

SUCCESS STORY OF [Mushroom Cultivation]

Title: Mushroom Cultivation: A Path to Financial Freedom of Rural Youth

1. Basic Information

- **Entrepreneur's Name:** Neotsula
- **Age:** 24
- **Gender:** Female
- **Address:** Kuthur village, Chessore block, Tuensang, Nagaland
- **Educational Qualification:** Primary
- **Landholding:** 2 acres
- **No. of children (if any):** Nil
- **Type of Enterprise:** Mushroom Cultivation
- **Year of Establishment:** 2021
- **Year of ARYA Training:** 2020-2021
- **Initial Investment:** Rs. 72,500/-
- **Source of Investment:** ARYA Project Grant



2. Background & Motivation (max. 100 words)

Ms. Neotsula is an unemployed youth earning her livelihood from cultivation of different indigenous crops and vegetables. Although she worked hard, her income from farm was not sufficient to meet her needs. It was identified that she lacked technical knowledge and was not aware of exploring other sources of income as well as did not have the finances to start a business. In the midst of it she happened to attend a Skill development Training for developing entrepreneurs under ARYA programme. Accordingly she was included in the training programme and was allotted one mushroom demonstration unit under ARYA Programme during 2020-21.

3. Technology Interventions & Best Practices (max. 100 words)

Establishment of Oyster mushroom (*Pleurotus ostreatus*) unit requires relatively low investment and is quite suitable for small farmers as it can be started in one's own backyard. It is a short duration crop with high yield per unit time giving maximum benefit to farmers. The substrate, paddy straw is chopped into 3-5 cm length using local dao. After that, sterilization of straw is done by dipping in boiling water. After sterilization and draining of excess water, straws are filled in the mushroom cylinder bags in 3-4 layers, simultaneously spawns of oyster mushroom is placed in each layer.

4. Role of ARYA Project (max. 50 words)

Under the project she received vocational training on oyster mushroom cultivation. She was also allotted one demonstration unit along with one low cost mushroom house, 300 mushroom bags and 150 packets of mushroom spawn. Technical guidance and supervision of her demonstration unit was also done by experts from KVK.

5. Business Growth & Achievements

• Production & Income Growth:

Particulars	Before ARYA (2019- 2020)	After ARYA (2020- 2021)	2021- 2022	2022- 2023	2024-25
Size of enterprise (eg: no. of animals, size of land, units etc.)	2 acres	50 sq.m	50 sq.m	50 sq.m	50 sq.m
Breed/ Variety Used	Vegetable crops	Oyster mushroom	Oyster mushroom	Oyster mushroom	Oyster mushroom
Feed Type	Nil	Nil	Nil	Nil	Nil
Production (Kg/No.)	1450 kg	750kg	800 kg	820 kg	850 kg
Price	Rs.20/kg	Rs.200/kg	Rs.200/kg	Rs.200/kg	Rs.200/kg
Cost of Production/unit (Rs.)	17000	72,500	74000	75000	75000
Gross Income (Rs. /Year)	29000	1,50,000	160,000	1,64,000	1,70,000
Net Income (Rs. /Year)	12,000	77,500	86,000	89,000	95,000
Benefit Cost Ratio (B:C)	1.70	2.06	2.16	2.18	2.26
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local Markets and direct sales to consumer	Local Markets and direct sales to consumer	Local Markets and direct sales to consumer	Local Markets and direct sales to consumer	Local Markets and direct sales to consumer
No. of family members involved in the enterprise	01	02	02	02	02
No. of labourers employed*	Nil	01	01	01	01
Average Employment Generation (No. of days): Per Person/Year	35 days	210 days	210 days	210 days	210 days

Few months in, the mushroom business began to flourish and she was able to sell her produce without difficulty as there was high demand in the market. She continues to sell her fresh mushrooms both locally and by sending them to other villages and to Tuensang town.

6. Socio-Economic Impact (max. 100 words)

The establishment of mushroom enterprise has brought about financial empowerment to the young entrepreneur. She is now a successful mushroom grower and her success story

continues to encourage other unemployed youth to venture into alternative businesses and inspiring them to start their own mushroom business. And in 2020-2021 she was able to harvest 750 kgs of mushroom from 3 pickings and earned a net profit of 77,500. Till date she is sustainably running her mushroom unit. It was only through ARYA project that it was possible to uplift unemployed youth like Neotsula.

7. Future Plans& Vision (max. 50 words)

Miss Neotsula now has plans to attend advanced trainings which would develop her skills to produce high quality mushrooms and expand her market linkage from local to regional exporting quality mushrooms to other districts and states. She also has plans to venture into value added products of mushroom in future.

8. Key Takeaways & Message for Aspiring Entrepreneurs

“I was earning Rs. 20-30/kg by selling vegetables but now I am earning Rs. 200/kg just by selling mushrooms, that too in a short period of time”.

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)

