

MUSHROOM MAKES A PROFITABLE ENTREPRENEUR

1. Background

Mr. M. Ashok Kumar is a 27 years old youth residing at Vadakku poigainallur, Nagapattinam. His qualification is ITI in Diesel Mechanic. He is interested in farming and involved in farming activities for the past seven years. He owned 0.5 acre of land and 2.5 acre of land was leased out 23 years before by his father. His father followed traditional method of cultivation mainly produced Vegetables and Groundnut. He marketed the produce in the local market Paravai as whole sale. He paid Rs. 3000/- as lease amount to the owner. He earned profit to run the family smoothly without any savings. Two farm ponds are available for the irrigation purpose.

Mr. Ashok Kumar took charge the farming activity 7 years before because of his father's death. He wants to upgrade farming activities in his land. So he discussed with KVK, Sikkal for new ideas. With the idea from KVK, Sikkal, he planted mango seedlings (40 nos.) which are in flowering stage at the time of our visit (February 2016). He is also cultivating greens, vegetables (Brinjal, Tomato and Chillies) and groundnut in 2.5 acres of land as rotational basis.

2. Intervention Process

He approached KVK, Sikkal for getting guidance to start mushroom unit. KVK, Sikkal arranged exposure visit and training to him in the year 2014.

3. Intervention Technology

He started mushroom unit for the production of oyster mushroom in 2014 by the advice of KVK, Sikkal. He constructed 60 m x 12 m size shed which can have the space of 1200 beds in it. He spent nearly Rs. 35,000/- for starting this enterprise. He produced 8-10 kg of oyster mushroom per day which is marketed locally to the panipoori shop and hotels. He is selling Rs.40/250 grams of mushroom.

4. Impact Horizontal Spread

Nagapattinam farmers who are interested to start mushroom unit can visit his unit and get practical exposure. Nearly 10 farmers visited his unit this year.

5. Impact Economic Gains

He earned Rs. 1,72,800/- from the mushroom unit within one year. He earned what he spent as fixed cost for the production of mushroom within a year. It is the time for slight change in his enterprise because preference for oyster mushroom is coming down and customers demanding button mushroom. He gradually reduced the production of oyster mushroom and going to attend training in KVK, Sikkal and TNAU for cultivation of button mushroom.

6. Impact on Employment Generation

He generated regular employment for 2 persons.

