



Start-up as Mushroom Production and Its Processing

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INTRODUCTION

In recent trend, mushroom cultivation is an important enterprise because of decreasing arable land, water scarcity, climate change and changing food habits of consumer. Presently, in almost every restaurant, wedding parties etc. we see various dishes of mushroom from starter to dessert. In spite of nutritional and medicinal values of mushroom, it tastes delicious also. There is high demand of mushroom in urban areas, hotels situated in cities, etc.

In India, there are five mushroom species viz., white button mushroom (*Agaricus bisporus*), oyster (*Pleurotus spp.*), paddy straw (*Volvariella volvacea*), milky (*Calocybe indica*) and shiitake (*Lentinula edodes*) which are under commercial cultivation. The total production of mushroom in India reported to be 129782 metric tonnes. The maximum production of mushroom is shared by button mushroom 73 % of total mushroom production, oyster mushroom 16 %, paddy straw mushroom 7%, milky mushroom 3% and other speciality mushroom 1% (Sharma et al., 2017).

Since Button Mushroom (*Agaricus spp.*) is the most popular mushroom variety grown and consumed globally. In India, earlier its production was limited to the winter season, but now its production is possible round the year in indoor condition with technology development. As most of the farmers in India are marginal and small farmers, so majority of the mushroom cultivation units are seasonal. Out of the total button mushroom production, Haryana accounted for 15.84 % (15000 metric tons) of its production (Sharma et al., 2017). The shelf life of mushroom is very less so processing and value addition is one of its important aspects which will further increase the source of income to processor. There are various value added products of mushroom which has been standardized like mushroom soup, biscuits, nuggets, noodles, papad, pickles etc. (Wakchaure, 2011). Due to its nutritive and medicinal value the demand of mushroom is increasing in urban areas.

The study was conducted in Sonapat district of Haryana to assess the entrepreneurial environment of mushroom producer and processor. The six major dimensions were considered for assessing the entrepreneurial

environment i.e. Institutional, Marketing, Finance, Technical, Infrastructure and Legal. Further, within Infrastructure the sub dimensions were Government factor, Political, Food processing courses, Family and Religion.

Table1. Entrepreneurial environment for mushroom processors

Government Factor			Marketing		
SDA	<24	6.67	SDA	<30	6.67
DA	24-30	6.67	DA	30-31	13.33
U	30-34	13.33	U	31-33	20
A	34-35	53.33	A	33-37	46.67
SA	>35	20	SA	>37	13.33
Political			Finance		
SDA	<7	33.33	SDA	<17-19	6.67
DA	7-9	13.33	DA	19-20	20
U	9-12	40	U	20-22	13.33
A	12-14	13.33	A	22-24	53.33
SA	>14	0	SA	>24	6.67
Food processing courses			Technical		
SDA	<9	6.67	SDA	<20	0
DA	9-11	6.67	DA	20-22	6.67
U	11-12	20	U	22-23	0
A	12-14	53.33	A	23-24	60
SA	>14	13.33	SA	>24	33.33
Family			Infrastructure		
SDA	<7	6.67	SDA	<22	0
DA	7-9	20	DA	22-23	6.67
U	9-10	20	U	23-24	20
A	10-13	33.33	A	24-25	53.33
SA	>13	20	SA	>25	20
Religion			Legal		
SDA	<1.8	6.67	SDA	<14	6.67
DA	1.8-6	60	DA	14-15	6.67
U	6-7	13.33	U	15-17	0
A	7-9	6.67	A	17-18	66.67
SA	>9	13.33	SA	>18	20

Table 1 depicted that 53 % of mushroom processors agreed for government support facility availability and accessibility at Sonapat. HAIC Research & Development Center is a grand project set up at Murthal for research and development of mushroom & spawn. The center conduct trainings for mushroom producers and processors as well as for spawn production technology. The center sells the quality mushroom, spawn, casing material and pasteurized the compost.

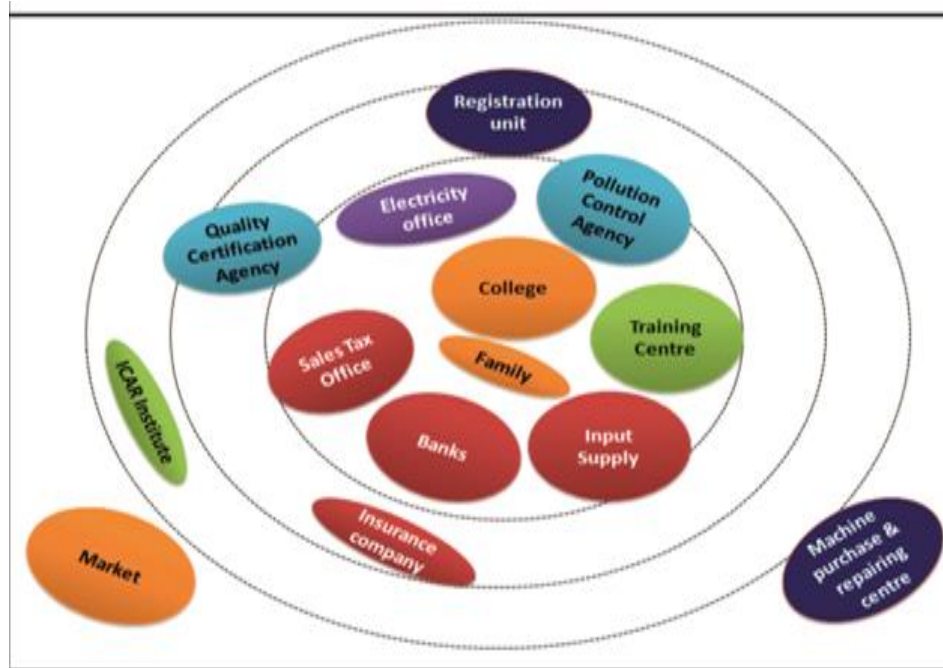
Majority of processors disagreed for political interference for mushroom production and processing. Majority of mushroom processors (53%) agreed for existence of education related to food processing and agripreneurship. The popular institution i.e. NIFTEM is situated which provide integrated research, education, enterprise incubation and outreach in the area of food science and technology. For mushroom production and processing the family support was observed (33.33%) and

religion based biasness was not observed (60 %).

Table 1 depicted that majority of mushroom processors (46 %) agreed for market facility of processed product to Delhi or NCR. It was observed that the demand for fresh mushroom and its value products like canned mushroom, pickles, mushroom candy, mushroom powder

etc. was found in Delhi. The most of the mushroom processors (53 %) were agreed with the credit facility like loan facility, subsidy and insurance facility availability. The mushroom processors (60%) agreed with existing technical facility (60%), infrastructure support (53 %) and legal facilities (66 %) availability at Sonapat regarding mushroom processing.

Venn Diagramm to represent the most important institutions in mushroom processing



The most important institutions were input supply, bank, sales tax office, registration unit, entrepreneurial education at college level, training centre, pollution control agency etc. The moderately important institutions were electricity office and insurance company. and ICAR institution was least important due to lack of support in processing. The entrepreneurial education at college level, training centre, input supply, bank, pollution control agency were within reach of 10 km, quality certification agency, registration centre were within 20 km of reach and others like market, ICAR institutions, machine purchase centre were beyond 20 km.

CONCLUSION

Hence, we can conclude that the entrepreneurial environment for mushroom

production and processing is favourable at Sonapat district of Haryana. The major reasons for the favourable entrepreneurial environment in case of mushroom production were input availability like compost, spawn, casing material, labour and training from HAIC. Apart from this, the good availability of market in another word there was demand for the fresh mushroom both for consumption and processing. In case of mushroom processing, the entrepreneurial environment was favourable because of availability of fresh mushroom, technical, finance and legal support. Therefore, mushroom production and processing can be a good start-up for youth.