

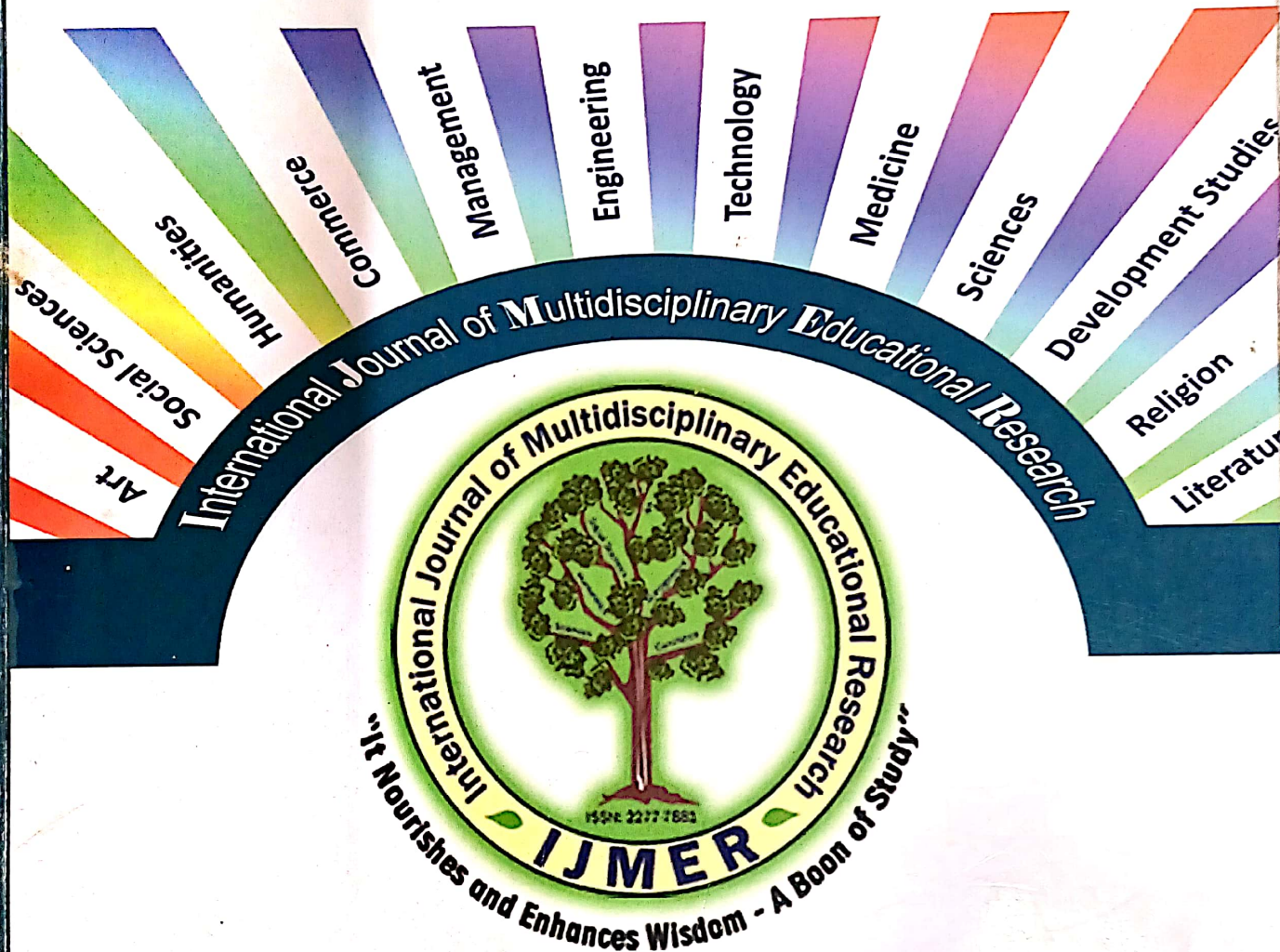
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**HUMAN RESOURCE MANAGEMENT PRACTICES IN  
CASHEW INDUSTRY  
(A STUDY IN EAST GODAVARI DISTRICT OF ANDHRA  
PRADESH)**

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**Abstract**

India is a country with vast human resources. The cashew industry is a highly skilled labor oriented industry, which is very suitable for Indian condition. Cashew is a commodity with international demand. Statistics shows that it is possible to get an average export earning to the tune of Rs. 2600 crores. If we are able to produce the required raw nuts with in the country this export earnings will play an important role in our economy and the socio-economic aspects of the cashew workers in particular. The processing factories are concentrated in East Godavari district, even though other areas are also producing raw cashew, more than fifty percent of the product is processed in this district. As per the records most of the poor skilled and unskilled labours in Kotananduru mandal depend on the cashew industries for their livelihood. Out of them more than 80.0 percent are women workers and about 35.0 per cent are belonging to SC / ST category. It is a fact that the wages getting to these workers will be directly utilized for the survival of their households. So the survival of the industry is not for the sake of the industry alone but the survival and the socio economic development of the Kotananduru mandal itself.

**Key words:** HRM Practices, Cashew Industries, workers.

**Introduction**

Human Resource Management (HRM) is a planned approach to managing people effectively for performance. It aims to establish a more open, flexible and caring management style so that staff will be motivated, developed and managed in a way that they can give of their best to support departments missions. Good HRM practices are instrumental in helping achieve departmental objectives and enhance

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Dear Author(s)-----

*G. Sataveya Naidu*

It is indeed our pleasure to inform you that your article titled "*Human Resource Management Practices in Cashew Industry (A Study in East Godavari District of Andhra Pradesh)*" has been published in our Peer Reviewed and Referred International Journal of Multidisciplinary Educational Research (IJMER) Volume: 6, Issue: *8(A)* (Aug), (Month), 2017, Page Nos *204* to *223*. with JISRAF Impact Factor 4.527, Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286 of IJMER Published by Sucharitha Publications, Visakhapatnam.

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