

RESPECTED DIGNITARIES ON THE DIAS / COLLEAGUES N FRIENDS FROM THE INDUSTRY /LADIES N GENTLEMEN .

WE HAVE GATHERED HERE TODAY AT THE 3<sup>RD</sup> EDITION OF WORLD CASHEW CONVENTION TO DELIBERATE ON THE THEME OF “EMBRACING CHANGE”. I AM THANKFUL TO THE ORGANISERS FOR INVITING ME TO BE A PART OF THE PANEL ON “WOMEN GROUND BREAKERS IN CASHEW BUSINESS .”

IT IS AN HONOUR TO SHARE SOME OF MY THOUGHTS ON MY JOURNEY SO FAR IN THE CASHEW INDUSTRY AMONGST THIS AUGUST AUDIENCE.

AS I STAND HERE TDY IT MAKES ME REALISE THAT AGE IS JUST A NUMBER TO START OUT , IT DOESN'T MATTER WHO U ARE AND WHERE U COME FRM BECOZ THE ABILITY TO TRIMUPH ALWAYS BEGINS WITH U.

I WAS JUST AN ORIDINARYGIRL WITH AMANGEMENT DEGREE MARRIED INTO A BUSINESS FAMILY. FOR ALMOST 15 YEARS MY WORLD WAS MY HOME / KIDS/ FAMILY.

THEN IN YEAR 2005A CHANGE INFAMILY BUSINESS MADE ME BE A PART OF IT WHICH I EMBRACED WHOLEHEARTEDLY .

WHAT JUST STARTED OUT AS AHELPING HAND IN MANAGING BUSINESS WHICH I READILY N HAPPLIY OBLIGEDOVER NEXT 12YEARS COMPLETELY CHANGED MY LIFE .

WITH EACH PASSING DAY THE PASSION I DEVELPOED TOWARDS THE JOB I WAS DOING AND HOLDING ON TO MY INTGREITY HELPED ME TO STAND OUT.

THE JOURNEY NO DOUBT HAS BEEN FULFILLING ONE BUT HAD ITS OWN CHALLENGES.

IT WAS AT THAT PHASE A LOT OF CHANGES WERE TAKING PLACE IN THE DIGITAL WORLD AND NEW INNOVATIONS IN TECHNOLOGY AND MECHANISTION WAS CHANGING THE FACE OF CASHEW PROCESSING .

ADAPTING TO THESE STRUCTUAL CHANGES IN THE CASHEW INDUSTRY WAS A CHALLENGE EVEN FOR THE EXPERIENCED PLAYERS .

BEING A NEW ENTRANTLEARNING THE ROPES OF BUSINESS FROM THIS PHASE HELPED ME IN GOOD STEAD.

IT MADE ME TAKE UP EVERY CHALLENGE AS AN OPPURTUNITY WITH THE DETERMINATION TO EXCEL.

DUE TO THE FAITH THE FAMILY HAD IN ME ,OVER THE YEARS I WAS ASSIGNED TO TAKING ON HIGHER RESPONSILBLITIESIN BUSINESS.

INSPITE OF BEING A WOMEN IN MANS WORLD .I HAVE NEVER FELT ANY GENDER DISCRIMINATION .INTERACTING WITH ONLY MEN ON THE JOB I WAS DOING. MADE ME REALISE THAT ULTIMATLY PERFORMANCE COUNTS N WHEN YOU CAN DELIVER RESULTS ALL RESERVATIONS ARE DISPELLED.

THE BIGGEST CHALLENGE FOR BUSINESS WOMEN IS TO BALANCE HOME N WORK.

YOU HAVE TO PRIORITIZE YOUR WORK N BEING ORGANISED IN EVERY ASPECT OF YOUR DAY HELPS YOU TO STRIKE A RIGHT BALANCE .

FAMILY SUPPORT PLAYS A VERY IMPORTANT ROLE SPECAILLY IF YOU ENTER THE BUSINESS WORLD AS A MOTHER .I WAS FORTUNATE N BLESSED IN STRIKING THIS DELICATE BALANCE DUE TO THE SUPPORT MY HUSBAND / PARENTS / IN LAWS N SPECIALLY MY DAUGHTER.

THE CASHEW INDUSTRY IS A VERYINTERESTING CASE STUDY TO REFLECT UPON WOMENS ROLE ACROSS THE VALUE CHAIN .

IN OUR FACTORIES MORE THAN 95% OF THE WORKERSARE WOMEN .BUT WOMEN DO LESS THAN 5% DO MANAGERIAL WORK N WHEN IT COMES TO HIGHER MANAGEMENT POSITION THE PERCENTAGE IS ALMOST ZERO.

WITH MORE THAN 95% OF OUR INDUSTRY BIENG FAMILY MANAGED BUSINESSES IM SURE THERE IS LOT OF HIDDEN TALENT IN EACH OF THESE FAMILIES.

IN TODAYS GENERATION WHEN WOMEN ARE ALL WELL EDUCATED N EXTREMELY TALENTED .WITH A LITTE SUPPORT NPUSH THIS TALENT WHICH IS HONEST / LOYAL N TRUSTED CAN BE PART OF BUSINESS WHICH CAN SURELY MAKE A DIFFERENCE.

GIVEN A CHANCE ,THE HAND THAT ROCKS THE CRADLE CAN SURELY RULE THE WORLD COMPLEMENTING/ CONTRIBUTING / CREATING BETTER TOMORROW .

I SINCERELY COMPLIMENT AND CONGRATULATE THE ORGANISERS FOR TAKING UP ISSUE OF WOMEN PARTICIPATION IN LEADERSHIP ROLES INCASHEW INDUSTRY ON THIS GLOBAL PLATFORM..

ITS AN EYE OPENER AND WELCOMING STEP FORWARD .I HOPE THE PANEL DISCUSSIONS WILL FACLITATE AND ENCOURAGE MORE WOMEN PARTICIPATION IN FUTURE.

THANK YOU.