

GREEN ENTREPRENEURSHIP IN THE CASHEW NUT INDUSTRY– A CASE STUDY OF KOLLAM DISTRICT

Niyas. A¹ & Paul Vinaya Lal Wilson²

¹Research Scholar, Department of Commerce, Nesamony Memorial Christian College, Affiliated to Manonmaniam Sundaranar University Marthandam, Tamil Nadu, India

²Associate Professor, Department of Commerce, Nesamony Memorial Christian College, Marthandam, Tamil Nadu, India

Received: 03 Nov 2018

Accepted: 18 Nov 2018

Published: 30 Nov 2018

ABSTRACT

Cashew is a crucial commodity traded throughout the continents, and the arena cashew industry is the livelihood of more than 3 million people globally, most of the people of whom are womenfolk from the socially and economically backward community of the developing international places. Cashew tree turned into first off planted to prevent soil erosion, and it became all through the begin of the nineteenth century, that cashew kernels attained the popularity of a meals object. Further, the cashew kernels attained the fame of a worldwide commodity with India exporting its first consignment of cashew kernels to the U.S.A. In this study only Green entrepreneurship in the Cashew nut to approach use to some technique to analysis green entrepreneurship in environment. Industry The liberalization of global trade has added in a significant transition inside the global of cashew. India commenced to enjoy the other coverage, that stepped forward her deliver positions of raw nuts from one-of-a-kind generating global places, accelerated her boom in the processing of uncooked nuts and exports of cashew kernels. On the other issue, her domestic consumption began out growing up that via the beginning of the contemporary century, she emerged out as the area's biggest client of cashew kernels as well

KEYWORDS: Green Entrepreneurship, Cashew Nut Industry, Kollam District