



# Webinar workshop on mushroom cultivation & marketing

- Overview Various Aspects of mushroom cultivation
- Various types of mushrooms
- Growing Technology
- Profitability
- Marketing



BM Mushroom industries is an enterprise dedicated towards research and development of sustainable cultivation of various mushrooms and spawns. We believe that mushroom the ultimate super food has tremendous potential towards saving this planet.

Our services: Training courses in varieties of mushroom & mushroom spawn & consultancy services

We are manufacturer & supplier of high grade mushroom spawns, mushroom cultures & mushroom food products .

**FARM INNOVATIONS UNDER KVK**

23

PAUL

**BHR**





My name is Biproyoti Bhowmik, Fomer Engineer, Banker.

[www.bmmushroom.com](http://www.bmmushroom.com)

+917363970073



Master trainer mushroom technology at KVK, UBKV,  
Coochbehar,WB & Founder of BM Mushroom





a. Name of the Technology	Liquid Mushroom Spawn Production Unit
Details of the Technology	Mr. B. Bhowmik developed liquid culture consisting of starch dextrose and honey (combination) which contributed to nutrition enhancement of mushroom spawn as well this liquid culture inoculated with mycelium could be directly injected to fruiting bags.
b. Name of the Technology	Low cost and bulk production of Mushroom spawn Production unit
Details of the Technology	Mushroom spawn lab with capacity of 1 ton daily production developed indigenously. Helping hundreds of fellow farmers with quality mushroom spawn of various categories like OYSTER,MILKY,BUTTON
c. Name of the Technology	low cost waste sterilization machine
Details of the Technology	Waste substrate low cost sterilization machine, indigenous developed.
d. Name of the Technology	Innovative Food processing unit
Detail of the Technology	Food processing unit was developed for mushroom noodlemaking, mushroom health drinks, mushroom products like pickle etc. developed.





Former Asst Manager at PSU Bank



















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# FARM INNOVATIONS UNDER KVK

2

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## Top 10 Oyster Mushroom Products







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# Successful Farming Experiences of Empowered Youth

## Spawn and Mushroom Production: An Organic Approach

Mr. Biproyoti Bhowmik,  
Village: Jatrapur, PO: Rajarhat, Dist: Cooch Behar





List of 200 DAMS (phase-II : 2020-21)					
Region	State	Dam Name	Capacity (MCM)	2	10
North	Uttarakhand	Govind Ballabh Pant	4	7	
	Haryana	Chandigarh	3		
	Punjab	Beas	8	18	
	Rajasthan	Jaipur	10		
Central	Madhya Pradesh	Indira Gandhi	37	37	
	Chhattisgarh	Devi Ahirya	21	21	
	Odisha	Baitarani	8	8	
	Uttar Pradesh	Allahabad	4	19	
South	Karnataka	Krishna	12		
	Tamil Nadu	Periyar	2		
	Kerala	Idukki	8	13	
	Andhra Pradesh	Godavari	3		
East	West Bengal	Hooghly	1		
	Odisha	Devi Ahirya	14	31	
	Assam	Teesta	17		
	West Bengal	Hooghly	17	23	
North-East	Assam	Teesta	2		
	Assam	Teesta	3		



## **TO WHOM IT MAY CONCERN**

Sub: Forwarding application for consideration of Jagjivan Ram Abhinav Kisan Puruskar/Jagjivan Ram Innovative Farmer Award 2020 –reg.

I have the pleasure to forward the application of Shri. Biproyoti Bhowmik, son of Shri. Bijon Bhowmik at Village- Jatrapur, District- Cooch Behar, West Bengal for consideration of ‘Jagjivan Ram Abhinav Kisan Puruskar/Jagjivan Ram Innovative Farmer Award 2020’. Mr. Bhowmik is an innovative agri-entrepreneur and has been able to achieve remarkable success in adopting organic mushroom cultivation technology, mushroom spawn production, value addition and online marketing and further diversified his activity towards nursery management. Shri. Biproyoti Bhowmik deserves the recognition of ‘Jagjivan Ram Abhinav Kisan Puruskar/Jagjivan Ram Innovative Farmer Award 2020 at National level.

I wish him every success in his endeavour.



(S.K. Roy)





Uttar Banga Krishi Viswavidyalaya  
Pundibari, Cooch Behar-736165, West Bengal  
**Progressive Farmer Award 2020**  
to

**Mr. Bijon Bhowmik**  
Cooch Behar

*in recognition of outstanding  
work in agriculture and allied areas*

Eastern Regional Agricultural Fair,  
14-16<sup>th</sup> January, 2020  
Uttar Banga Krishi Viswavidyalaya

Contribution in agriculture and allied areas  
as Progressive farmer/Innovator of the district Cooch Behar is  
the Year 2020.

  
Dr. S. Chattopadhyay  
Vice Chancellor  
Uttar Banga Krishi Viswavidyalaya  
Pundibari, Cooch Behar

  
Prof. P. K. Pal  
Director of Extension Education  
Uttar Banga Krishi Viswavidyalaya  
Pundibari, Cooch Behar



## Core Team

**Biprojyoti Bhowmik**

B.Tech. (EC) from IETE DELHI,

JOB: Former Assistant Manager at Bank of Baroda,  
Agri-Entrepreneur (2018- Continue)

**Amit Biswas**

B.Sc (Hons.) Horticulture

Uttar Banga Krishi Viswavidyalaya





**COOCHBEHAR KRISHI VIGYAN KENDRA**  
UTTAR BANGA KRISHI VISWAVIDYALAYA  
PUNDIBARI- 736165  
COOCHBEHAR, WEST BENGAL  
Email: [cobkvk@yahoo.co.in](mailto:cobkvk@yahoo.co.in)



**Mr. Suraj Sarkar**  
Senior Scientist & Head (In-Charge)

Ref No. KVK/COB/2019-20/ 23

Date: 11.05.2020

### TO WHOM IT MAY CONCERN

It is hereby declared that Mushroom spawn unit B. M. Enterprise, Rajarhat is working under the technical guidance of Cooch Behar Krishi Vigyan Kendra, UBKV, Pundibari, Cooch Behar, West Bengal.

The procedure used is GMO free and adhering to the Phytosanitary practices.

*Suraj Sarkar*  
(SURAJ SARKAR) 11/05/2020  
Senior Scientist & Head  
Cooch Behar Krishi Vigyan Kendra  
Uttar Banga Krishi Viswavidyalaya  
Pundibari, Cooch Behar-736165

D10  
D35  
Solomon



**COOCHBEHAR KRISHI VIGYAN KENDRA**  
UTTAR BANGA KRISHI VISWAVIDYALAYA  
Pundibari- 736165, Cooch Behar, West Bengal  
Phone: 03582-270587/ 270 826, Fax: 03582-270587  
Mobile No. +91-9434946097  
Email: [cobkvk@yahoo.co.in](mailto:cobkvk@yahoo.co.in); [coochbeharkvk@gmail.com](mailto:coochbeharkvk@gmail.com)  
website: [www.ubkv.ac.in](http://www.ubkv.ac.in)



**Dr. Bikash Roy**  
Senior Scientist & Head

Ref. No. KVK/COB/20-21/ 233

Date: 09.12.2020

### TO WHOM IT MAY CONCERN

This is to certify that Sri Biproyoti Bhowmik, son of Sri Bijon Bhowmik residing at Jatrapur, Rajarhat, Cooch Behar has been acting as 'Master Trainer' of different training programmes on Oyster Mushroom Production conducted by Cooch Behar Krishi Vigyan Kendra, Uttar Banga Krishi Viswavidyalaya since couple of years. Moreover, Sri Bhowmik has also participated in different extension activities of KVK at State and National level.

Sri Bhowmik has developed himself as an young entrepreneur on mushroom spawn and mushroom production with strong commitment and aspiration which made him a role model before the young generation.

I wish him success in all his endeavour.

*Dr. Bikash Roy*  
21/12/2020  
Senior Scientist & Head  
Cooch Behar Krishi Vigyan Kendra  
Uttar Banga Krishi Viswavidyalaya  
Pundibari, Cooch Behar, Pin - 736165





## COOCHBEHAR KRISHI VIGYAN KENDRA

UTTAR BANGA KRISHI VISWAVIDYALAYA

Pundibari- 736165, Cooch Behar, West Bengal

Phone: 03582-270587/ 270 826, Fax: 03582-270587

Mobile No. +91-9434946097

Email: [cobkvk@yahoo.co.in](mailto:cobkvk@yahoo.co.in); [coochbeharkvk@gmail.com](mailto:coochbeharkvk@gmail.com)

website: [www.ubkv.ac.in](http://www.ubkv.ac.in)



**Dr. Bikash Roy**

*Senior Scientist & Head*

Ref. No. KVK/COB/20-21/ 233

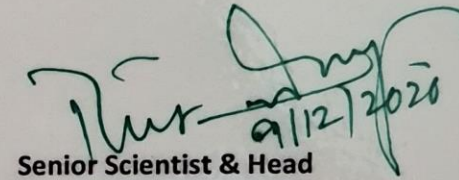
Date: 09.12.2020

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9/12/2020

**Senior Scientist & Head**

Senior Scientist & Head  
Coochbehar Krishi Vigyan Kendra  
Uttar Banga Krishi Viswavidyalaya  
Pundibari, Coochbehar, Pin - 736165



Sl. No. SP/09/02/19

# Certificate of Recognition



*This certificate is awarded to*

**Amit Biswas**

S/O Ashoke Biswas, Vill. - North Bagna, P.O.+ P.S.-  
Gaighata, Dist.-North 24 Parganas, Pin-743249, West  
Bengal

*for participation in the Certificate course on  
Mushroom Spawn production at Department of  
Plant Pathology, Faculty of Agriculture, U.B.K.V.,  
Pundibari, Cooch Behar from 13.11.2019 to  
12.12.2019*

*Susmit Khalko*  
Course Co-ordinator

12.12.19  
Date

*Ayan Roy*  
Head, Department of Plant Pathology, UBKV

12.12.19  
Date

*Dr.*  
Dean, Faculty of Agriculture, UBKV

12.12.2019  
Date

DEPARTMENT OF PLANT PATHOLOGY  
UTTAR BANGA KRISHI VISWAVIDYALAYA  
P.O. Pundibari, Dist. Cooch Behar  
West Bengal 736165



## UTTAR BANGA KRISHI VISWAVIDYALAYA FACULTY OF HORTICULTURE PUNDIBARI, COOCH BEHAR, WEST BENGAL - 736165, INDIA



Prof. Prodyut Kumar Paul  
Dean

Mobile : 8016425515  
: 7001363247  
Email : deanhort@ubkv.ac.in  
: prodyut24@yahoo.com

Ref. No. : UBKV/Hort/ 843 (iv)

Date: 05.10.2020

### TO WHOM IT MAY CONCERN

This is to certify that **Amit Biswas (Registration Number: H-2016-24-B)** son of Shri Ashoke Biswas, has been a bonafide student of **B.Sc. (Hons.) Horticulture** programme under Faculty of Horticulture, Uttar Banga Krishi Viswavidyalaya, Pundibari, Cooch Behar from 27<sup>th</sup> July, 2016 to 30<sup>th</sup> July, 2020.

He has successfully completed **Student READY- Experiential learning programmes** in 8<sup>th</sup> semester of B.Sc (Hons.) Horticulture degree programme.

He has successfully accomplished two experiential learning programmes named

- Protected Cultivation of High Value Horticulture Crops.
- Mass Multiplication of Plants and Molecules through Tissue Culture.

So far as my knowledge goes he bears a good moral character. I wish him every success in life.



University Seal

Place: Pundibari, Cooch Behar  
Date: 5<sup>th</sup> October, 2020

*Samir*  
Dean 5/10/2020  
Faculty of Horticulture  
Uttar Banga Krishi Viswavidyalaya  
DEAN  
Faculty of Horticulture  
Uttar Banga Krishi Viswavidyalaya  
Pundibari Cooch Behar  
Pin-736165



# COOCH BEHAR KRISHI VIGYAN KENDRA

UTTAR BANGA KRISHI VISWAVIDYALAYA

Pundibari, Cooch Behar



## CERTIFICATE

Sri/Smt Amit Biswas Son/Doughter/ Wife of Adhoke Biswas  
Address Vill- North Bagna P.O - Raighata Dist - North 24 Parganas  
participated and successfully completed the 32 days duration training programme entitled  
Scientific Method of Oyster Mushroom Spawn Production Organized by  
Cooch Behar Krishi Vigyan Kendra, Uttar Banga krishi viswavidyalaya. from 20th Jan to 20th Feb, 2020

*[Signature]*





# WHY GROW MUSHROOMS

- WASTE TO VALUE
- VALUE IN NUTRITION-DELICACY AND MONEY
- LAND CRISES-VOLUMETRIC FARMING
- WONDER CROP FOR FARMERS
- Unemployment-LOW INVESTMENT-COVID
- Food crises & Nutrition
- Environmental impact- pollution control-breaking complex



# WASTE TO VALUE





## VALUE IN NUTRITION

# Health Benefits of Mushrooms

- \* Excellent source of Selenium which is good for the bladder
- \* Rich source of Vitamins B2 & B3
- \* Improve Immune Function
- \* Low in Calories
- \* High in Iron
- \* High in Antioxidants
- \* High in Vitamin D



They produces several lifesaving drugs like chemical compounds used in chemotherapy drugs , antibiotics



## LAND CRISES-VOLUMETRIC FARMING

www.bmmushroom.com

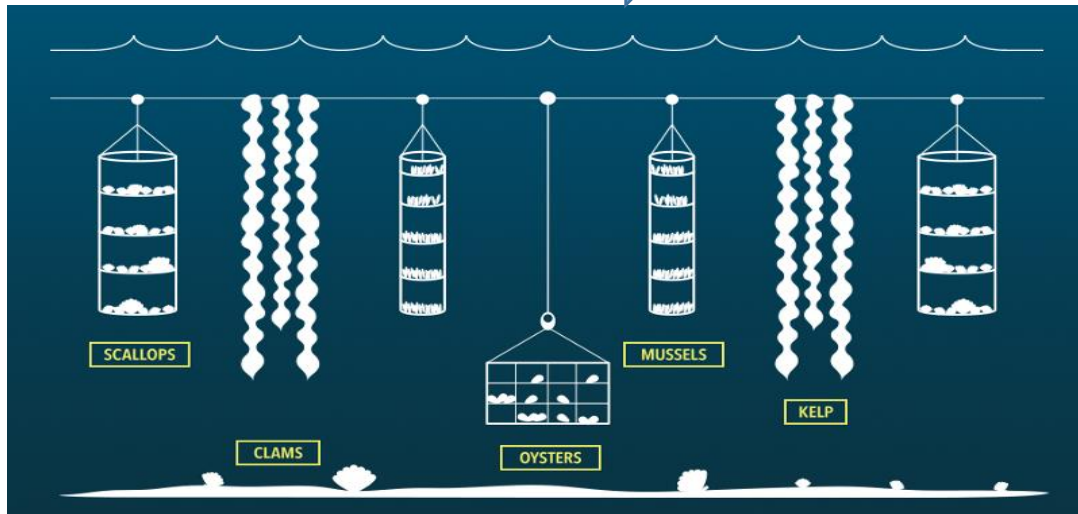
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2 DIMENSION FARM

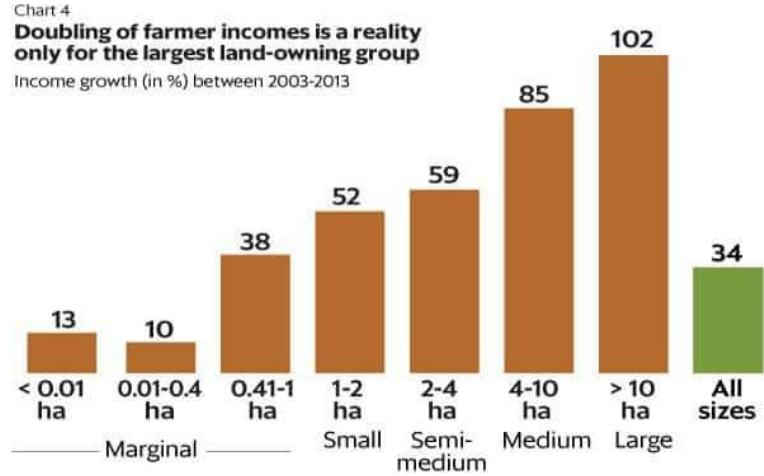


3 DIMENSION FARM





## WONDER CROP FOR FARMERS



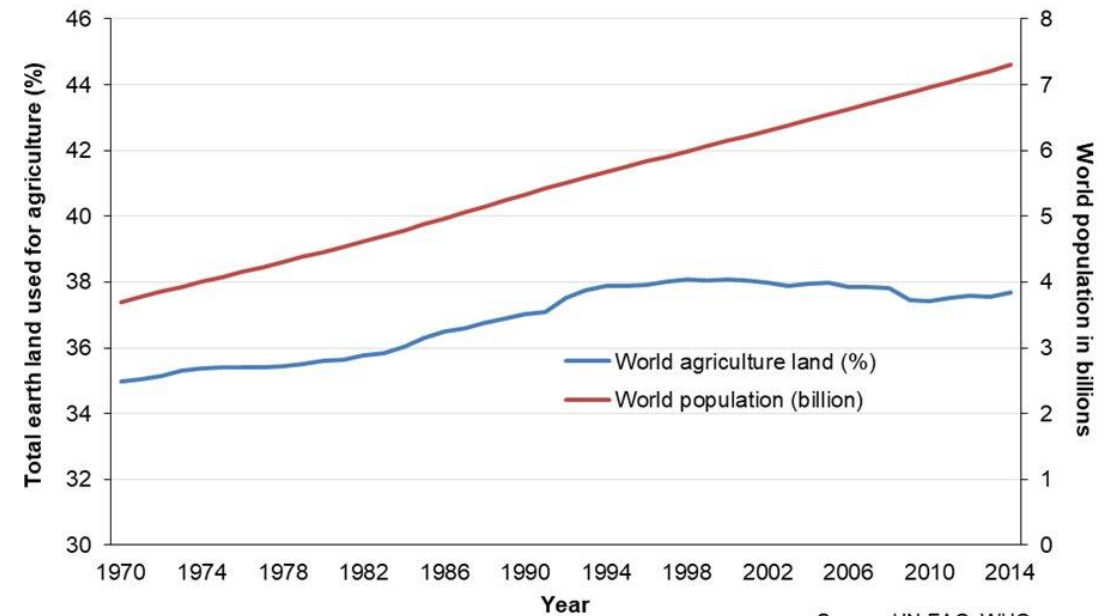
Source: Agriculture Census, Census of India, Indira Gandhi Institute of Development Research





# Can We Meet the World's Growing Demand for Food?

- With time planet population is increasing and cultivation land is shrinking.



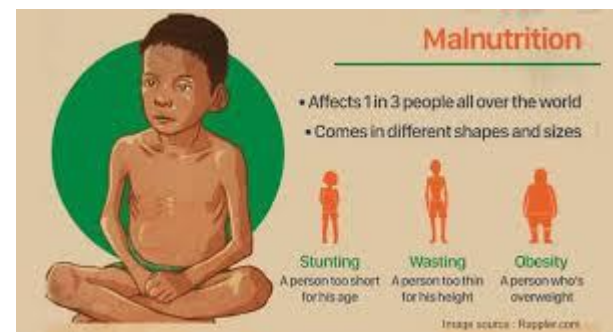
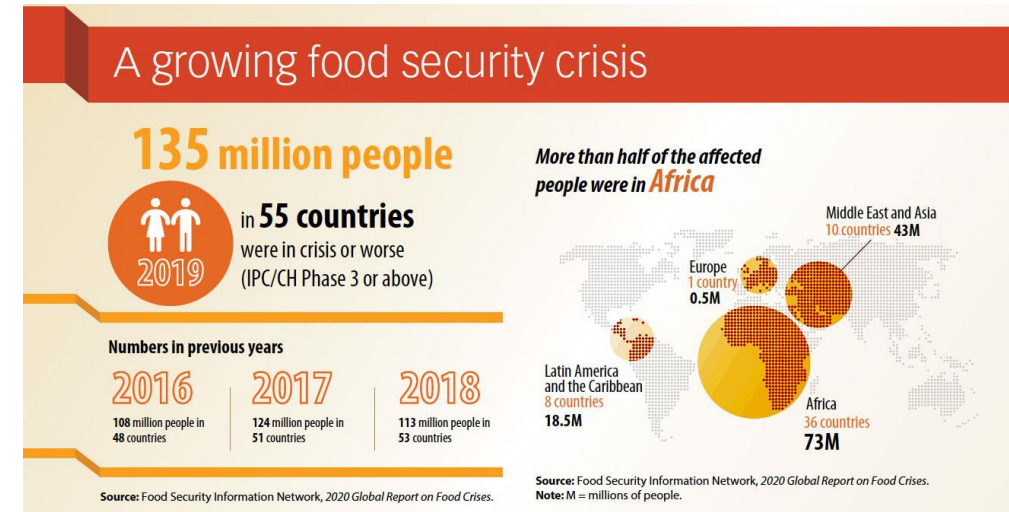
Source: UN FAO, WHO



# FOOD CRISES & NUTRITION

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## What is Malnutrition

**Malnutrition is:**

- Poor nutrition due to an insufficient, poorly balanced diet, faulty digestion or poor utilization of foods. (This can result in the inability to absorb foods.) Malnutrition is not only *insufficient* intake of nutrients. It can occur when an individual is getting *excessive* nutrients as well.





NATION

## UP District To Serve Mushrooms In Midday Meal

By OMMCOM NEWS — On Nov 27, 2020



**Deoria (Uttar Pradesh):** Mushrooms produced by self-help women's groups using stubble and agricultural waste are now being incorporated in the midday meal scheme.

In a new initiative, the district administration in Deoria has signed an MoU with Mahalaxmi Producer company and the Basic Education Department under the National Rural Livelihood Mission.

According to District Magistrate Amit Kishore, "The children will get nutritious food and the SHG women will get financial independence. Also, the SHG women will help in providing meals to school children."



DownToEarth

## In mid-day meals

The Government of India has advised state governments to include mushrooms in the Integrated Child Development Services (ICDS) and Mid Day Meals (MDM) schemes.

The Union education ministry has started working on a plan to expand its MDM scheme to children in hinders and to also offer breakfast. It has written to the states and Union territories for their suggestions.

## Government of West Bengal

FOOD

# Why mushrooms should be included under ICDS and MDM scheme

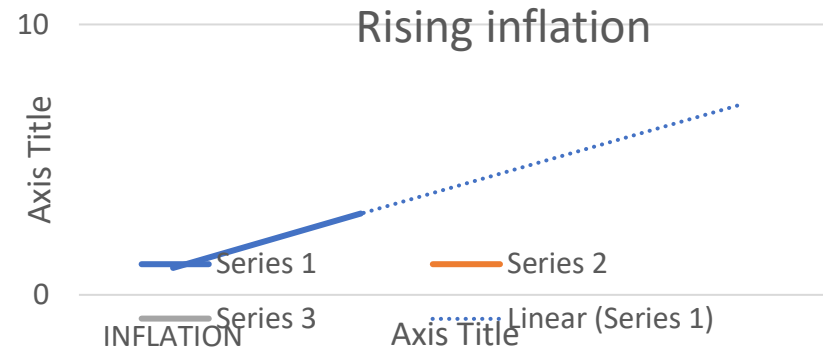
Mushrooms in one's daily diet will eventually promote a healthy body, behaviour and brain power

GOVERNMENT OF ASSAM  
PANCHAYAT & RURAL DEVELOPMENT  
ASSAM STATE RURAL LIVELIHOOD MISSION (ASRLM)

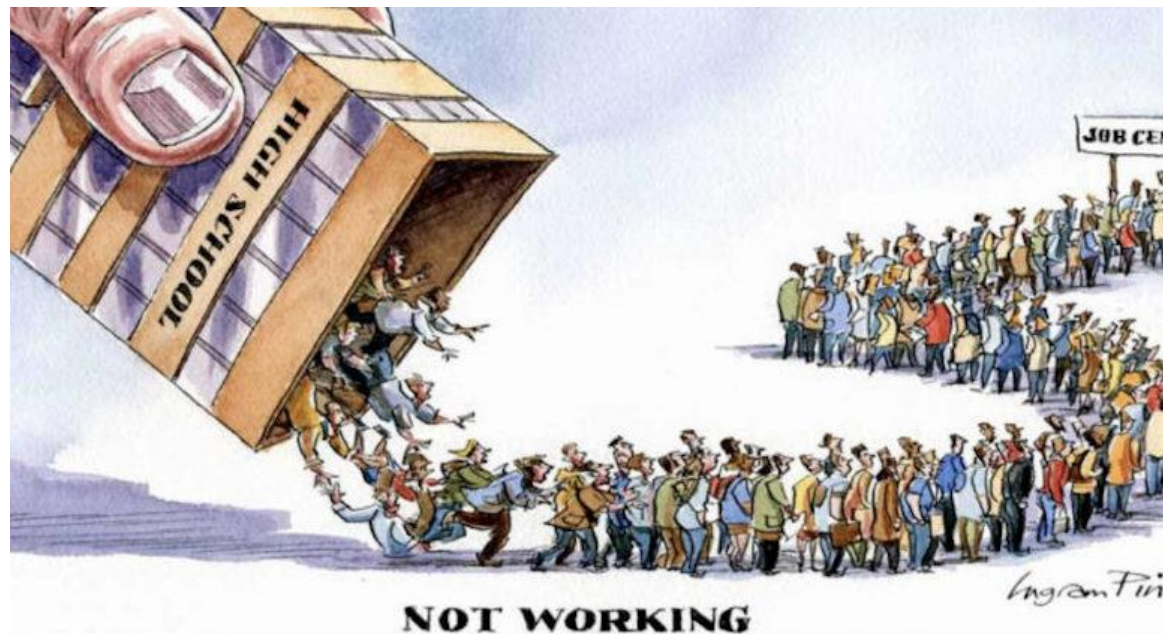
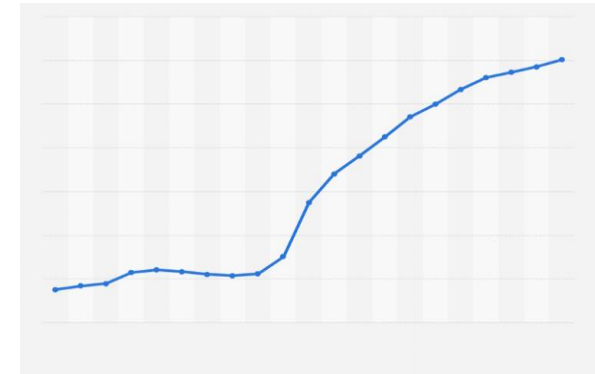
## Value Chain for Mushroom Cultivation



## BIG CHALLENGE OF UNEMPLOYMENT & IMPORTANCE OF ALTERNATE INCOME



## UNEMPLOYMENT





## VALUE IN MONEY





# PROFIT MARGIN AND INCOME SCOPE

- RETAIL PRICE OF OYSTER MUSHROOM VARIES FROM RUPEES 100 TO 450 PER KG.
- WHOLESALE PRICE VARIES FROM 60 TO 200 PER KG
- COST OF PRODUCTION VARIES FROM 20 TO 30 PER KG MUSHROOM
- PROFIT MARGIN 100 % TO 1000 %



KNOWLEDGE IS THE KEY








- Mushroom grower
- Food processor
- Spawn Maker
- Trader
- Substrate, Kit , equipments provider
- Sales platform- Offline-Mandi-Restaurants -Online-BM  
Community-Ecom- etc



Mushrooms have a solution for just about every man-made problem

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In the midst of **global warming**, **global desertification**, **deoxygenating oceans** and Earth's **sixth mass extinction crisis**, mycologist and author Paul Stamets gives us seven reasons to hold out hope, and they all involve mushrooms.

In a still-relevant 2008 Ted Talk, he says mushrooms contain the solution to just about every major problem humans have created, from global warming, to oil spills, to plastic pollution.



# Mushroom as pollution mask

By Emma Dai (HK Edition)

Updated: 2010-09-10 07:06



**Amy Lam manages a mushroom farm in New Territories. The farm produces pleurotus, a popular fungus, which is used in Chinese University of Hong Kong's experiments. Edmond Tang / China Daily**

A team of Hong Kong researchers has discovered that mushroom serves as a hugely effective ally in the fight against air pollution. Now, a reserach team awaits the go-ahead for a full-scale testing. Emma Dai reports. For many, the mushroom is a gourmet food, a sensual delight, full of unexpected flavors. Researchers at Chinese University of Hong Kong (CUHK) consider the "mushroom barrier" a superb, natural defense for the future, against air pollution.

The team built its mushroom barrier along a major highway in the New Territories.



# Yes We Can

www.bmmushroom.com

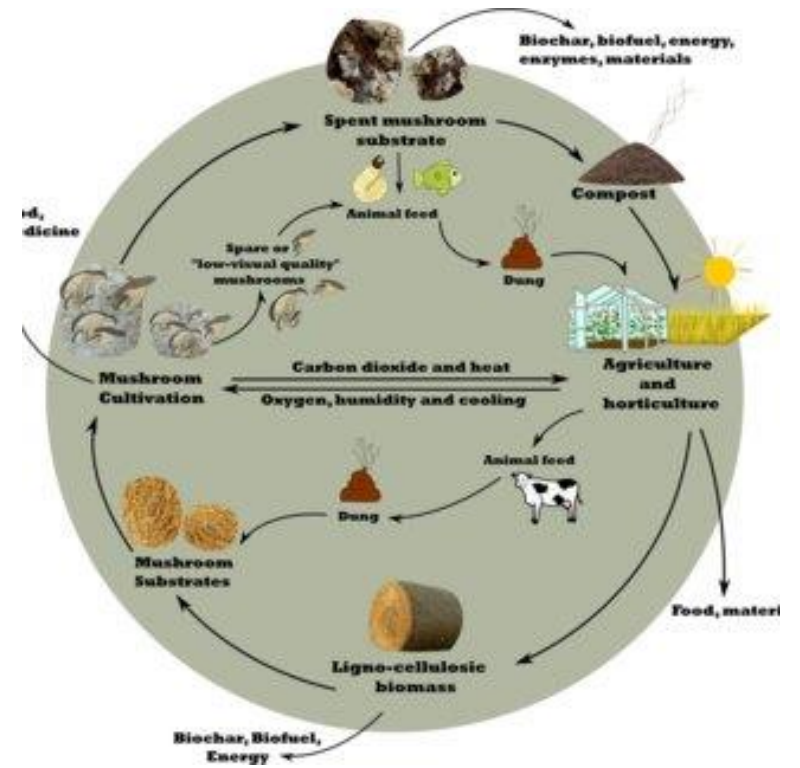
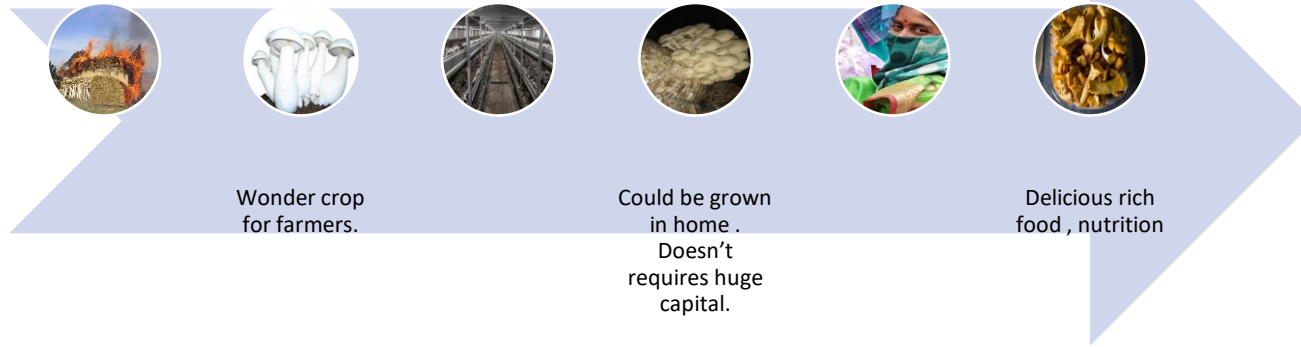
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Mushrooms single handedly converts organic waste into a valuable substrate.

Mushroom farming utilizes volumetric space in farm.

Huge opportunity for entrepreneurs, house wife's, students and part time extra income opportunity.







# SCIENCE AND TECHNOLOGY OF MUSHROOM

- LETS KNOW IT FIRST

- What ?

- Why ?

- How ?



# **MUSHROOM THE WONDER SPECIES**

Currently  
there are over  
10,000 known  
types of  
mushrooms

Millions  
unknown

Over 600  
edible  
mushrooms out  
of which only  
few can be  
cultivated  
commercially







## MUSHROOM ARE FUNGI !



### PRODUCER



### CONSUMER



### DECOMPOSER





## Decomposers

**Fungi the  
primary  
decomposer**

**Fungi are plantlike  
organisms without  
leaves -present  
everywhere.**

**Mushrooms  
are one kind  
of fungus.**

**There are  
thousands of  
types of  
mushrooms**



# FUNGI

## WHY – THEIR ROLE

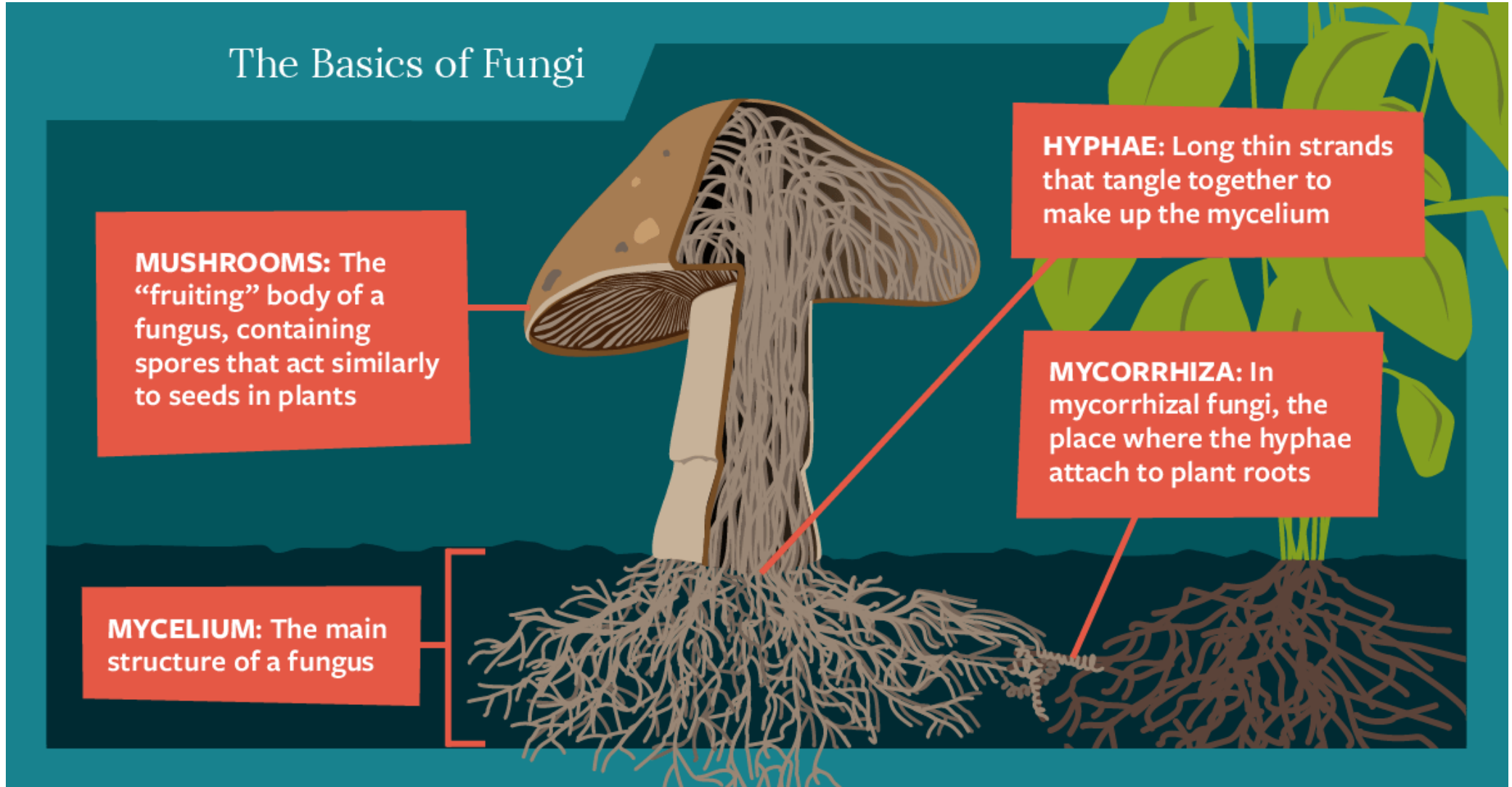
### The Basics of Fungi

**MUSHROOMS:** The “fruiting” body of a fungus, containing spores that act similarly to seeds in plants

**MYCELIUM:** The main structure of a fungus

**HYPHAE:** Long thin strands that tangle together to make up the mycelium

**MYCORRHIZA:** In mycorrhizal fungi, the place where the hyphae attach to plant roots







## TYPES OF MUSHROOM

We can put these various species in one of 4 categories:

Mycorrhizae - Successful Partnering with Plants

Parasites - Feeding on the Weak

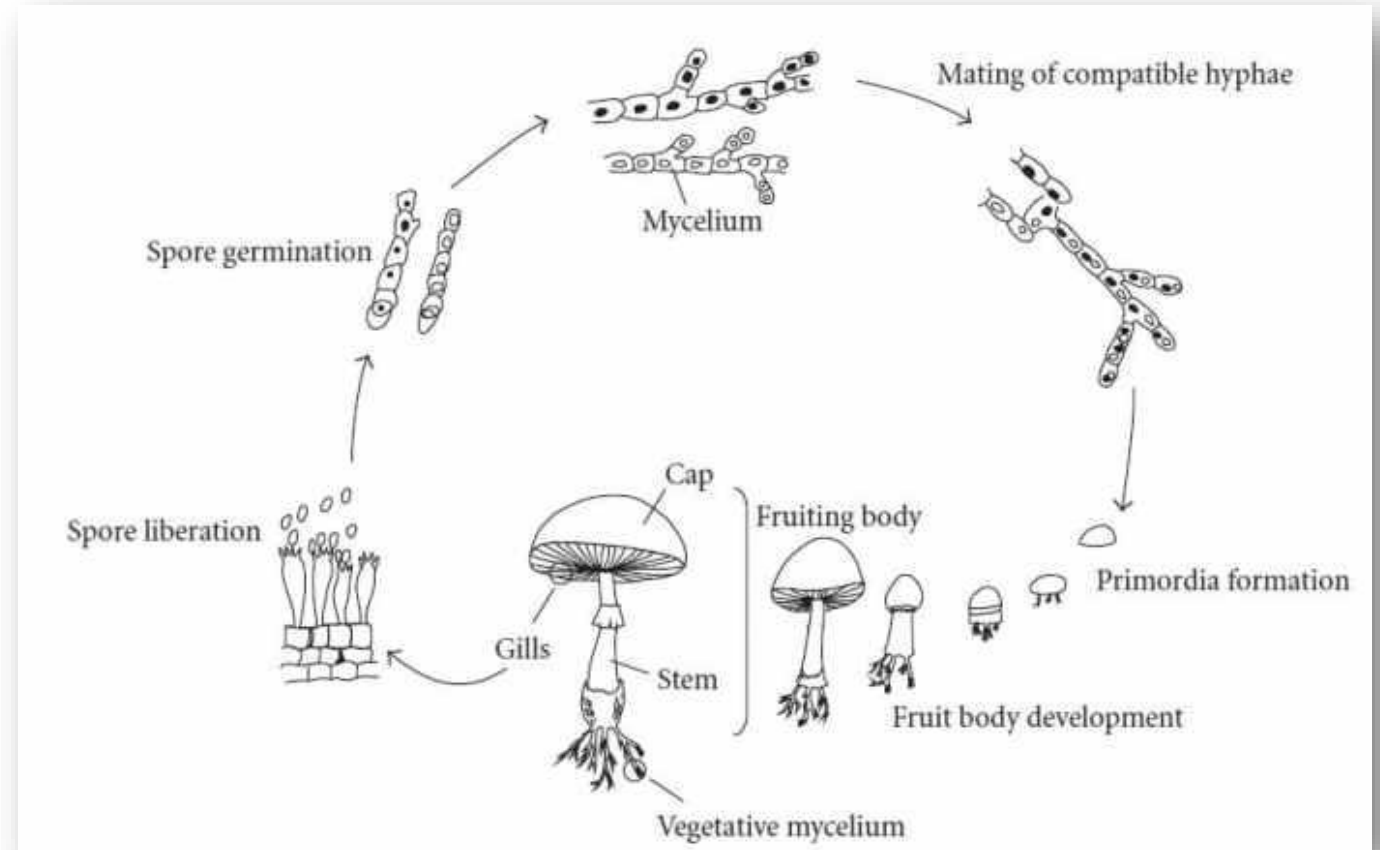
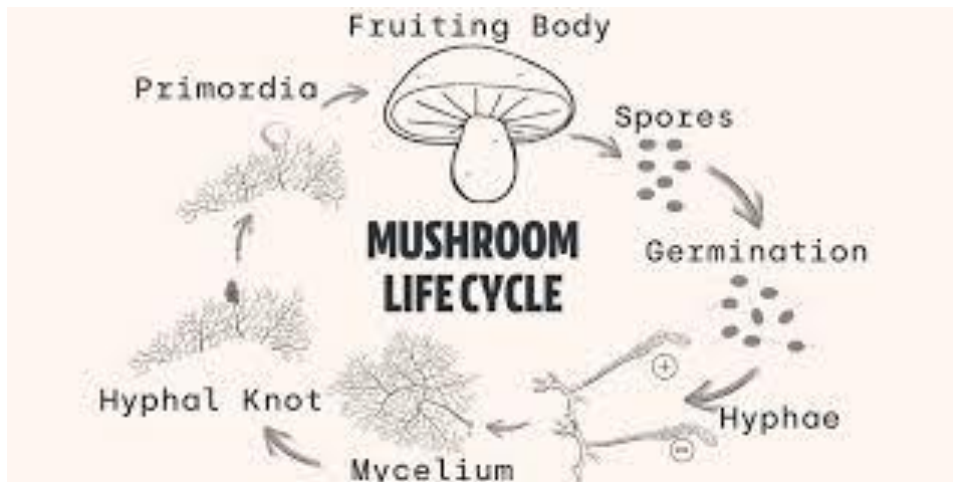
Endophytes - Unique Types of Mushrooms, Mysterious Symbiosis

Saprotrophs - Thriving on Decay



## Phases:

- Spore germination
- Mycelium running
- Primordia Formation
- Fruiting Body Development







## OUR FUNGI OF INTEREST

**SAPROTROPHS**

THRIVING ON  
DECAY/SUBSTRATE

OYSTER

BUTTON

MILKY

REISHI

SHIITAKE

MAITAKE

TURKEY TAIL

GIANT PUFFBALL

CHICKEN OF WOOD

ENOKITAKE

SHAGGY MANE

BLACK TRUMPET

YELLOW HOUSEPLANT





Classified into  
three different  
types according to  
their food habit

**Primary  
Decomposer**

Oyster,  
Shitake

**Secondary  
Decomposer**

Button,  
Milky,Paddy  
- straw


**Tertiary  
Decompose**

Parasiti  
Fungi



# Types of Mushrooms Chart

[www.bmmushroom.com](http://www.bmmushroom.com)

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CHAMPIGNON



HONEY AGARIC



AMANITA



TOADSTOOL



RUSSULA



CHANTERELLE



PORCINI



BLACK TRUFFLE



SHIITAKE



MILK MASHROOM



MOREL



OYSTER



BROWN CAP BOLETUS



ENOKITAKE



GREEN AMANITA



ACTARIUS INDIGO

# Cultivation instruction at [bmmushroom.com](http://bmmushroom.com)



- Most versatile mushroom.
- Best for beginners.
- Several varieties to choose from.
- Grown throughout the year.

## *Winter Strains*



*King*



*Blue*



*Sajor*

## *Summer strains*







Milky Mushroom  
*Calocybe indica*

28-38 ° C

80-85 %

Casing soil needed





## Volvariella volvacea- Paddy Straw Mushroom



Cultivated in the temperature range of **28 to 38°C**

Relative humidity (RH) of 80-85 %

An excellent species for summer time.

It is a fast growing mushroom and under favourable growing conditions total crop cycle is completed with in **4-5 weeks** time.





## Button Mushroom

White button mushroom requires **20-25 C for vegetative growth** (spawn run) and 12-18 C for reproductive growth. Besides that it requires relative humidity of 80-90% and enough ventilation during cropping.



# Cremini Mushrooms

[www.bmmushroom.com](http://www.bmmushroom.com)



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These are also sometimes called baby portobellos, and they look similar to the white button mushroom except for their size, which is slightly larger. The Cremini mushrooms are also a light shade of brown, instead of white. They have a mild flavor, and they can be used in place of white button mushrooms if that's what your recipe calls for.



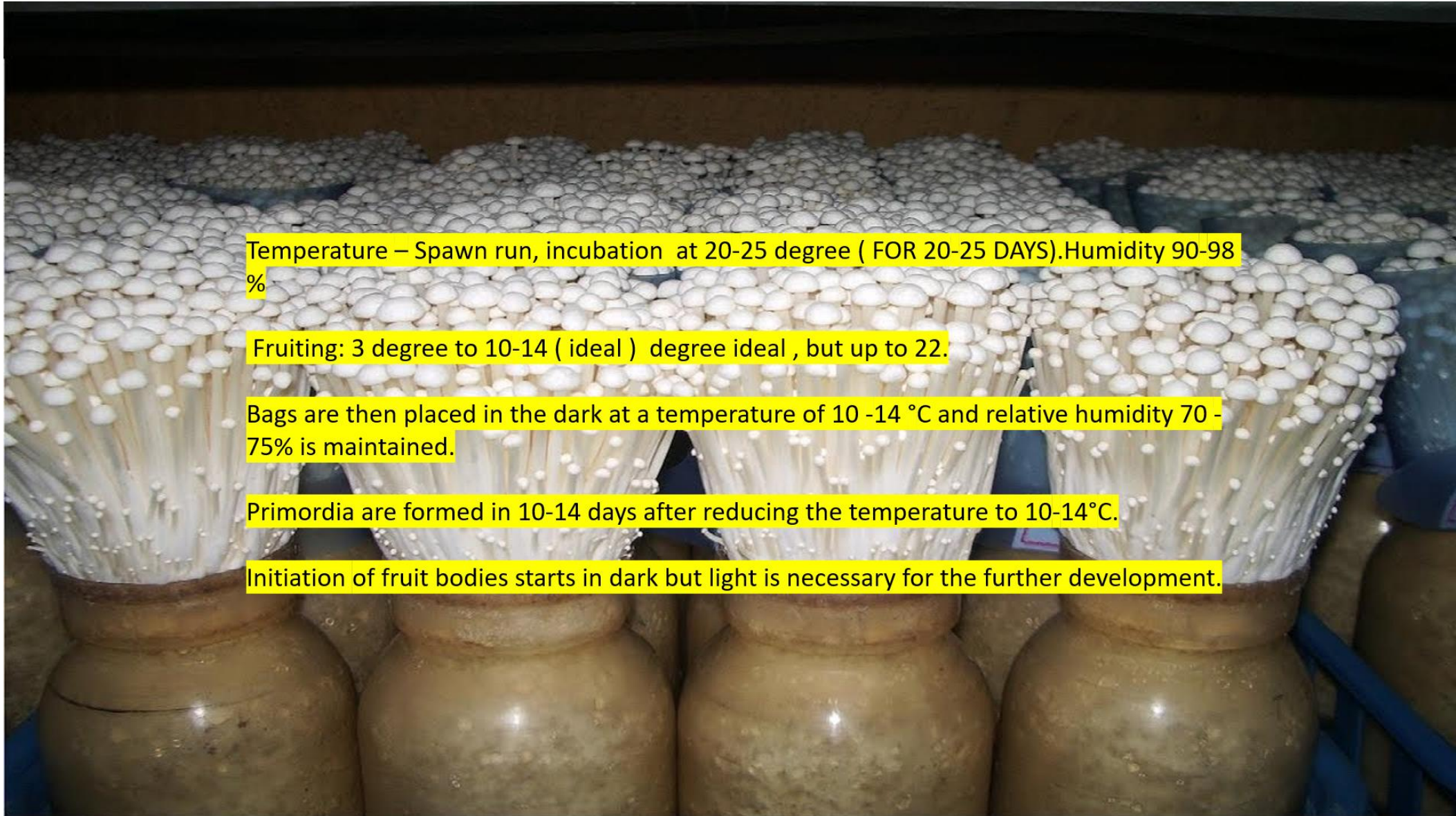


## Portobello Mushrooms

When white button mushrooms fully mature, their caps grow outwards and they are called Portobello mushrooms. With its mild flavor and somewhat meaty texture, you can even use these types of mushrooms as a substitute for meat in many dishes. Some people consider them one of the tastiest mushrooms in existence, and they are especially yummy when you grill them.

Portobellos grow in grasslands in Europe and North America.





Temperature – Spawn run, incubation at 20-25 degree ( FOR 20-25 DAYS). Humidity 90-98 %

Fruiting: 3 degree to 10-14 ( ideal ) degree ideal , but up to 22.

Bags are then placed in the dark at a temperature of 10 -14 °C and relative humidity 70 - 75% is maintained.

Primordia are formed in 10-14 days after reducing the temperature to 10-14°C.

Initiation of fruit bodies starts in dark but light is necessary for the further development.



## Shiitake Mushroom



Cropping requires an optimum temperature of **22-26°C**, humidity of 80-85%, diffused light and ventilation.

**Shiitake** mushroom **grow** kits, on the other hand, take about 3 months to fully colonize and then about 10 days to fruit.

## The Cordyceps Mushroom – Prince of Physical Energy

*Cordyceps Militaris*



+917363970073





## Cordyceps sinensis

- Media
- 1 gallon water
- 1/2 cup starch
- 1/4 cup nutritional yeast
- 2 tbsp sugar
- 2 tbsp azomite
- 5 scoops baby food
- Rice 2 TBSP

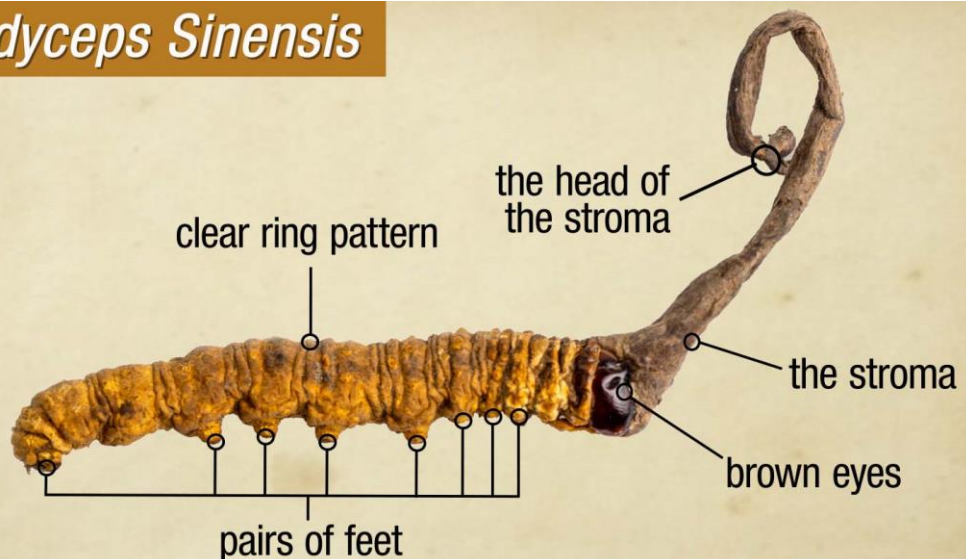
Temperature- 12 to 22 °C

- phototropic and will grow towards any source of light
- Fruiting can take anywhere from 4-6 weeks.

## Cordyceps militaris



### *Cordyceps Sinensis*







## The Lions Mane Mushroom – King of Brain Function

*Hericium Erinaceus*



Temperature: 18-21

Humidity 85% or higher

Lions Mane grows best on **supplemented hardwood sawdust**.

Colonization stage of around 14 – 21 days.



## Hen of the Woods Mushrooms

In Japan, these mushrooms are also called maitake mushrooms, and they have a lot of flavors packed into them. Found growing at the base of oak trees, Hen of the Woods mushrooms are used in both Japanese and Western dishes, and they are rich, earthy, and look similar to [a flower](#). Perfect for stir-fry dishes and many types of soup, the mushrooms hold their shape well when cooked, making them a very attractive addition to many of your dishes.







## Honey Agaric

The Honey Agaric mushroom is the world's largest living stretching up to 10 sq. km. underground and weighing around as much as a blue whale. Only the tip or a small percentage of the mushroom can be seen above ground.





## King Trumpet Mushrooms

Sometimes called the King Brown mushroom or the French Horn mushroom, these are very thick and meaty mushrooms, and they are also quite large in size.





## Morel Mushrooms

Morel mushrooms are rather unattractive, but they are delicious mushrooms that come alive with flavor when you eat them. They are rather chewy and look similar to a honeycomb. They are also quite savory and are especially delicious when you sauté them in butter. Morel mushrooms can be very expensive, and once you try them you'll understand why.

These mushrooms can be found on the edges of wooded areas in many states of the US (often growing around the base of dead or dying trees).



## Porcini Mushrooms

Porcini mushrooms are very meaty and flavorful, and they are often found in numerous Italian dishes. Much like sourdough, Porcini mushrooms have a flavor and taste that is creamy and nutty, and they are light brown in color. They are also sold either canned, dried, or fresh, but the dried mushrooms need to be soaked in hot water for at least 15 minutes before you cook them. In addition, Porcini mushrooms can get up to 10 inches across, so they get quite large at times.


Simple to cook with, the Oyster mushroom can be used in a variety of dishes. They also come in colors such as grey, brown, and even a reddish color, and the younger they are, the more flavorful they are.





## The Turkey Tail Mushroom – King of Immunity

*Trametes Versicolor*

 +917363970073










**The Reishi Mushroom – Queen of Immortality**  
*Genoderma Lingzhi*

[www.bmmushroom.com](http://www.bmmushroom.com)

 +917363970073





**The Chaga Mushroom – Princess of Superfood**  
*Inonotus Obliquus*

[www.bmmushroom.com](http://www.bmmushroom.com)



+917363970073















# About the Course

## [www.bmmushroom.com](http://www.bmmushroom.com)

## support@bmmushroom.com

Course- What , why , how ?

Eng-Hindi

- Skills & knowledge it will impart.
- COURSE CONTENT-COURSE DESIGN-CHAPTERS-SKILLS YOU WILL GAIN- COMMUNITY SUPPORT- THE IMPORTANCE OF KNOWLEDGE- ONLINE-OFFLINE-Special coverage on marketing & food processing, Pest & Disease Control.
- COURSE INCLUDES: Training videos, Download materials, Live Classes, Practical Assignments ,Quiz, E-Book , Community Support and much more.
- HOW TO GET MAXIMUM OUT OF THE COURSE
- What's next ?



# Vision-journey-community

## Marketing

It's called the seven Ps of marketing

**PRODUCT- Knowledge**

**PRICE-low cost**

**PROMOTION- BM mushroom FB,wp**

**PLACE**

**PEOPLE**

**PROCESS**

**AND PHYSICAL EVIDENCE**





# Any question, suggestion, feedback ?

Put it in comment section.