



## IMPACT OF THE FACTORS ON EXPORTING CASHEW KERNELS: IN CASE OF PALASA CASHEW INDUSTRY IN SRIKAKULAM

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**Abstract:** *In assumption of exporting cashew would be lucrative enough, most of the marketers in cashew land invest money and time but the challenges being faced have been innumerable at the standpoint of certain factors specifically in rural areas. With an objective of analyse how the variables related to labour, Time, Finance, Product, Government Policies and Management Knowledge influence on exporting Cashew Kernels at Palasa Cashew Industry, the study was conducted with the method mix of descriptive and exploratory design, mixed approach, convenient sampling technique and inferential statistics. The results revealed certain findings of influencing factors which should be modified by the related communities.*

**Keywords:** *Cashew exports, Factors, Palasa Cashew Industry.*

### 1. INTRODUCTION

Cashew nut being one of the tastiest and nourishing nuts is a product of wide demand worldwide. It is regarded as the food for rich in protein, fats and vitamins which is mostly demanded even in the advanced countries. Botanically, cashew is the one nut which appears external to the fruit. The Kidney shaped fruit's Kernel is available to the Consumers in its purest and natural form: that is why the saying "cashews care for your health".

Andhra Pradesh produces two variations of cashew where Palasa variety and Vetapalem variety grown in Srikakulam and Prakasam districts respectively which are popular for their amusing palate. AP stands third position by being established with six hundred cashew processing units, and processing capacity of cashew nuts as well. Though the first cashew unit was initiated in Vetapalem, the progress of cashew processing units was hasty at Palasa due to the nearness to the raw materials and labour availability in profusion at cheaper wages.

Andhra Pradesh has Cashew processors and exporters from Srikakulam district is more than from other areas with 400 processing units and over 400 tons of cashew nuts being processed every day.

Exporting being lucrative for any product, agriculture product of uniqueness is more advantageous for India since our base is agro-oriented and the demand for cashew in the international market is considerably high. There are certain factors that will influence the increase in exporting cashew has been identified to study since the gap lies due to less research has been carried out so far. In real, India is the largest producer, processor and exporter of cashews in the world, but the fluctuations in the market often happens which frequently are task some to the agripreneurship. Palasa, a city in Srikakulam district of Andhra Pradesh being renowned as a cashew market place since it is the largest cashew kernel centre in the state.

There are more than 350 cashew processing industries around Palasa, the highest amongst the northern coastal districts. But, no quantity of cashew kernel is directly exported to other countries where the problems and gaps are to be identified with the influencing factors to capacitate the firms that produce and export cashew. Hence, the researcher felt that there is a need to study about the challenges faced by Cashew Manufacturers at Palasa in Exporting Cashew Kernels.

The questions tend to be answered for the research stated as follows.

1. How do the industrial demographics influence the exports of cashew market
2. What is the influence rate of Labour related issues on the increase of cashew exports
3. What is the influence rate of Time related issues on the increase of cashew exports
4. What is the influence rate of Finance related issues on the increase of cashew exports
5. What is the influence rate of Product related issues on the increase of cashew exports
6. What is the influence rate of Government Policies related issues on the increase of cashew exports
7. What is the influence rate of Management Knowledge related issues on the increase of cashew exports
8. What will be the solution to increase exporting consistency

## 2. OBJECTIVES OF THE STUDY

- To analyse how certain related factors such as labour, Time, Finance, Product, Government Policies and Management Knowledge related variables influence exporting Cashew Kernels at Palasa Cashew Industry.

Through literature sources, the variables adopted with modification at the stand point of the present research context and accordingly the alternative hypotheses are as follows

### Hypotheses

*H1: Labour related issues have a significant influence on the increase in export growth*

*H2: Time related issues has a significant influence on the increase in export growth*

*H3: Finance related issues has a significant influence on the increase in export growth*

*H4: Product related issues has a significant influence on the increase in export growth*

*H5: Government policy and practices related issues has a significant influence on the increase in export growth*

*H6: Management Knowledge related issues has a significant influence on the increase in export growth*

## 3. REVIEW OF LITERATURE

Different aspects of cashew nut processing have been studied by several scholars throughout the world. In fact, the studies discussed in various research publications are related to the cashew production processing, marketing and exporting and importing at national and international levels.

Chirayath John Thomas (1965) in his work entitled "A Study on Cashew Industry in Kerala" has analyzed that cashew manufactures association like Kerala Cashew Manufactures Association and India Cashew Exporters Association have helped in exchange of research information for the growth of knowledge and techniques in the manufacturing and storing of cashew kernel, cashew shell liquid and its by products and derivatives. Another study by the State Planning Board (1969) identified various problems faced by cashew industry majorly in storage of raw materials

Mandel (1992) in his study entitled "Cashew Production and Processing Technology" has examined the cashew production and processing technology in cashew industry. The study highlights the back ground of cashew plantations, diseases of cashew trees and the cashew processing technology. He suggests that effective plant protection measures should be adopted for increasing the productivity of cashew plantations. He also points out the need for introducing high yielding varieties of cashew plant suitable to different climatic and soil conditions.

Raj Narain (1992) in his study entitled "World Market for Cashew" states that quality control is the primary requisite to boost the export trade of cashew kernel from India. He suggests that a pre-condition for a successful export marketing strategy for cashew kernel or any product is that the product must confirm to market requirements and the cashew exporter needs to be familiar with individual market.

Sadasivan (1994) discourses that the cashew manufacturing can be amplified through spreading more land under cashew cultivation and increase the productivity of the existing plants through enhanced crop management.

Balasubramoniam (1996) in his study entitled

“Three Decades of Cashew Development in India” has investigated on the development of cashew in India. The objective of the study is to review cashew development during the last three decades. He has discussed on the development project formulated and implemented monitored and modulated during each of the five year plan periods. He has also evaluated the developmental measures taken for increasing the areas and productivity of cashew nuts, export performance of cashew kernel and reducing the import of raw cashew nuts.

Baskara Rao (1998) in his study entitled “National Perspective for Cashew Development” has analyzed the national perspective for cashew development. The study has dwelt at length on the growth of cashew industry production and exports in India. The study highlights that cashew has been one of the source of income and employment and as it fetches foreign earnings its contribution to the national economy is quite significant.

Rajan and Binilkumar (2004) in their study entitled “Spectral Study on Cashew Industry” highlights the weaknesses, opportunities and threats in cashew industry. It shows that youngsters are unwilling to work in manual Shelling process owing to social status of workers in the industry, comparatively lower wages. Prevalence of strong trade union and lack of sufficient stock yard for raw nuts are the other areas of concern. The study also points out that under cultivation of cashew nuts annually results in reduced production of raw cashew nuts. As, India faces competition in cashew market from countries like Vietnam and Brazil, it suggests that internal production of raw cashew nuts should be enhanced to sustain the cashew industry.

Oluyole K.A (2017) observed that the cashew has high comparative advantage where the farmers are educated enough to increase productivity and thereby rises the competitiveness in cashew production. It is also recommended that the farmers should be given inducements to expand their farms since majority of the farmers are from small scale farmers with the provisions of soft loans and subsidized inputs as well as.

S. Banerjee and S. L. Shrivastava (2017) found that there are so many new technologies available in Market who can very easily convert raw cashew into finished processed cashew nut and also noted that the cost of new technology implementation is considerably high, but that can harvest large quantity with the least possible time.

Jermi Raju Varghese (2018) opined that the Government authorities must focus on the industry at the standpoint of injecting new technology or Partial mechanization, better working condition and sustain the industry.

The future growth potential of cashew industry is considerably high with immense benefits to the rural producers and workers. The technological up gradation proposed in the study should get a further impetus by way of proactive interventions by the state as well investing for improving the technological capacity of the industry. Efforts for enhancing the skills and technological capability of the workforce would also help the cashew industry to achieve significant gains in the emerging scenario of global market integration.

## 1. METHODOLOGY

This study was conducted at The Palasa Cashew Manufacturers’ Association in Palasa municipality which is one of prominent places in Srikakulam district I Andhra Pradesh State where 25000 of employees are serving as labour and skilled workers. The study design of this research is descriptive and exploratory.

In order to achieve the objectives of this study, the researcher followed the mixed approach of qualitative and quantitative through focus group discussion through Zoom app and survey questionnaires through survey respectively.

The population of the study covers the firms who are presently acting as members in The Palasa Cashew Manufacturers’ Association. There are 171 firms in different places related to cashew manufacturing and marketing section. Sample size is determined by using the formula population proportion when the population is known as 350, but the primary data collection has had some challenges to contact the determined size due to Covid pandemic, the

researcher has received from only 126 respondents, so the technique had to be used for the study was a convenience sampling under non-probability technique.

The questionnaires were formulated to address the study subject and collected back by researcher within two weeks upon which the researcher acted on the information collected to come up with findings. In this study, the questionnaire consists of 35 questions which have been administered.

To meet the research objectives, primary and secondary data were collected. The primary data was collected from randomly selected respondents through survey questionnaire. Secondary information included some printed pertaining to previous researchers and studies in the related study area. In this study, several sources of internal (from firms) and external information (outside of the firms the study conducted), including necessary periodicals and government publications, annual reports and other necessary data were collected.

The major statistical analysis tools used in this study are descriptive analysis and inference

analysis. Descriptive statistics were used to describe information about the demographical characteristic's analysis. The ANOVA and multiple regression analysis method were used as a statistical technique for the analysis to achieve the objective of the study by evaluating the exact the impact of each item of all independent variable on the dependent variable.

## 2. ANALYSIS AND INTERPRETATION

**Multiple Regression Analysis:** To analyse the association of dependent and independent variables which are multivariate, the following Multiple Regression analysis was selected. It can be noted that the dependent variable is the estimated increase in the export opportunities, whereas the independent variables are Labour related issues, Time related issues, Finance related issues, product related issues, Government policies & practices and Management Knowledge related issues

### 5.1 The estimation of LABOUR RELATED ISSUES items on Export Growth

Table 5.1.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.921	4	5.480	15.640	.000 <sup>b</sup>
	Residual	7.709	122	.350		
	Total	29.630	126			

a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), Labour get Reasonable wages, Skilled Labour are available, Labour have high interest to work, Labour are very Supportive

Table 5.1.1 shows the relationship among the Export increase to the independent variables of labour related issues i.e. LB1, LB2, LB3, and LB4. The F value between dependent variable and predictors is 15.640, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. Conversely, we can also determine if there is

one level in items' increase, there will be 7.709 increase in export growth.

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

*H1: labour related issues has a significant influence on the increase in export growth is ACCEPTED*

Table 5.1.2 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.556	1.162		.478	.637
Skilled Labour are available	-.271	.249	-.191	-1.088	.288
Labour are very Supportive	.633	.316	.544	2.001	.058
Labour have high interest to work	.106	.321	.085	.330	.744
Labour get Reasonable wages	.195	.408	.105	.477	.638

a. Dependent Variable: Increase Export growth

As per the Coefficients retrieved from the table X, the formula  $y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4$  can be as follows

Export growth (DV) = .556 + (-1.088) LB 1 + (2.001) LB 2 + (.330) LB 3 + (.477) LB 4.

Export growth with respect to the LB 1 (Skilled Labour are available) is -.532 (.556 - 1.088); if LB1 increases by one unit, the loyalty is increased by -.532. Likewise if the predictors LB2, LB3 and LB4 are increased

by one unit, the dependent variable i.e. Loyalty is increased for LB 2 (Labour are very Supportive) by 2.557; LB 3 (Labour have high interest to work) by .886; LB 4 (Labour get Reasonable wages) by 1.033; It is clearly noted that Labour are very Supportive is explained significantly with 2.557 majorly followed by Labour get Reasonable wages with 1.033.

## 5.2 The estimation of TIME RELATED ISSUES items on Export Growth

Table 5.2.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.992	4	6.248	29.639	.000 <sup>b</sup>
	Residual	4.638	122	.211		
	Total	29.630	26			

a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), We are able to send the Stocks in time, it takes longer time for Goods to reach Consignor while Exporting than Domestic, Wages are increased in long time production for Quality product, Transactions take long time

Table 5.2.1 shows the relationship among the Export increase to the independent variables of time related issues i.e. TM1, TM2, TM3, and TM4. The F value between dependant variable and predictors is 29.639, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. Then again, we can also accomplish whether

one level in items' increase is existed, there will be 4.638 increase in export growth.

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

***H2: Time related issues has a significant influence on the increase in export growth is ACCEPTED***

Table 5.2.2 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.317	.263		-1.204	.241
longer time for Goods to reach	-.177	.213	-.162	-.831	.415
Transactions take long time	.946	.275	.751	3.436	.002
Wages are increased	.530	.239	.453	3.436	.037
Stocks in time problems	-.122	.298	-.110	-.409	.686

a. Dependent Variable: Increase Export growth

Export growth (DV) =  $-.317 + (-.831) TM 1 + (3.436) TM 2 + (3.436) TM 3 + (-.409) TM 4$ .

Export growth with respect to the items of time related issues i.e. TM 1 (It takes longer time for Goods to reach Consignor while Exporting than Domestic) is  $-1.148 (-.317-.831)$ ; if TM1 increases by one unit, the loyalty is increased by  $-1.148$ . Likewise if the predictors TM2, TM3 and TM4 are increased by one unit, the dependent variable i.e. Loyalty is increased for TM 2

(Transactions take long time) by  $3.119$ ; TM 3 (Wages are increased in long time production for Quality product) by  $3.119$ ; TM 4 (We are able to send the Stocks in time) by  $.726$ ; It is clearly noted that Transactions take long time and Wages are increased in long time production for Quality product are explained significantly with  $3.119$  both majorly followed by We are able to send the Stocks in time with  $.726$ .

**5.3 The estimation of FINANCE RELATED ISSUES items on Export Growth**

Table 5.3.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.283	4	5.821	20.178	.000 <sup>b</sup>
	Residual	6.346	122	.288		
	Total	29.630	26			

a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), Outstanding debts are tolerable, Currency exchange rate have fluctuations, Investment is more for Exports, Financial cycle is longer

Table 5.3.1 shows the relationship among the Export increase to the independent variables of finance related issues i.e. FIN1, FIN2, FIN3, and FIN4. The F value between dependant variable and predictors is 20.178, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. Further, we can also observe if there is one

level in items' increase, there is an increase of export growth of 6.346.

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

*H3: Finance related issues has a significant influence on the increase in export growth is ACCEPTED*

Table 5.3.2 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.287	.289		.993	.332
	Investment is more for Exports	-.145	.224	-.154	-.646	.525
	Financial cycle is longer	.487	.313	.522	1.558	.133
	Currency exchange rate fluctuates	.153	.356	.119	.429	.672
	Outstanding debts are tolerable	.328	.171	.423	1.911	.069

a. Dependent Variable: Increase Export growth

Export growth (DV) = .287+ (-.646) FIN 1 + (1.558) FIN 2 + (.429) FIN 3 + (1.911) FIN 4.

Export growth with respect to the items of finance related issues i.e. FIN 1(It takes longer time for Goods to reach Consignor while Exporting than Domestic) is -0.359 (.287-.646); if FIN1 increases by one unit, the loyalty is increased by -0.359. Likewise if the predictors FIN2, FIN3 and FIN4 are increased by one unit, the dependent variable i.e. Loyalty is increased for FIN 2 (Transactions take long time) by 1.845; FIN3 (Wages are increased in long time production for Quality product) by 0.716; FIN 4 (We are able to send the Stocks in time) by 2.198;

It is clearly noted that We are able to send the Stocks in time and Transactions take long time are explained significantly with 2.198 and 1.845 respectively majorly followed by Wages are increased in long time production for Quality product with 0.716.

#### 5.4 The estimation of PRODUCT RELATED ISSUES items on Export Growth

Table 5.4.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.623	5	4.925	20.656	.000 <sup>b</sup>
	Residual	5.007	121	.238		
	Total	29.630	26			

a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), Competition in Exporting is Huge, Quality of Export product Standards is Competitive, rejected quality dumping into domestic market is more, Infrastructure available is enough, Quality Standards are High

Table 5.4.1 shows the relationship among the Export increase to the independent variables of product related issues i.e. PR1, PR2, PR3, and PR4. The F value between dependant variable and predictors is 20.656, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. Further, we can also find that there will be the increase of 5.007in export growth whether there is one level in items' increase.

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

*H4: Product related issues has a significant influence on the increase in export growth is ACCEPTED*

market is more) by 1.169; PR3

5.4.2 Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.113	.315		.360	.723
Quality is Competitive	.035	.206	.027	.167	.869
Rejected quality into domestic market is more	.345	.327	.245	1.056	.303
Infrastructure available is enough	-.148	.221	-.156	-.669	.511
Quality Standards are High	.034	.368	.032	.092	.927
Competition in Exporting is Huge	.794	.337	.781	2.356	.028

a. Dependent Variable: Increase Export growth

Export growth (DV) = .113+ (.167) PR1 + (1.056) PR 2 + (-.669) PR 3 + (.092) PR 4 + (2.356) PR5.

Export growth with respect to the items of Product related issues i.e. PR1 (Quality of Export product Standards is Competitive) is 0.28 (.113+ .167); if PR1 increases by one unit, the loyalty is increased by 0.28. Likewise if the predictors PR2, PR3 PR4and PR5 are increased by one unit, the dependent variable i.e. Loyalty is increased for PR 2 (Rejected quality dumping into domestic

(Infrastructure available is enough) by - 0.556; PR4 (Quality Standards are High) by 1,033 and PR5 (Competition in Exporting is Huge) by 2.469 ; It is clearly noted that Competition in Exporting is Huge with 2.469 and Rejected quality dumping into domestic market is more with 1.169 are explained significantly followed by Quality of Export product Standards is Competitive with 0.28.

**5.5 The estimation of GOVERNMENT POLICY AND PRACTICES RELATED ISSUES items on Export Growth**

Table 5.5.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.271	3	7.757	28.057	.000 <sup>b</sup>
	Residual	6.359	123	.276		

Total	29.630	26			
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a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), Warehouses' establishment and transport facilities are good, Government schemes and Rebates are encouraging, Adequate Licensing system

Table 5.5.1 shows the relationship among the Export increase to the independent variables of government policy related issues i.e. POL1, POL2 and POL3. The F value between dependant variable and predictors is 28.057, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. At the same time, we can also conclude if there is one level in items'

increase, there is an increase of 6.359 in export growth.

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

***H5: Government policies and practices related issues has a significant influence on the increase in export growth is ACCEPTED***

Table 5.5.2 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.141	.342		.413	.683
	Adequate Licensing system	.551	.389	.516	1.414	.171
	Government schemes are encouraging	.037	.238	.038	.155	.879
	Warehouses' establishment and transport facilities are good	.277	.206	.351	1.341	.193

a. Dependent Variable: Increase Export growth

$$\text{Export growth (DV)} = .141 + (1.414) \text{ POL 1} + (.155) \text{ POL 2} + (1.341) \text{ POL3.}$$

Export growth with respect to the items of Government policy related issues i.e. POL1 (Adequate Licensing system) is 1.555 (.141+1.414); if POL1 increases by one unit, the loyalty is increased by 1.555. Likewise, if the predictors POL2 and POL3 are increased by one unit, the dependent variable i.e. Loyalty is increased for POL 2

(Government schemes and Rebates are encouraging) by 0.296; POL3 (Warehouses' establishment and transport facilities are good) by 1.482

It is clearly noted that Adequate Licensing system with 1.555 and Warehouses' establishment and transport facilities are good with 1.482 are explained significantly followed by Government schemes and Rebates are encouraging with 0.296.

**5.6 The estimation of MANAGEMENT KNOWLEDGE RELATED ISSUES items on Export Growth**

Table 5.6.1 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.091	3	7.364	22.465	.000 <sup>b</sup>
	Residual	7.539	123	.328		
	Total	29.630	26			

a. Dependent Variable: Increase Export growth

b. Predictors: (Constant), Management gathers every updated, Organisation updates the policies, Management has wide experience

Table 5.6.1 shows the relationship among the Export increase to the independent variables of government policy related issues i.e. MK1, MK2 and MK3. The F value between dependant variable and predictors is 22.465, and the significant value is 0.00 which is highly significant at 0.05 and 0.00 level. On the other hand, we can also conclude whether there is one level in items'

increase, there will be the increase of 7.539 in export growth

*Since the significant value is 0.000 which is less than p value i.e., 0.05, the hypothesis*

***H6: Management Knowledge related issues has a significant influence on the increase in export growth is ACCEPTED***

Table 5.6.2 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.854	.400		-2.135	.044
	Organisation updates the policies	.086	.265	.072	.324	.749
	Management has wide experience	1.061	.294	.872	3.613	.001
	Management gathers every updated	-.088	.309	-.077	-.285	.778

a. Dependent Variable: Increase Export growth

Export growth (DV) =  $-.854 + (.324) MK 1 + (3.613) MK 2 + (-.285) MK 3$ .

Export growth with respect to the items of Government policy related issues i.e. MK1 (Organisation updates the policies) is  $-.53 (.141+1.414)$ ; if MK1 increases by one unit,

the loyalty is increased by -0.53. Likewise, if the predictors MK2 and MK3 are increased by one unit, the dependent variable i.e. Loyalty is increased for MK 2 (Management has wide experience) by 2.759; MK3 (Management gathers every updated) by -1.139

It is clearly noted that Management has wide experience with 2.759 is explained significantly. Rest of both i.e. Organisation updates the policies and Management gathers every updated show negative strength with -0.53 and -1.139.

## 6. SUGGESTIONS

1. The capability of exporting is not exactly determined by huge investments since the consistent existence of small and medium are high in number and well-prepared to operate the export marketing activities
2. Though the mixed demographics of entrepreneurs with respect to the age are existed, the youth to be encouraged through proper utilization of resources could be beneficial to the industry. It is not surprising that the success does not depend on the experience since the process of exporting is amalgamated with homogeneous and imitative nature which can be done by all at the same quality, hence the practices of Unique Selling Propositions (USP) are to be identifies to capture the market.
3. The relationship is strong enough among and in between the variables and their items which tells that focused elements such as labour, time, finance, product, government policies and management knowledge are to be nurtured to get the best out of the other efforts has been made by the firms so far.
4. Labour support and the restructure of their wages are to be considered as one of the most imperative factors which will influence to get the quality of the work which is required for the exports.
5. Firms and related associates may find the solutions for reducing the time cycle of exporting since Transactions take long time and Wages are increased in long time production for Quality product, Government should focus on the infrastructure and technology development to shorten the cycle so as to better the supply chain.
6. Since the time is taken much for the transactions, the financial challenges amalgamated with huge underlying outstanding for a long period of time may cause loses. Hence the policies and practices should be rationalized by the local and central governments for the debts are to be cleared off in time.
7. Instead of the common practices of production, packaging and promotion of cashew marketing, novel strategies associated with unique features with better processing, attractive packaging and digital promotions may be adopted. It is also suggested that the categorical production practices for local and global selling should be exercised to reduce the quality rejections from the global market.
8. Infrastructure, warehouses and transport facilities should be organized through proper facility management practices where the facilities established are to be managed efficiently and effectively. Certain exceptional training programs, rejuvenation of licensing, schemes and rebates should be executed by the governments in response with an acute and efficacious results.
9. Wide experiences of firms being updated with all requirements every now and then track the success is an old phenomenon. The dynamic nature of global market at the standpoint of competition and quality upgrades beyond the expectations of consumers are to be innovated.

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