

Success Story: Entrepreneurship through Milky Mushroom Production

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Mushrooms are gradually becoming popular as they are rich in minerals, vitamins, very low on fat and sugar. They are good source of protein and contain many essential amino acids. It is also known to have medicinal value and certain varieties of mushrooms can inhibit growth at cancerous tumor. Mushroom production is labour and management intensive. There is ample scope for mushroom industry to thrive successfully and can become a attractive business for the unemployed rural youth, self-help groups, farm women who are in search of viable activities which are promising and giving good returns and an additional income source for the farmer. Mushroom cultivation can effectively utilize the crop residues for production of protein rich food and plays crucial role in management of agro residues. Mushroom cultivation is an eco-friendly activity, as it utilizes the wastes from agriculture which are available in huge quantities in every corner of the state and in turn produces fruiting bodies with excellent nutritional and medicinal attributes.



Krishi Vigyan Kendra (KVK), Lam, Guntur has been regularly organizing training programme on scientific cultivation of mushroom as a profitable enterprise for the last three years in collaboration with Agricultural Technology Management Agency (ATMA) Guntur. With the knowledge and skill gathered from the training programmes of KVK-ATMA, 5 trainees started mushroom cultivation units from 2020-21 onwards. Most of the beneficiaries started cultivation of mushrooms for their own consumption, ensuring nutritional security of the family.



Rama Krishna, a middle class man, a mechanic by profession, was finding it hard to make a livelihood by repair refrigerators and air coolers at Lam and Guntur. So, he was looking for a supplementary income generating activity and his friends suggested mushroom production is one such activity. On that time he saw KVK-ATMA Collaborative Skill Training for Rural Youth -STRY Training programme advertisement in news papers and he approached KVK for getting training on mushroom cultivation. He got 6 days hands on practice training at KVK on mushroom production technology in November-2019 at the time of valedictory function Dr. V. P. Chahal (ADG Extension) and Dr. Y. G. Prasad, Director ICAR-ATARI Zone-X has appreciated Ramakrishna and Presented Rs. 10000 for setting a low cost mushroom production unit while interacting with the participants.

Things really turned around for him when, as per the suggestions from KVK, he started the mushroom unit facility with low cost equipments and low-cost chaff cutter. Thereafter, he started preparing 15 mushroom beds once in two days with daily



production of 8 kg mushroom and earned and

average income of Rs. 48,000 per month with the sale of mushrooms at Rs.200 per kg. During Covid-

19 period when faced with difficulty in getting milky mushroom spawn during the high demand of mushrooms in Guntur district, he approached the KVK for setting a cheap lab for spawn production with low cost equipments for further strengthen the mushroom production unit in Local area.

Impact

Now he started to sell fresh mushroom in different melas organized by Government Organizations and NGO's. he started to give trainings to different SHG's members. After getting training

from her, 3-4 members started producing mushroom in a small scale.

Economic gains

By selling mushroom monthly he is getting an income of Rs 38,800. She also created employment opportunity to two members. In future, he is planning to start value addition in terms of dried mushroom powder and other value added products. Now he has become entrepreneur and mushroom production is the main source of income to her family.

Name of the farmer	Village & Mandal	No. of beds/day	Mushrooms produced/day (Kgs)	Cost/kg	Income /month (Rs)
A. Ramakrishna	Damarapalli, Tadikonda	15	8	200	48000

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