

## **Saphalam Value Chain Project – Impact Assessment**

Saphalam Cashew Samagra Project is a pro poor value chain project implemented by Kudumbashree Mission at Kasargode District in 2009. Saphalam, the project jointly initiated by Kasargode District Panchayath, Block Panchayath, Grama Panchayaths and Kudumbashree aims at the collection, processing and value addition of cashewnut. Saphalam Vanitha Kasuvandi Samskarana Samithi, is the the society formed by women members belonging to the BPL category and SC communities as part of the project.

Kudumbashree Mission had associated with Directorate of Cashew Research (DCR) Puthur for imparting training to the women entrepreneurs. The technical assistance provided by the scientists from DCR Puthur has been instrumental in the success of the society. As the society enter into expansion of operations, it is decided that a comprehensive evaluation of the model will provide outlines for making the society sustainable and ensuring livelihood security for the poor.

Saphalam Cashew processing Society in Kasargod was started with 74 women as members. 13 units are functional in 13 Panchayaths. 12 were processing units and 1 was grading and packing unit. Units were started in Ajanoor, Bedadukka, Enmakaje, Kallar, Karadukka, Kuttikkol, Kudumbelur, Kayyoor Cheemeni, Panathadi, Peelikode, Puloor Periya, Pallikkara and Chemmanad Panchayaths of Kasargod. The Kasargode Saphalam Vanitha Kasuvandi Samskarana Samithi Office

is in the Chattanjal Industrial Park.21 Grades of cashew are graded and marketed under the brand name “Paranky Nuts”.

### **Aim**

- To analyze the impact of Saphalam Cashew Project.

Cashew nut being available in a local produces available in plenty and women being familiar with the processing works related to the cashew encouraged the members to start such an enterprise. Most of the women in the units had received basic education only. Most of the women were from financially backward families.

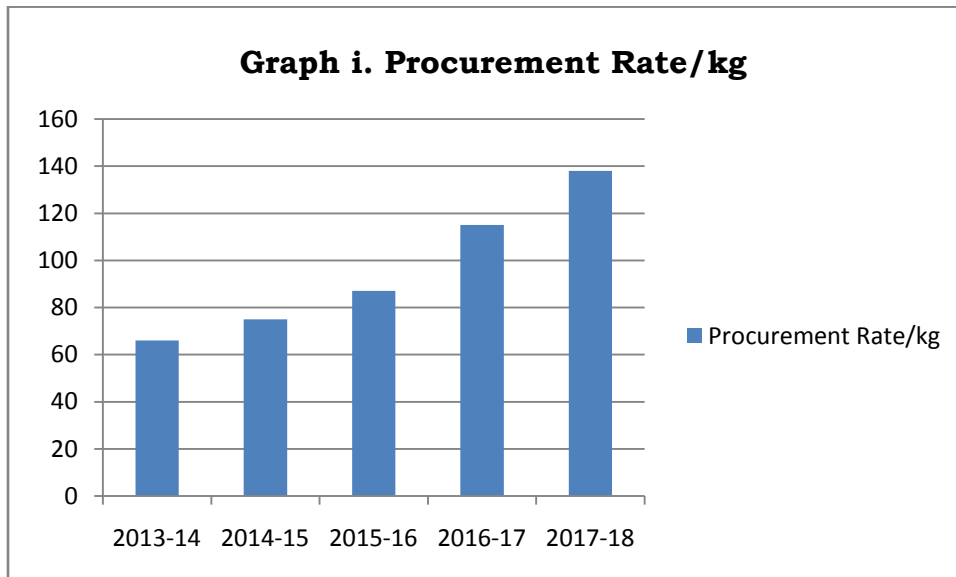
To help the units, a consortium of Saphalam units was opened in Chattanjal Mini Industrial Park. The units work under this consortium Kudumbashree had extended help to the units by providing a subsidy of Rs. 50000 per unit. For meeting the marketing purposes, a pick up van was also given to the consortium by the District Panchayath.

### **Methodology**

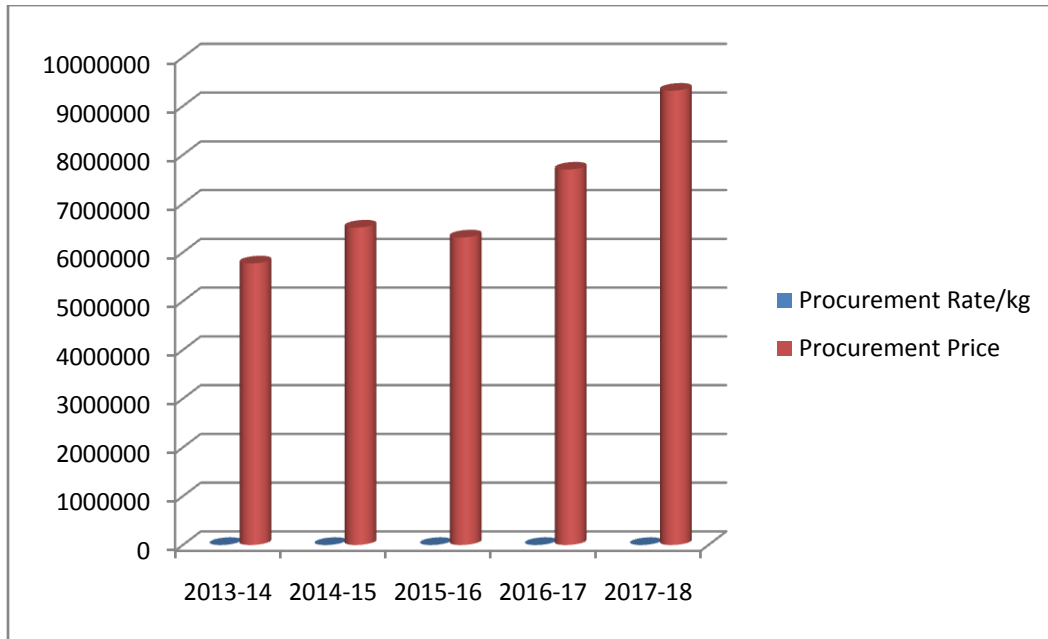
Interview with the society members and collection of secondary data.

**Table 1. Procurement Details for the last five years**

Year	Procurement Rate/kg	Procurement Price
2013-14	66	5774188
2014-15	75	6510265
2015-16	87	6307514
2016-17	115	7698362
2017-18	138	9316830



**Graph ii. Procurement Rate versus total procurment cost**



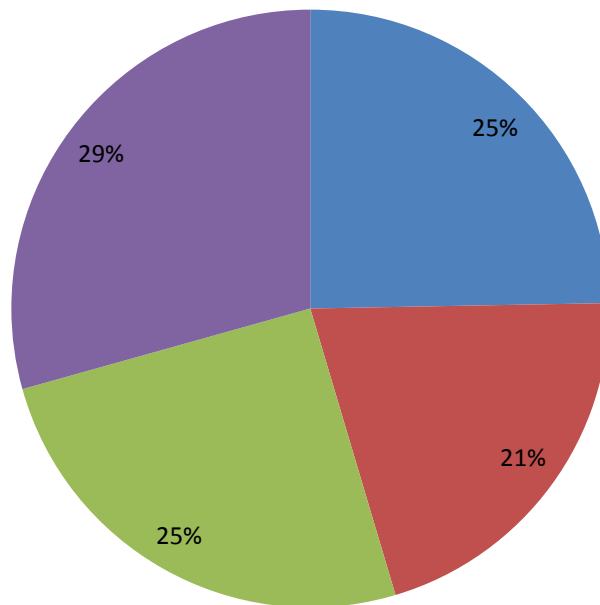
**Inference - It can be inferred that there is a sharp rise in the procurement rate of cashew over the years. The procurement price doubled in a period of five years. As the cost of procuring raw materials increased the society's working capital requirement also increased by about 40 lakhs.**

**Table 2. Sales Turnover**

Year	Turnover
2013-14	10073128
2014-15	8431562
2015-16	10296257
2016-17	11962520

**Graph iii. Comparison of Turnover of the Society**

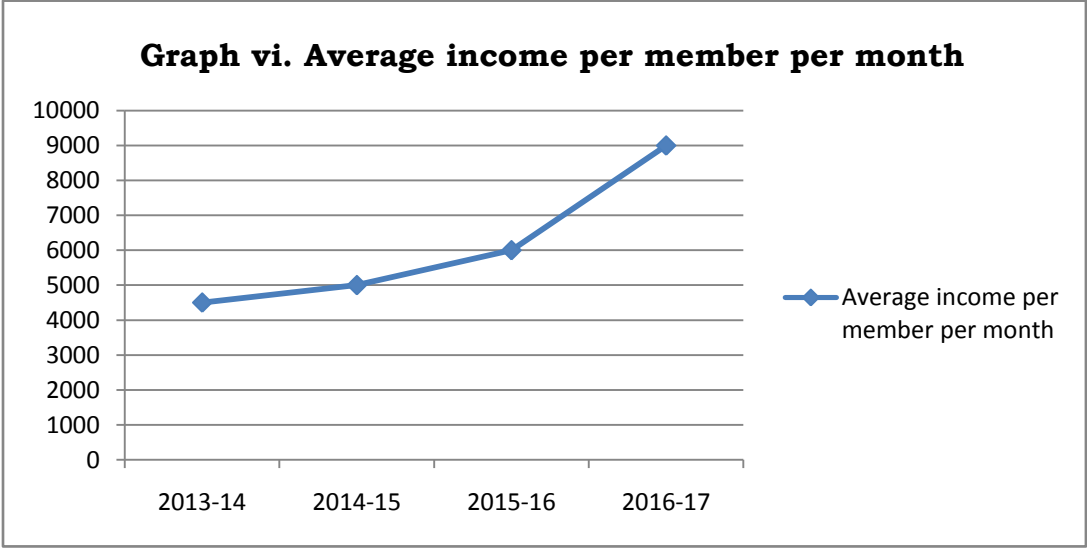
■ 2013-14 ■ 2014-15 ■ 2015-16 ■ 2016-17



Inference - The sales increased over the years even though there is a dip in 2014-15 due to theft and related issues.

**Table 3. Average income per member**

Year	Average income per member per month
2013-14	4500
2014-15	5000
2015-16	6000
2016-17	9000



**Inference** – The average income per member per month double over 4 year period. The income increased due to the improvement in Skillsets. If the value added products are sold income can be further improved.

### **Conclusion**

Paranky Nuts is receiving huge demand from the bakeries in and around Kazargode. It is also sold in wholesale rate at places like Payyanur, Cheruvathoor, Kanjangad and Thaliparambu. Kudumbashree melas and regional trade fairs is one of the main market for Paranky nuts. The high cost of raw material is a major bottleneck for the growth of the Project. Pooling huge working capital for purchasing raw nuts is holding back the expansion of the project. Value addition and penetration into retail market will surely enhance the income of the members. Project has resulted in the utilization of local resource for income generation of the poor women. The women who were home makers were able to earn a decent income through this project. The social life and skill sets of women members improved. In order to reduce the raw material procurement costs tie ups must be established for importing raw cashew from African countries.

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