

SUCCESS STORY OF [Mushroom Production]

Title: *“From Straw to Table: A Successful Mushroom Cultivation Venture”*

1. Basic Information

- **Entrepreneur's Name:** Mongou
- **Age:** 23
- **Gender:** Male
- **Address:** Yimrup Village, Noksen Block, Tuensang, Nagaland.
- **Educational Qualification:** Primary
- **Landholding:** 3 acres
- **No. of children (if any):** Nil
- **Type of Enterprise:** Mushroom Production
- **Year of Establishment:** 2024
- **Year of ARYA Training:** 2023-2024
- **Initial Investment:** Rs. 70,250/-
- **Source of Investment:** ARYA Project Grant



2. Background & Motivation (max. 100 words)

Mr. Mongou is a responsible and hardworking individual, involved in farming for his livelihood. Although a dedicated and diligent farmer, primarily involved in paddy cultivation he lacked technical knowledge and was not aware of the potential of using the by-product-straw from his field to grow mushrooms which would significantly boost his income. He attended a training program on Employment Generation through Mushroom Cultivation organized by KVK, Tuensang under ARYA Project where he learned of the flourishing market for mushroom. The training inspired and gave him the confidence of integrating mushroom as an added enterprise in his farm.

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

Cultivation and establishment of Oyster mushroom (*Pleurotus ostreatus*) unit requires relatively low investment and is quite suitable and adaptable within the existing farming systems. It complements crop cultivation by utilizing the agricultural by-products such as straw and other plant materials, minimizing waste and maximizing resource efficiency. 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 he received vocational training on oyster mushroom cultivation. He also received assistance of one low cost mushroom house, 300 mushroom bags and 150 packets of mushroom spawn. With assistance from the Project and by his sheer hard work, he was able to maximize his farm income.

5. Business Growth & Achievements

- **Production & Income Growth:**

| Particulars | Before ARYA (2022-2023) | After ARYA (2023-2024) | 2024-25 |
|--|-------------------------|------------------------|-----------------|
| Size of enterprise (eg: no. of animals, size of land, units etc.) | 1.5 Acre | 50 sq.m | 50 sq.m |
| Breed/ Variety Used | Vegetable cultivation | Oyster mushroom | Oyster mushroom |
| Feed Type | Nil | Nil | Nil |
| Production (Kg/No.) | 1050 kg | 580 kg | 650 kg |
| Pri | Rs.20/kg | Rs.200/kg | Rs.200/kg |
| Cost of Production/unit (Rs.) | 14500 | 70,250 | 71,000 |
| Gross Income (Rs. /Year) | 21,000 | 1,16,000 | 1,30,000 |
| Net Income (Rs. /Year) | 6500 | 45750 | 59,000 |
| Benefit Cost Ratio (B:C) | 1.44 | 1.65 | 1.83 |
| Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.) | Local Markets | Local Markets | Local Markets |
| No. of family members involved in the enterprise | Nil | 01 | 01 |
| No. of labourers employed* | Nil | Nil | Nil |
| Average Employment Generation (No. of days): Per Person/Year | 40 days | 180 days | 180 days |

Few months in, the mushroom business began to flourish with high demand in the market and he is able to sell his produce in the local market. The demand for mushroom continues to prevail and there is huge scope to scale up his business.

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

The establishment of mushroom enterprise has brought about financial and food security to the entrepreneur. He is now a successful mushroom grower and has been involved in

mushroom cultivation since 2023-24 till date. He is now financially stable from earnings of his mushroom unit. His success story has encouraged many rural youth to explore the lucrative opportunities in agriculture rather than migrating to towns for employment. So, far he has inspired 20 youths from his village and neighbouring villages to start their own mushroom units. And he continues to be a role model, giving practical trainings and demonstrations.

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

Mr. Mongou has plans to polish his skills and scale up his enterprise, enter regional market, explore online platforms to directly connect with consumers to receive better price as well as venture into value added products and mushroom grow kits.

8. Key Takeaways & Message for Aspiring Entrepreneurs

“I am really grateful to the ARYA Project for helping start a profitable venture and giving me the opportunity to gain financial security.”

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

