

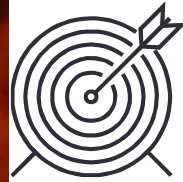
Revolutionizing Cashew Processing in Sindhudurg: Technology's Impact on Growth, Hygiene and Competitiveness

Problem Statement



- ▶ The cashew industry in Sindhudurg was facing a significant challenge in remaining competitive in the international market due to the requirement for advanced machinery, the cost of which is prohibitively high. This situation has led to a disparity, as micro and small-scale industries in the region are unable to afford such investments, resulting in technological stagnation and financial losses for the Vengurla cashew businesses.

Key Intervention



- ▶ As a key intervention to address the challenges faced by the cashew industry in Sindhudurg, the District Industries Centre (DIC), Sindhudurg, played a pivotal role in establishing a cashew cluster comprising 35 members. This collaborative initiative brought together various stakeholders within the industry, fostering a sense of unity and shared purpose. Both existing members and non-members alike gained access to advanced machinery at significantly lower costs. This access to modern technology proved to be a game-changer, empowering cashew processors with the tools needed to enhance productivity and improve product quality. A noteworthy aspect of this cluster program was the substantial support provided by the government. Up to 70% of the machinery cost was borne by the government, significantly reducing the financial burden on individual businesses and enabling them to invest in cutting-edge equipment they previously deemed unaffordable.
- ▶ Through this well-coordinated intervention, the cashew cluster became a beacon of progress and innovation in the industry. The collaborative spirit among members fostered an environment of knowledge-sharing and skill development, propelling the region's cashew sector towards international competitiveness.

Impact



- ▶ The infusion of technology has triggered remarkable growth in micro and small-scale cashew processing units. Elevated hygiene practices now ensure the production of premium cashew products. As a result of process optimization, cashew processing costs have become competitive with established regions like Mangalore and Kerala, boosting market appeal. This transformation has positioned the industry for increased market share and global recognition.

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I witnessed a transformative change when the cashew cluster provided us shared access to advanced machinery and crucial government support. This invaluable intervention empowered micro and small-scale industries to bridge the technological gap, flourish, and thrive in the global market. It serves as a remarkable testament to the power of coordination, strategic partnerships, and determination in propelling industries forward, overcoming formidable challenges along the way.

-Sudhir Zantye, Entrepreneur, Zantye Cashews