professor, College of Agriculture, NAU, Waghai - 394730

2 Associate Professor, NMCA, NAU, Navsari - 396450

3 Director of Extension Education, NAU, Navsari - 396450

Email: rmnaik@nau.in

ABSTRACT

An entrepreneurial economy, whether on the national, regional or community level, differs significantly from a non-entrepreneurial economy in many respects, not only by its economic structure and its economic vigorousness, but also by the social vitality and quality of life which it offers with a consequent attractiveness to people. Present study was carried out in Valsad and Dang districts of southern part of Gujarat state. The selected talukas from the Valsad district were Dharampur and Kaparada, while from the Dang district, Waghai and Subir talukas were selected. From the each selected taluka, five villages were randomly selected. The 10 cashew nut growers were selected from each village which makes 200 cashew nut growers as respondents. A standard and reliable scale was developed to measure entrepreneurial ability. The majority of the cashew nut growers possessed low to medium level of adaptability, possessed 'medium' level of Sustainability, had 'medium' level of satisfaction and had 'medium' prestige earned in enterprise.

Keywords : *entrepreneurship, entrepreneurial ability, entrepreneurial economy, cashew nut growers*

INTRODUCTION

Entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. It is abundantly clear that entrepreneurship is important for economic growth, productivity, innovation and employment, and many countries have made entrepreneurship explicit policy priority. Entrepreneurial activities have been recognized as an important element in organizational and economic development, performance and wealth creation. Entrepreneurship in rural areas can benefit a lot from the so called strategic development alliances, i.e., partnership among governments or nonprofit seeking organizations, universities and the private sector. Successful entrepreneurship is hard work carried out in an unpredictable environment. Encouraging and motivating entrepreneurs in rural areas is not an easy proposition.

However, to the real entrepreneur looking on the dark side of the situation is fatal. Optimism is the heart and soul of the entrepreneur. While strategic planning, feasibility and market studies and analysis are necessary parts of new business start-ups, very few real entrepreneurs, the famous and not so famous, waited for a printout to see whether they should launch their new idea. Processing of agricultural commodities helps in value addition, as well as, leads to increase the share of producer in consumer's rupee. It also helps in providing gainful employment opportunities and increase storage life. Processing helps for tapping distant markets and getting better prices for agricultural commodities. Processing acts as link between the industry and agriculture. There is a wide scope for development of processing industry. Because of the development of agro-based processing industry, the productivity per hectare, total production, total employment and the standard of living of rural people will increase. The sale of processed products gives more returns as compared to the raw agriculture produce.

Due to increased area and production of cashew in the South Gujarat, cashew nut growers as well as processing industry has gained much importance. Looking to the

employment and income generation potential of the cashew nut growers, many cashew nut processing units have been established in the region. Keeping these issues and questions in mind, the present study was conducted.

OBJECTIVE

To know the factors associated with the success-failure of cashew nut growers and processing enterprise

METHODOLOGY

Present study was carried out in Valsad and Dang districts of southern part of Gujarat state. The selected talukas

from the Valsad district were Dharampur and Kaparada, while from the Dang district, Waghai and Subir talukas were selected. From the each selected taluka, five villages were randomly selected. The 10 cashew nut growers were selected from each village which makes 200 cashew nut growers as respondents. Success is considered as the accomplishment of end aimed and the failure means the condition or fact of not achieving the desired end or ends. The 'success-failure of the cashew nut processing enterprise' was considered as second dependent variable for the present study. It was measured by using the scale developed by Chandrasekhar (2010), with slight modifications. This includes the above important components.

Symbol	Profitability Parameters	Symbol	Score
A	Amount of money invested (₹)	AMI	Actual Amount in ₹
B	Gross Return of the enterprise in the last three years	GR	Average of GR 1+GR 2+GR 3
1	2008-09	GR 1	Actual Amount in Rs.
2	2009-10	GR 2	Actual Amount in Rs.
3	2010-11	GR 3	Actual Amount in Rs.
C	Adaptability	ADP	10
1	Adapted very well to the demands of the day	ADP 1	10
2	Adapted well to some situations only	ADP 2	07
3	Could survive barely and now adjusting	ADP 3	05
4	Could not foresee the impending crisis and unable to adjust well	ADP 4	03
5	Could not adjust at all and thinking of quitting or changing	ADP 5	00
D	Sustainability	SUS	10
1	I am enjoying this experience of running the enterprise	SUS 1	10
2	I feel quite comfortable with sustaining the enterprise	SUS 2	07
3	I am able to survive the crisis and now growing slowly	SUS 3	05
4	I may not be able to continue for long in this enterprise	SUS 4	03
5	I wish I had started another enterprise; I do not see any future in this enterprise	SUS 5	00
E	Degree of satisfaction	DOS	10
1	Highly dissatisfied	DOS 1	00
2	Dissatisfied	DOS 2	03
3	So-So (Neutral)	DOS 3	05
4	Satisfied	DOS 4	07
5	Highly satisfied	DOS 5	10
F	Prestige earned	PE	10
1	None at all	PE 1	00
2	Moderate name earned	PE 2	02
3	Earned a good name in sales	PE 3	04
4	Became quite popular in the vicinity	PE 4	06
5	Much sought after by every farmer for opt advice	PE 5	08
6	Won awards and enjoyed good press coverage in local and national dailies	PE 6	10

RESULTS AND DISCUSSION

Factors associated with success-failure of cashew nut enterprise

The findings pertaining to success-failure of the cashew nut processing enterprise and factors influencing it are presented below.

(1) Adaptability in enterprise

Table 1: Distribution of the cashew nut growers according to their adaptability in enterprise

n=200

Sr. No.	Adaptability in enterprise	No.	Percent
1	Adapted very well to the demands of the day	68	34.00
2	Adapted well to some situations only	34	17.00
3	Could survive barely and now adjusting	98	49.00
4	Could not foresee the impending crisis and unable to adjust well	00	00
5	Could not adjust at all and thinking of quitting or changing	00	00
Adaptability in enterprise (score)			
1	Low (up to 6)	94	47.00
2	Medium (7 to 10)	106	53.00
3	High (11 and above)	0	0

Mean= 1.53

SD= 0.499

The data presented in Table 1 about adaptability revealed that nearer to one half (49.00 per cent) of the cashew nut growers ‘could survive barely and now adjusting’ adaptability. About adaptability level, more than one half (53.00 per cent) of the cashew nut growers had ‘medium’ adaptability, whereas about one half (47.00 percent) of the cashew nut growers had ‘low’ adaptability. It can be discerned from these observations that experience in any enterprise determines the ability of an entrepreneur to overcome the obstacles and make adjustments as per the situation. That is why the cashew nut growers might have exhibited better adaptability level.

(2) Sustainability in enterprise

Table 2: Distribution of the cashew nut growers according to their sustainability in enterprise

n=200

Sr. No.	Sustainability in enterprise	No.	Percent
1	I am enjoying the experience of running the enterprise	70	35.00
2	I feel quite comfortable with sustaining the enterprise	50	25.00
3	I am able to survive the crisis and now growing slowly	80	40.00
4	I may not be able to continue for long in this enterprise	0	0
5	I wish I had started another enterprise; I do not see any future in this enterprise	0	0
Sustainability in enterprise (score)			
1	Low (up to 5)	84	42.00
2	Medium (6 to 10)	116	58.00
3	High (11 and above)	0	0

Mean= 1.58

SD= 0.493

The data presented in Table 3 indicated that two fifth (40.00 per cent) of the cashew nut growers said ‘I am able to survive the crisis and now growing slowly’, while 35.00 per cent of the cashew nut growers said, ‘I am enjoying the experience of running the enterprise’. Nearer to Three fifth (58.00 per cent) of the cashew nut growers had ‘medium’ sustainability. This may be attributed due to the experience, competence and abilities of the cashew nut growers

(3) Degree of satisfaction in enterprise

Table 3: Distribution of the cashew nut growers according to their degree of satisfaction in enterprise

(n=200)

Sr. No.	Degree of satisfaction in enterprise	No.	Percent
1	Highly dissatisfied	-	-
2	Dissatisfied	20	10
3	So-So (Neutral)	56	28
4	Satisfied	116	58
5	Highly satisfied	8	4

Degree of satisfaction in enterprise (score)			
1	Low (up to 5)	76	38
2	Medium (6 to 9)	116	58
3	High (10 and above)	8	04

Mean=1.66

SD=0.551

It is seen from Table 3 that less than three fifth (58.00 per cent) of the cashew nut growers were ‘satisfied’ in their enterprise. As per the degree of satisfaction score, less than three fifth (58.00 per cent) of the cashew nut growers had ‘medium’ satisfaction in their enterprise. The cashew nut growers might have been satisfied possibly because their enterprise had helped them to earn more and live better life than their counterparts having traditional farming.

(4) Prestige earned in enterprise

It is seen from Table 4 that 32.00 per cent and 28.00 per cent of the cashew nut growers said ‘moderate name earned’ and ‘earned a good name in sales’ respectively. It is also seen from Table 4 that more than two fifth (45.00 per cent) of the cashew nut growers had ‘medium’ prestige earned. The study revealed that the cashew nut growers were running their enterprise for a longer period and were earning more money than the traditional farmers obviously, they were having higher socio-economic status and prestige in the society.

Table 4: Distribution of the cashew nut growers according to prestige earned by them in enterprise

n=200

Sr. No.	Prestige earned in enterprise	No.	Percent
1	None at all	-	
2	Moderate name earned	32	16
3	Earned a good name in sales	64	32
4	Became quite popular in the vicinity	56	28
5	Much sought after by every farmer for apt advice	38	19
6	Won awards and enjoyed good press coverage in local and national dailies.	10	05

Prestige earned in enterprise (score)			
1	Low (up to 4)	78	39
2	Medium (5 to 9)	90	45
3	High (10 and above)	08	16

Mean= 1.059

SD= 0.567

(5) Overall success-failure of cashew nut enterprise.

Table 5: Distribution of the cashew nut growers according to their overall success-failure in enterprise

n=200

Sr. No.	Overall success-failure (score)	No.	Percent
1	Low (up to 23)	56	28
2	Medium (24-38)	116	58
3	High (39 and above)	28	14

Mean= 1.86

SD= 0.632

It is seen from Table 5 that less than three fifth (58.00 per cent) of the cashew nut growers had ‘medium’ success-failure. It can be inferred from these findings that majority of the cashew nut growers had medium overall success-failure. The finding is but natural, because the cashew nut growers had long experience of their entrepreneur. The findings of the present study are similar with Shindedesai(2011) while dissimilar with the findings of Akhouri (1979),Kaptan (1987) and Giriappa (1990).

CONCLUSION

It can be concluded that majority of the cashew nut growers possessed low to medium level of adaptability, possessed ‘medium’ level of Sustainability, had ‘medium’ level of satisfaction and had ‘medium’ prestige earned in enterprise.

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