



Study on success–failure of cashew nut entrepreneurs of Konkan region

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ABSTRACT

The study on success-failure of the cashew nut processors concluded that, they had average 21.36 per cent gross return gained, net income in enterprise (Rs.5.42,072), 7.28 per cent reinvestment of profit, 4.08 per cent growth in clients, employment level of 6 persons, adaptability score (7.86), sustainability score (7.61), degree of satisfaction score (7.24) and prestige earned score (6.26). The micro and small cashew nut processors recorded noteworthy difference in respect of all the components of success-failure, except 'sustainability'. Overall success-failure score of cashew nut enterprise was 72.11. The micro and small cashew nut processors had significant difference in the overall success-failure of cashew nut enterprise.