

entrepreneur has to analyze and realize the genuine problems and obstacles in the animation field which can enable the animation school to prepare their students by designing suitable curriculum and course for future scholars. It also formulates strategies and plans for ascertaining the education, salary and work culture and character of the employees.

The researcher has to implement and adopt the thematic approach and analysis to analyse in-depth and profound data. In this study it is imperative to say that the modern creative entrepreneurs have tremendous and enormous role and responsibility to procure and manage funds and competent professional power for viable management of script writing, animating and advertising in special effects for movies and cartoon pictures. Even most of the foreign projects and companies from Denmark, Germany and Japan hiring professional manpower in the field of animation and visual effects productions. For example Little Krishna, Chhota Bheem, Roll No., Little Krishna, Motu Patlu and Oggy etc. are the outcome from the animated designs which has been broadcasting in Cartoon Network channels in India.

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CHAPTER EIGHTEEN

Constraints in Cashew nut Entrepreneurship in India and Suggestive Measures

Kalee Prasanna Pattanayak¹ and Chitrasena Padhy²

¹Assistant Professor, Centurion University of Technology and Management, Odisha

²Assistant Professor, Centurion University of Technology and Management, Odisha

1. Introduction

Over the past decade the new entrepreneurial endeavours have grown rapidly in India. The government has extended a helping hand in this effort through some of the most effective programmes like Stand up India, Start-up India, Make in India and Mudra scheme etc. The India entrepreneurial sector, with the active support from the government is capable of grooming the youth to be successful entrepreneurs.

Development of agribusiness sector is vital for uplifting the economic situation of the rural people. Rural entrepreneurship has been identified as areas of new research to bring out the development of the agribusiness sector (Vijay, S. 2016). The task of developing entrepreneurship in the cashew processing sector quickly, seems encouraging as this sector falls under the category of agro-based industry, which attracts a preferential treatment from the government. This industry has a huge potential to provide employment to large masses of rural workforce in the form of employment as workers in the cashew factories. This is a labour intensive industry, employing approximately three lakh persons (Binu Kumar, 2018), majority among them being women from socially disadvantaged and weaker section of society. Therefore, there is a need for the government, authorities and general public to understand this potential of cashew processing sector and make all possible effort to encourage it.

2. Constraints

Although cashew processing industry holds a huge potential to impact the livelihood of rural people positively, it has been observed that new entrepreneurs are reluctant to enter this industry. This may be due to an array of reasons which are making the industry unattractive to the new entrepreneurs. One of the major reasons is the difficulty faced by the entrepreneurs in sourcing labour for working in their factories throughout the year (Sampat, P. 2015). It has been noted that many micro and small cashew nut entrepreneurs have faced the issue of shortage of labour during their processing process (Shinde-Desai et. al, 2012). The deteriorating and unhealthy working conditions maintained in the factories is the reason for many of the workers to shift to other industries. The main stages in the cashew processing are shelling, peeling and grading. These processes are primarily performed by women. Women usually sit for seven to eight hours a day in a squatting position to perform these processes. Squatting for such long hours on a daily basis causes them to develop pain in backbone, knee and stomach. During the shelling process a