

Arjun Satheesh Nair
India Food Exports
Manager, Production and Marketing



Role

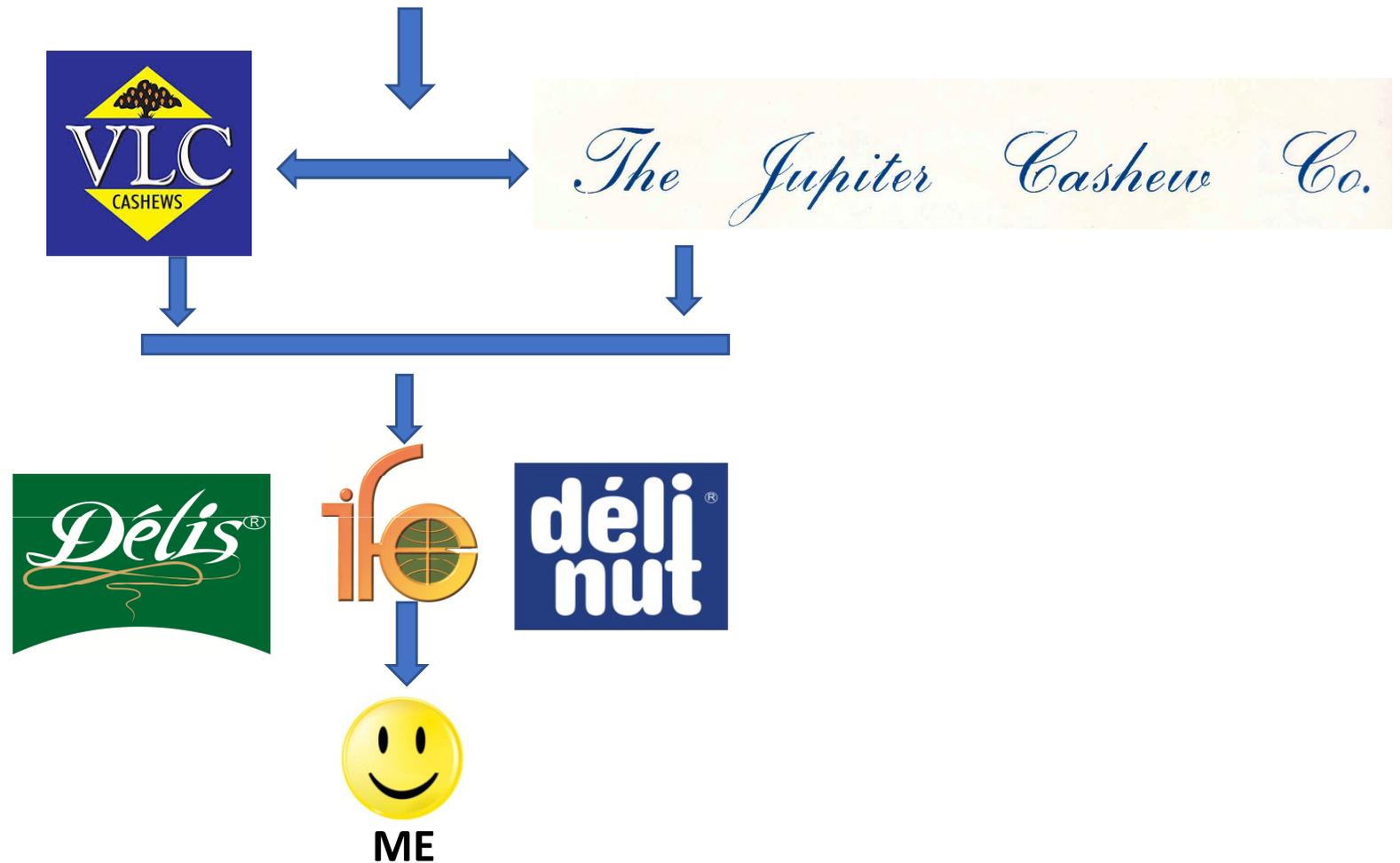
- Managing the Production and marketing areas of India food exports
- Also involved in day to day operations

Driving forces to Join the Industry.

- I am the fourth generation and obviously since I was born in a cashew family I have always had a natural passion for the cashew industry.
- My Grandfather K.Raveendranathan nair is a major Driving force for me who was one of the first to create a brand VLC for a commodity sold in bulk.
- What drives me further is to grow under my fathers guidance as well as my family obligation.

My Legacy

Vendor Krishna Pillai-DLV



My Legacy



- My Great Grandfather Sri.Krishna Pillai was one of the pioneers who build the cashew business in an industry which was virtually non existent at the time in the nascent years of the 20th century.
 - The exports of Cashews from India in 1921 was just 45 tonnes. From there India became the leading exporter for many years.
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My perception

- When I joined the company India was the industry leader
- With the introduction of machines the market became more competitive
- Hence Vietnam with their rapid and efficient mechanisation was able to compete more effectively.

The Future

- It can be expected that in the future most of the African countries will have processing of their own.
- For a sustainable supply the area under cultivation in India is to be increased and old plants to be replanted with high yielding varieties. The area currently under the crop in India is 10,40,890 hectares

- Unprecedented rise in RCN price coupled with high processing costs in India has steered the industry into dire straits in India.
- As a result 50 percent of the factories remain closed for about 18 months now.
- One of the solutions to this predicament is to raise the production of Raw cashew nuts indigenously

- Although there is an emphasis on mechanisation for perfection of quality, skilled labour is still required
- We should Improve our efficiency in mechanisation
- There is still scope for improvement of mechanisation such as in the case of cutting
- We should also try to improve the perception of Brand India image.
- Innovation is imperative

- And lastly I want to talk about cashew apples. A massive amount gets wasted after taking the raw nuts
- Syrup, squash, jam candy, wine etc can be prepared from this fruit which goes to waste. A new market altogether.
- This will itself go a long way to arrest the habit of plucking immature nuts from the trees and will pave the way for enhanced production of good quality nuts.

Conclusion.

- A joint effort of processing raw nut production in India and increasing mechanization have to be the focus if India is to be competitive in the International market.
- This has to be coupled with appropriate value addition and smart marketing.
- Innovation in all aspects is the name of the game.